

### **What Makes a Great Op-Ed?**

1. Who is your audience?
  - a. Members
  - b. Labor/Progressive
  - c. Federal Government Communities
  - d. Public
  - e. Beltway Decision Makers
2. What will make this issue most interesting to them? Think about what the audience values.
3. Tailor your title for ultimate clickability in your given audience
4. Hook your readers with a salient, value-oriented opening line
5. Establish your opinion or arguments (and your adversary's)
6. Proof Points- facts, anecdotes that support your argument or refute your adversary's
7. Close the argument- summary of argument, but keep it value-oriented. Include CTA if publication allows.