Basic Blog Outline

Getting started with blogging can be challenging but a lot of posts can often have the same format and use the same elements. Use this template to get started.

1. HEADLINE

Regardless of what your headline is about, you've got to use a compelling headline to get your reader's attention. A good way to think about what sort of headline to create is to do some market research. What language are the people who are interested in what you're talking about using? Look around in Facebook groups etc.

2. STORY

Whether you're starting your post with a story or using it later in the blog, story is important to engage your reader and keep them reading. You don't have to always use your own stories (although that's good) but try to include story of someone in a way in which it relates to the rest of your post content.

3. STATISTICS

Statistics give your post authority and move it beyond only opinion. For example "Did you know, blog articles with images get 94% more views?"(By the way, that's a real statistic so be sure to use images in your post!)

4. QUESTIONS

Using rhetorical questions really engages readers, especially at the start of a post. They get them thinking about how they might relate to the content you're about to present. An example of a rhetorical question I once used to begin a post was: "What work have you done over the past seven days which has truly lit you up."

5. CLEAR POINTS

Rather than writing a long extended paragraph type post, break up your content into digestible points. Each point should be the 'headline' for the content which is coming up in the rest of that paragraph. An example of three point post I've written can be found here.

You don't have to use all of these elements in the same post (although you can) but using at least two or three of them each time will help to form and structure your future posts more clearly. ***Happy writing!***

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