AFP-GPC Blog Posting Tips

- Identify your target audience: interests, pain points, and demographics
- Write about a specific niche topic aligned with your expertise and passion and create valuable content
- Use an engaging writing style
- Further engage the audience with storytelling, testimonials, examples, or personal experiences
- Break up the article into sections with section headers
- Use keywords that heighten SEO
- Incorporate internal links
- Include a call to action or proposed next step at the end
- Aim for around 750-1000 words
- Include at least one photo / graphic