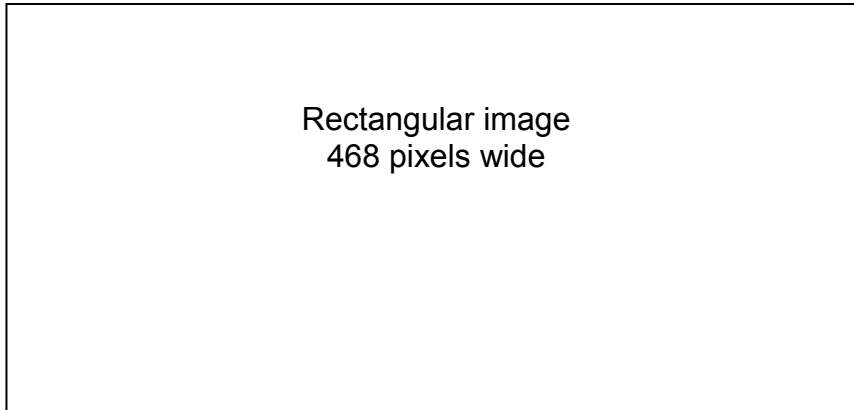


## IMPORTANT KEY TERM FIRST THIS IS ARTICLE TITLE



**Tip #1**  
Use control or whatever key to select about 2-4 relevant categories for an article. Make sure to select your name as a category.

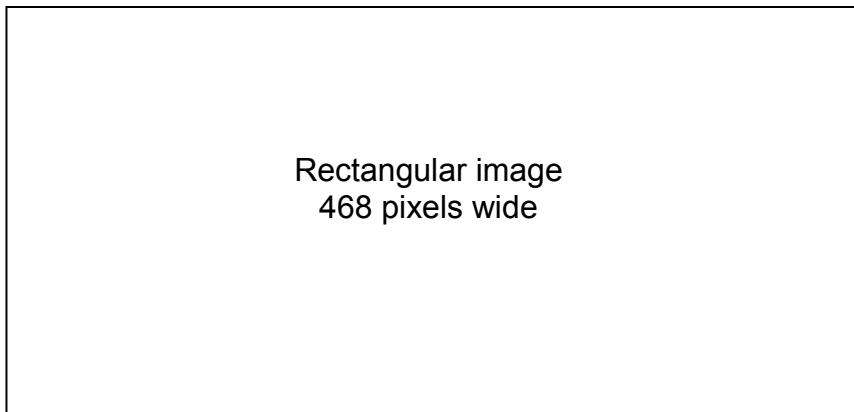
Make this a good intro sentence with good keywords and fill out the rest in a shortish paragraph. After you give them some good information, tell them what follows below. You will put the rest of the content in "post continuation."

This is post continuation and you might have bullets, sub headings or whatever. Pretty much every article that isn't a thought piece or editorial will follow this style with about three to four paragraphs. Maybe just two paragraphs. Thought pieces can be nothing but words.

Keep it tight and with your voice. Opinions must be based on fact. Don't use too many links. Links are distracting, so educate with them.

Consider photo essay style if you want to write text, then show an image, then do more text, image, text, image, etc. If possible, use 3-5 images.

**Tip #2**  
Sign up for a Disqus profile and monitor whether people comment on your articles. Respond in the comments using the "reply" feature. I will give you the avatar to use for Jetson Green. Until Typepad beefs up comments, we will use Disqus.



**Tip #3**  
Articles for social media may look different, so feel free to experiment with title, sub-headings, images, text, etc.

