# Blogging for Authors

Get More Visibility, Leads, and Sales by Becoming a Blogging Master!

# Module 4 – More Blogging templates

# The Common Mistakes Template

The 'common mistakes' post is a post that identifies commonplace mistakes and then offers a solution for each.

# Collecting Mistakes

Collect a list of mistakes and explain how to turn 'wrong ways' into 'right ways.'

# The anatomy of a Mistake

For each item, identify the mistake, explain why it's a mistake, and then offer a solution.

## Variations on the common mistakes post

Two variations on the 'common mistakes' post are the 'right way vs. wrong way' post and the 'old way vs. new way' post.

# What is content curation?



Content curation involves sharing content with your readers and then offering your own opinions, ideas, advice, or comments.

# Finding stories to share

You can find timely stories by subscribing to news sites, using Google search, or seeing what's trending on social media.

# How to curate a story

You can link to a story or include a snippet of the story in your post along with your own thoughts and comments.

# The anatomy of an Infographic

An infographic has three components – visuals, content, and knowledge.

# Creating an Infographic

Start with content and build your infographic around it, adding graphics, an introduction, and a conclusion.

➢ Write a blog post using the Common Mistakes Template

➢ Search for a story to curate

➢ Create an infographic post

What's Next?

Module 5

Even More Blogging
templates