

# CHECKLIST FOR WRITING BLOG POSTS

that Emotionally  
Engage Your Audience



# Checklist for Writing Blog Posts that Emotionally Engage Your Audience

## CHOOSE YOUR TARGETS

- Each post should trigger both positive and negative emotions:
  - **Positive Emotions:** hope, joy, relief, courage, love, pride, happiness, empowerment, inspiration, gratitude, safety, etc.
  - **Negative Emotions:** fear, anger, sadness, disgust, shame, envy, etc.
- Negative emotions are just as important as positive ones. For example, if your readers need to make a big change in their lives, they must first feel the anger, sadness or envy that will propel them forward.
- Take a few minutes to prepare your mental state (meditate, listen to music, visualize, etc.) before sitting down to write so you can feel the emotions you want readers to feel. If you don't feel them, neither will they.

## GET REAL

- Don't simply educate readers on a topic, explain how you once struggled with the topic yourself. Sharing your struggles validates and honors the struggles your readers are facing.
- Make your post come alive by sharing specific stories from your life. By sharing stories, not only will your writing read more authentically but your readers will feel more connected to you and will be more open to receiving your advice.

## SHOW, DON'T REPORT

- Don't report to readers that you felt "scared," "sad" or "happy." They will feel nothing with those types of descriptions. Instead, invite readers in by reliving the experience. Make them feel what you felt. Here's how:
  1. **Describe what happened to you physically:**
    - "I stopped breathing as his hand touched my cheek."
    - "I stumbled clumsily as I quickly backed out of the room."
  2. **Share the thoughts you had:**
    - "As I waited to be interviewed, I noticed that none of the other candidates looked like me; I was too different, I didn't stand a chance..."
  3. **Trigger the senses - what did you see, hear, taste, touch or smell?**
    - "I smelt the coffee brewing and dragged my feet to the kitchen."
- The more you help readers step into your shoes and experience the exact actions, thoughts and sensations you experienced, the more emotions you'll rouse.

## SALT THE WOUND

- Take readers on an emotional journey by first making them feel the problem deeply before solving it. After all, we must fully feel before we heal.
- Flat line posts do not emotionally engage and are not an accurate reflection of life. Instead explore both the lows and highs just as we experience them in real life. Flesh out the problem first and readers will feel all the more relief when you solve it.

## DON'T TRY TO IMPRESS

- Readers don't bond with know-it-alls. Be vulnerable, share your weakest moments, your greatest fears, your biggest mistakes.
- The more vulnerability you share, the more readers will feel like they're not alone in their struggles.

## NEVER OVERINDULGE

- Only share what is absolutely essential. Do not elaborate, do not tell side stories, do not add extra details that add no real value.
- Stories that go on and on frustrate readers. Keep moving the post forward or you will lose them.
- Also avoid intimate details you may one day regret revealing.

## ADD ANTICIPATION

- Lure readers into each section of your post. Make your sentences and sections cliffhangers for the ones that follow.
- Never give away too much too early on. What parts of your story can you save for the middle and end of your post? How can you add elements of suspense?

## WATCH YOUR WORDS

- For each emotion you're trying to convey, adjust your word choices appropriately.
- If you're trying to convey something tense and intimidating, but you use light and fluffy words, readers will not experience the intended emotions. For example:
  - Did you gaze at her or did you glare at her?
  - Did he taste it or did he devour it?
  - Did she walk away or did she storm out?
  - Did he whisper to you or did he snap at you?

## ADJUST THE PACE

- Just as you adjust your words to match the emotions you're conveying, you can also adjust the pace of your post. For example:
  - If you're describing something to evoke fear, use short sentences and paragraphs as that will speed readers eyes down the page quickly as if they're running from something.
  - If you're trying to evoke frenzy, use long run on sentences and large paragraphs as readers will feel frenzied reading those.
  - If you're trying to evoke comfort or relief, use long sentences (but not run on sentences) and medium sized paragraphs, to slow things down calmly and gently.

## BE COURAGEOUS

- Write with courage. Bear your soul. Flaunt your flaws. Create bold ideas that can transform people's lives.
- The more courageous you are with your words, the more emotions you'll trigger in your audience and the more connected to you they will feel.