An Excellent Blogpost

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| Criteria | Examples, details |
| Short | A post can sometimes be very brief, but is seldom more than three paragraphs. You can have several posts exploring the same idea. |
| Intriguing title | Grab the attention of your reader |
| New or controversial perspective | Go beyond the obvious (this book is about or this is a boring/good book); look at the reading from a different angle; state an opinion that goes against what’s “popular”; be bold (not just “school” writing); use humour.  |
| Personalized | Bring your own voice, unique standpoint, relevant connections that tell your own story, don’t just tell or summarize!  |
| Connects to reader | “I’ve always thought that, too!” Ask questions of the reader.  |
| Justified opinions | Give reasons! Use examples. Add details.  |