>>> the 10 golden rule commandments of blogging + some checklists

Rules on Rules on Rules

1. Make it scannable.
2. Be specific. People can find all the general help they want on the web. Give details.
3. Give people takeaways. Our adult information retention levels can be low. Help us.
4. Make it simple for people to share on social media. Have links. Have suggested tweets. Compel us to share your stuff.
5. Speak to others as you would want to be spoken to (conversational tone, yo).
6. Make it unique to your brand. Make sure we know who created this content. We shouldn't be able to find this on another blog.
7. Make it (generally) error free. We're human. We forgive the occasional error.
8. Make it well-researched and/or well thought out.
9. Organize + format it to make user-friendly content. Lists, bold headings, you got this!
10. Make it authentic. If you made it and you don't 100% believe it, don't publish it.

Before you publish, determine if your post contains one or more of the following:

- ○ an eye-catching image
- ○ a free resource
- ○ a valuable link
- ○ an answer/solution for a problem or pain point your readers/clients have
- ○ a clear benefit for readers

This post is likely to be discovered or shared because:

- ○ you're posting it at an optimal time
- ○ you're using popular + relevant hashtags
- ○ It is super shareable naturally
- ○ you've asked close friends and supporters to share it
- ○ you will pay to promote it
- ○ It's a part of a contest, challenge, or movement that people are excited about

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