SIMPLE 5-PART FORMAT FOR EVERY ARTICLE YOU WRITE

WHAT SHOULD I WRITE ABOUT?

THINK OF YOUR IDEAL CUSTOMERS

Write about stuff you're hearing on the front lines. Questions, challenges, apspirations that real people in your world are asking about and dealing with.

SAVE SALES PITCHES FOR THE SIDEBAR

self serving content isn't sharable or linkable. Be helpful, and let the calls to action on your website handle next steps. Don't interrupt with commercials.

GO BASIC

REALLY basic. Most companies publish content about complex topics in your space in order to sound smart. Do the opposite. It's easier to write about AND your audience probably will appreciate your speaking on their level.

NO FLUFF

Don't write words to fill space. It's a waste of your time, and you're also wasting your readers' time. Keep it concise.

ORGANIZATION MAKES IT EASY...

THE LEAD: CLARITY IS KEY

Nobody wants to get 10 minutes into an article only to find it's not what they were looking for. Tell them upfront what you're going to talk about, why it matters, and exactly what they're going to take away when they're finished.

THE BODY: 3 SUB TOPICS

Break your article down into specific subsections. Help out those "headline readers" with some great sub-headers. For example: What is x? How do you do it? Why does it matter? Both humans and Google love sub-headers related to your core topic...it really helps everyone understand where they can find the info they need. As a side benefit, simple sub-sections help to organize your thoughts as you write. Easy peasy.
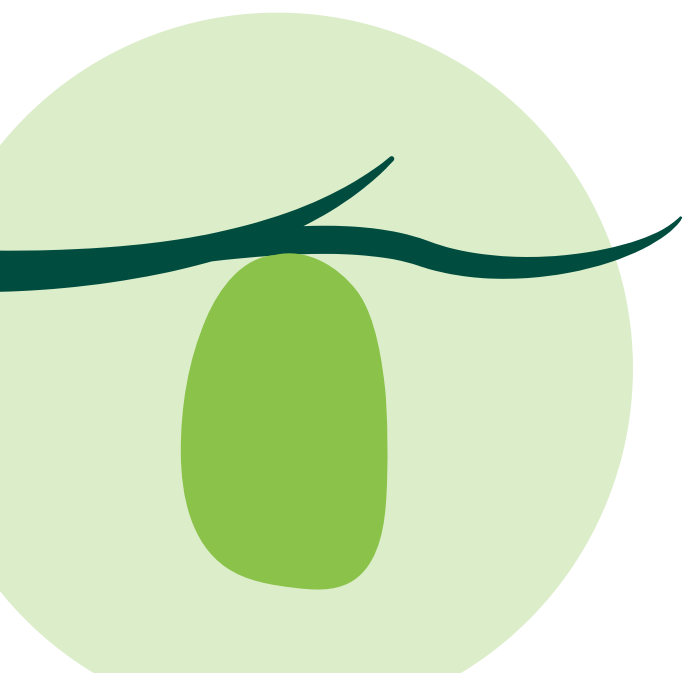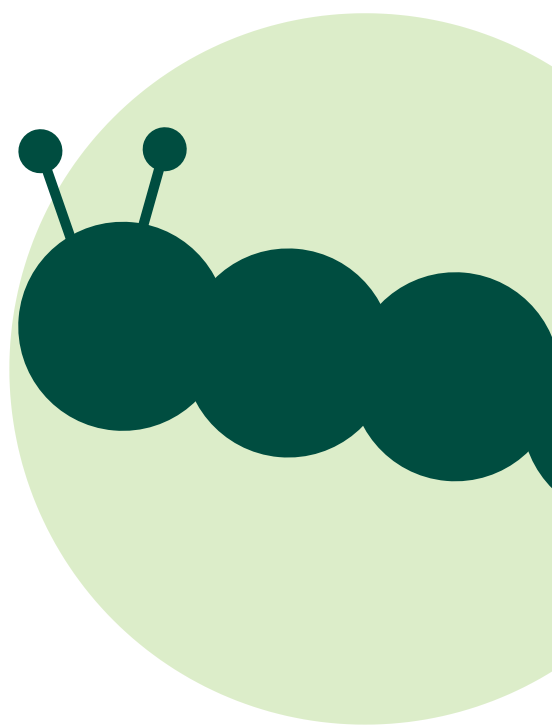
THE TAKEAWAY: WRAP IT UP

Here's where we tell them what we just told them. In summary, here's what we learned about X, and how you can use it to impact your life. Some readers will jump right to this part after skimming headlines. Clean and concise is best. Sometimes you might reference related topics or link to other articles to keep things going...or not. Your call.