

# Action Assignment for EMP 60 Day Challenge - Blogging

**Create a blog post about the EMP Challenge and embed your YouTube video.**

Requirements:

1. Headline
2. At Least 300 word
3. Video
4. Call to Action
5. Share on Social Media
6. Post to EMP 60 Day Challenge Community

## Headline of Blog Post (use longtail keyword or headline)

### **Text Box**

(H1) Repeat Headline of Blog Post

**Opening:** ◇ Question    ◇ Story/Anecdote    ◇ Shocking Statistic    ◇ “Mind’s Eye”  
Should include your keyword in the first sentence for SEO purpose

### **Content Format:**

Think of a newspaper/magazine article. Short sentences. Spacing.

Minimum words for a blog is 300 words.

Include an image (2 minimum or 1 picture, 1 video)

Video should be placed in middle of blog post.

### **Use H2 for sub headlines in your blog for the scanners**

Use Bullet Points

- To list items
- Or main points

**Conclusion:** Create a call to action

**Ask Them to Engage** by commenting or sharing your post.

### 1. How to add Video to your EMP Blog

a. <http://www.screencast.com/t/XNophYXnFyw>

Code: `[embed width="560" height="315"]YouTube Video URL[/embed]`