



Blog Template

Here's a simple way to write a blog that is helpful and relevant to your audience would be to follow this template.

TITLE: _____

(Make the title catchy and attention grabbing. You have just a few quick sentences to get someone to read more. [Use this tool here for more ideas.](#))

KEYWORDS: _____

(This is very critical. Do some research to determine the keywords you should focus on and make sure they appear in the title and 3-5 times throughout the post)

INTRODUCTION:

(Use the opening of the blog to define the problem. Help the reader identify a problem they may have. Also use this area to explain WHY it's a problem that is important to solve. And, make sure it's a problem you solve with your business. Try to keep this section to no more than 5-8 sentences.)

SOLUTION STATEMENTS:

Here you should identify 3-5 steps, or things, or ways to solve the problem. List the solution and then use a sentence or two to explain it in a little more detail.

STATEMENT #1: _____

DETAILS:

STATEMENT #2: _____

DETAILS:

STATEMENT #3: _____

DETAILS:

CONCLUSION (CTA):

Conclude each post with a summary statement and a call to action. A call to action is inviting the reader to take the very next step if they need to address this problem (or want your help in doing so).

TIPS TO CONSIDER:

Here are some additional points that can help your readers and make you more successful in your blogging efforts.

- 1. Use pictures throughout** - people are typically more visual and images help to convey the message in ways that words can't.
- 2. Use headings in key places** - using headings can help a reader glance through the article and find nuggets that they would like to know more about. This is typically how people read blog posts to making it that way only helps.
- 3. Keep paragraphs small** - People expect and want quick reads when they view a blog post. This means keeping the paragraphs to no more than 2-3 sentences.
- 4. Call to action needs to be helpful to them AND to you** - Create something that people can download that would help them (like this template), but require them to provide you an email address so you can know they are serious about solving this problem.

NOTE:

*This template is taken straight from a comprehensive marketing course we are creating called **The MEMO Marketing Academy**. This course will cover the 5 stages of great marketing: **research, planning, tools, activities and reporting**. We will teach students all they need to know as business owners to direct their marketing effectively.*

*If you are interested in knowing when the course is available, please email me at **matt@memomarketinggroup.com** and I will be sure to keep you posted.*