

## 8 Steps to Creating a Great Blog Post

Steps	Example
<p><b>1. Write a great headline.</b></p> <p>This is the main focus of your blog, and should only contain one main point.</p>	<p><i>7 Health Problems Only Your Dentist Knows You Have or The Shocking Truth About Morning Breath</i></p>
<p><b>2. Write a compelling opening.</b></p> <p>One that empathises with the reader on a problem, difficulty or opportunity</p>	<p>Morning breath is gross, isn't it?</p>
<p><b>3. Explain the problem in further details</b></p>	<p>Everyone gets it, but some of us have a more ... pronounced version than others.</p> <p>It's embarrassing, unpleasant and you'd really rather live without it.</p>
<p><b>4. Transition into the body of the piece.</b></p> <p>Do this by explaining how you'll fix the problem</p>	<p>So what can you do about it? To find out, we need to take a look at the cause.</p>
<p><b>5. List out each step involved in the learning process</b></p> <p>Use subheadings either with or without numbers</p>	<p><b>The Cause</b></p> <p>Bacteria overgrowth due to less saliva.</p> <p><b>The Cure</b></p> <p>There is no cure, but you can minimise it.</p>
<p><b>6. Transition to the conclusion</b></p> <p>Consider using a subheading to wrap up the post.</p>	<p>Minimise Morning Breath</p>
<p><b>7. Summarise</b></p> <p>Restate what the reader learned or how they benefitted from reading your post</p>	<p>If you want to reduce morning breath be meticulous about cleaning and flossing your teeth.</p> <p>The majority of people also produce enough plaque and tartar build up in six months that it needs to be removed. So, regular scaling and cleaning by your hygienist also reduces the number of bacteria that builds up on your teeth</p>
<p><b>8. Create a call to action</b></p> <p>Remember that most people who are surfing the internet and reading articles are pretty much like zombies – your job is to jolt them into action!</p>	<p>If you're concerned about morning breath, discuss it with your dentist at your next appointment. While you can't prevent it entirely, you may be able to reduce it.</p>