



# **ACADEMIC LYCEUM “INTERNATIONAL HOUSE – TASHKENT”**

## **1<sup>st</sup> semester ENGLISH LANGUAGE**



**Topic 16: Solutions. Intermediate.**  
**Unit 2. stimulus-based discussion.**  
**A blog post**



# Stimulus- based discussion.



# **HOW TO WRITE A BLOG POST**

## **STEPS:**

- 1. Understand your audience.**
- 2. Create your blog domain.**
- 3. Customize your blog's theme.**
- 4. Identify your first blog post's topic.**
- 5. Come up with a working title.**
- 6. Write an intro (and make it captivating).**
- 7. Organize your content in an outline.**
- 8. Write your blog post!**
- 9. Proofread and edit your post.**
- 10. Featured Image**





- **Logo:** This can be your business's name and/ or logo — it will remind blog readers of who's publishing the content. (How heavily you want to brand your blog, however, is up to you.)
  
- **"About" Page:** You might already have an "About" blurb describing yourself or your business. Your blog's "About" section is an extension of this higher-level statement. Think of it as your blog's mission statement, which serves to support your company's goals.

# BLOG POST IDEAS

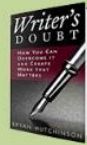
## STEAL 'EM

Ideas, not content.  
Share your take on them.  
Challenge. Why? Agree. Why?



## WRITING CONTEST

Writing contests are always  
a great place to find ideas to  
write about. Or, create one.



## BOOK REVIEWS

Write the best book  
reviews ever.

## TOP TEN LISTS

Blogs, books, movies...  
Pick the best, and  
make a list.



## INTERVIEWS

Ask bloggers, book  
authors and other  
interesting people. Just ask.



## QUOTES

Create a post filled with your  
favorites. Famous, inspirational,  
motivational. Any type you like.

## HOW TO...

Teach something.  
Easy, step by step  
instructions. Repeat.



## SHARE TRAVELS

Where have you been?  
Why did you go there?  
What did you learn?



## GUEST POSTS

Add to your blog  
content with quality  
guest posts.



Readers  
ask great  
questions. **ANSWER  
QUESTIONS**

Answer them in blog posts.



**Thanks for attention!**