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## Teleseminar Dial-In Details

- Date:** Wednesday, September 10, 2008
- Time:** 12:00 Noon (Pacific) / 3:00 PM (Eastern)
- Dial In:** 1-419-400-0203
- Passcode:** 657950#
- Topic:** The Wizard Weekly – The Anatomy of a Blog Post II
- Duration:** 30 – 45 minutes
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## Tips To Get The Most Out Of This Call

1. Print this Action Guide
2. Use these tips to develop your blog.
3. Take action NOW –

Quote of the Call: “He liked to go from A to B without inventing letters between.”

~John McPhee~



## Today You will Learn And Discover the Next 3 Parts of The Anatomy of a Blog Post

- 4. Your 'point/s' (making your posts matter)**
- 5. Call to Action**
- 6. Adding Depth**



## **Your 'point/s' (making your posts matter):**

A post needs to have a point. If it's just an intriguing title and opening you'll get people to read - but if the post doesn't 'matter' to them it'll never get traction.



## Call to Action:

Driving readers to **do** something cements a post in their mind and helps them to apply it and helps you to make a deeper connection with them.



## **Adding Depth**

### **Ways to Add Depth to Your Next Blog Post**

Some simple techniques that can add a new dimension to your post - techniques to make good posts great.

Before hitting publish on your post ask yourself again - does this post matter?

Is your post useful to readers in some way? Does it inform, entertain, inspire, educate, provide community, motivate or do something else that will enhance the lives of your reader?



**Next Week:**

**7. Quality Control and Polishing**

**8. Timing of Publishing Your Post**

**9. Promotion**