SWIPE FILE

TOP BLOG BLUEPRINTS

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LIST BLOG
Blueprint

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HOW TO WRITE A LIST BLOG POST

I LOVE A POWERFUL LIST BLOG POST!

We all love countdowns, rankings, and lists – and your readers will to!
It is also an easy way to re-purpose your long form blogs into a list of key take-away's or lessons learned to inform, help, guide or educate your audience!

PLUS, you can re-purpose your list blog into bite sized pieces of information to use across social media! Win, win!

SO, WHAT'S A LIST POST?

List blog posts are exactly what they sound like – a blog post listing off examples, resources, or tips, tools or insights pertaining to a topic your ideal audience will love, are interested in, or would benefit from knowing more about.

List posts can range from as low as three to…well as many as you want!

Though the sweet spot that I have found to be most powerful tends to be between 5 and 10. And the magic formula numbers are 3, 5, 7, 9 or 10! You can of course write more (if it is really beneficial for your reader) but remember to keep your readers interested with images, headlines, and breaks in your text to make it readable and compelling!

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LIST BLOG BLUEPRINT

[BLOG POST TITLE]

Keyword: [Enter Targeted Keyword]

Keyword MSV: [Enter Targeted Keyword's Monthly Search Volume]

Author: [Enter Author Name]

Due Date: [Enter Due Date]

Publish Date: [Enter Desired Publish Date]

Ideal Target Audience : [Enter Targeted Reader and/or Customer Avatar Persona]

Intention Of The Article: [Build Your Personal Brand Authority, Brand Awareness, Educate And Inform]

CTA: [Where Do You Want To Direct Your Reader?]

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LIST BLOG BLUEPRINT

[CHOOSE YOUR BLOG POST TITLE]

Make sure the title starts with a number and runs for 60 characters or less. For example, "10 Top Traits All Great Leaders Live By! (And You Should Too!)

INTRODUCTION

Lead into the post with a short 100-200 word introduction. Be sure to highlight:

- The reason why what you're talking about is important.
- Who, what industry, or what niche market or industry this applies to.
- What you'll be covering [i.e. "in this post, we'll provide [#] examples of (term) and why they're so emblematic of (term)"].

WHY IS [TOPIC] IMPORTANT?

Open your article relating to your ideal audience and why this topic is important to them and will help them in some way! Provide a few reasons why they should care about the topic you are writing about.

For example, what impact will knowing more about the topic have on their families, finances, brand, business, leadership or personal happiness, etc?

If you're writing for an audience of professionals, mention the impact this term or concept has on profit, performance, efficiency, and/or customer satisfaction.

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To make the most of this section, make sure it includes at least one anecdote (real life experience or social proof) statistic, quote, or even an outside reference.

EXAMPLES/TIPS/IDEAS/RESOURCES FOR [TOPIC]

After the quick introduction and highlighting the topic's importance to your audience, there's no more time to waste. Jump right into the list!

Remember! It is a LIST blog – so ensure each example in the list is clearly numbered and has its own section header.

There is nothing more confusing than having a list of top 10 or 20 tips and the reader not knowing what number they are up to when reading your blog.

Numbering your list clearly will help them stay engaged, know where they are up to in the list, how many they have left to read about PLUS they can skip to relevant headlines that appeal to them!

Clarify each list item in a few sentences (if you have a long list) to a couple of paragraphs (if you have a short list) explaining why you're including them on your list.

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If your list is made up of examples from real people or businesses, take the opportunity to embed evidence of the example with an image, a video, or a social media post of that example. This adds additional context as to why you're including each example on your list and helps break up an otherwise text-heavy blog post with other types of content.

CLOSING

Wrap up your amazing new blog post with a compelling closing statement or paragraph. Remind your readers of the key takeaway you want them to walk away with and how your list will help or empower them!

CALL-TO-ACTION

Last but not least, place a call-to-action at the bottom of your blog post. This should be to a lead-generating piece of content or to a sales-focused landing page for a demo or consultation.

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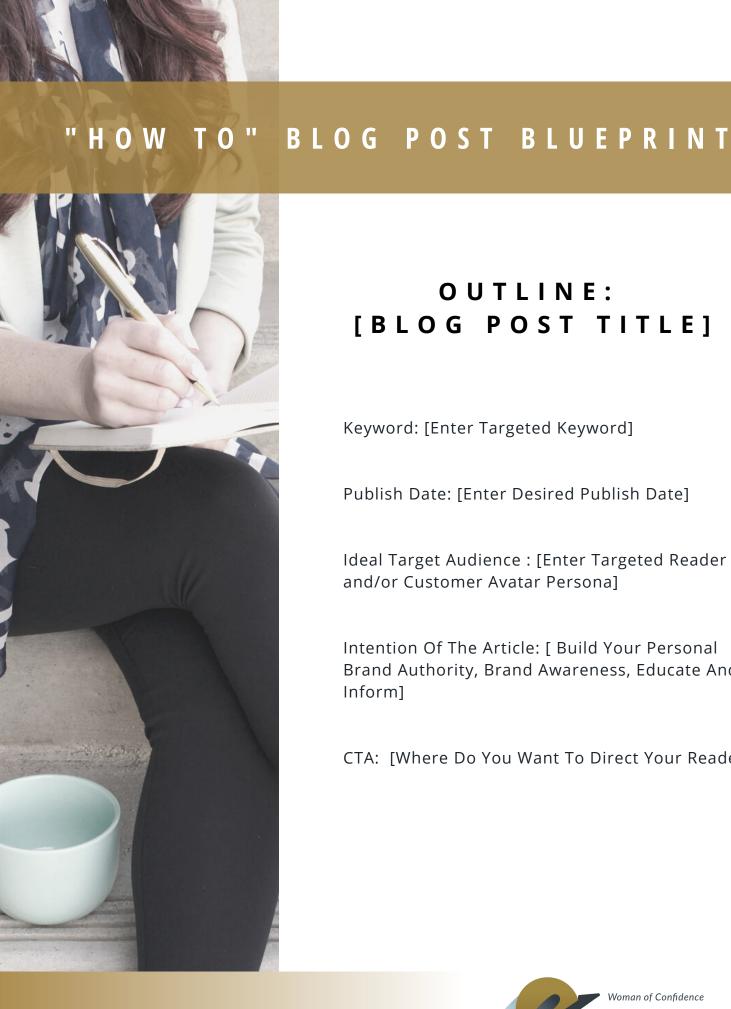ACCELERATOR COURSE**

LIST BLOG CHECKLIST

CHECKLIST BEFORE PUBLISHING YOUR LIST BLOG POST

- [ ] Strong opening statement to tap into your niche audience's curiosity, pain point or area of interest.

- [ ] Have you chosen a strong Title with the #number of tips you have to share with your niche audience on your topic, concept or theme?

- [ ] Have you provided at least three examples, suggestions, or tips that directly speak to the topic you're writing about?

- [ ] If examples are from your real-life experience, or other companies or people, did you embed images, video, and/or a social proof of that example to strengthen your point of view?

- [ ] Did you provide relevant and accurate examples or statistics to further explain your point or concept?

- [ ] Did you use your leadership and personal brand power words to portray your unique tone and voice?

- [ ] Did you properly cite and backlink your sources?

- [ ] Did you spell check and proofread?

- [ ] Are there at least 1-2 images?

- [ ] Is the post 800-1,000 words at minimum?

- [ ] Did you include a final Call To Action?

- [ ] Did you add other relevant post links your reader may be interested in?

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"HOW TO" BLOG
Blueprint

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"HOW TO" BLOG POST BLUEPRINT

OUTLINE:
[BLOG POST TITLE]

Keyword: [Enter Targeted Keyword]

Publish Date: [Enter Desired Publish Date]

Ideal Target Audience : [Enter Targeted Reader and/or Customer Avatar Persona]

Intention Of The Article: [Build Your Personal Brand Authority, Brand Awareness, Educate And Inform]

CTA: [Where Do You Want To Direct Your Reader?]

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" H O W   T O "   B L O G   P O S T   B L U E P R I N T

[CHOOSE YOUR BLOG POST TITLE]

Make sure the title starts with "How to…" and runs for 60 characters or less.

INTRODUCTION

Lead into the post with a short 100-200 word introduction. Be sure to highlight:

- The reason why what you're talking about is important.

- Who, what industry, or what sector of the industry this applies to.

- What you'll be covering [i.e. "in this post, we'll explain why (term) is important, explain how to (term), and provide 8 suggestions if you're new to (term)"].

WHAT IS [TERM], AND WHY DOES IT MATTER?

Don't assume your stating the obvious here! Some readers may have no idea what it is you're explaining how to do. Obviously, if what you're writing about is well-known, you can skip the definition. However, it is powerful to start off your blog tapping into the pain point of your audience and why the information you are about to tell them relates and will impact them!

After defining the term, explain why it's important for the reader to understand the idea and/or know how to do what you're writing about.

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"HOW TO" BLOG POST BLUEPRINT

HOW TO [TASK]

This section should make up most of the content in your blog post. It's hugely important for each step to have its own section header for optimal organisation, clarity for the reader, and search engine optimisation.

TOP TIPS!

HERE ARE SOME TOP TIPS TO HELP YOU:

01 Use your keywords in the section titles to maximize the optimisation of your blog post.

02 Additionally, breaking instructions up by sections also lets you include powerful visual brand aids for each step as needed in the form of a GIF, image, or video. Remember to refer to your visual brand style guide to stay on brand and consistent. Choose images and graphics that relate directly to the content you're your target audience!

03 Allow enough 'white' space between your "how to" steps to allow the page not to appear too cluttered and help with the readability and visual appearance of

04 It's important to remember to be clear, concise, and accurate in the steps you provide your readers.

05 Use your unique leadership tone and voice to amplify your message but remember to stay on point! Any extra "fluff" to the article may confuse your audience and impact their results!

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"HOW TO" BLOG POST BLUEPRINT

TIPS AND REMINDERS FOR [TERM] (OPTIONAL)

If you're breaking down a difficult concept or task, some readers may still feel overwhelmed and unsure of their ability to tackle it.

Some top tips or personal success secrets to approaching the task is a great way to offer a few insider tips and/or a few reminders to guide your reader and at the same time build your authority.

But remember, this is not a list post, so keep your top tips to only three to five pieces of advice. If you feel the step-by-step approach is enough, you can choose not to include this section.

CLOSING

Wrap up your amazing new blog post with a great closing. Remind your readers of the key takeaway you want them to walk away with and consider pointing them to other resources, relevant blog posts or tips you have on your website.

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"HOW TO" BLOG POST BLUEPRINT

CALL-TO-ACTION

Don't forget one of the most vital parts of any blog post! Ensure you tailor a specific call-to-action at the bottom of your blog post.

Ask yourself, "what is the next logical step I want my reader to take after they read my post?"

Do you want them to book a free consultation? Join your community or membership? Read more about you and your services? Build your list or sell them a product?

Your call to action is your opportunity to direct readers to a lead-generating piece of content (i.e. Free download or quiz) or to a sales-focused landing page for a demo or consultation.

For example, if you have a worksheet, template, or blueprint in your resources kit that your reader can download for FREE to help them action the steps you have outlined I your blog, this is the perfect opportunity for you to offer it to them. This builds your trust in your brand PLUS they will be grateful for the free resource and more likely to engage you if they need further help!

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"HOW TO" BLOG POST CHECKLIST

CHECKLIST BEFORE PUBLISHING YOUR 'HOW TO BLOG"

☐ Did you introduce the importance of your topic and relate it to your niche and ideal target audience?

☐ Did you provide clear, actionable steps to accomplishing the task your reader needed help with?

☐ Did you provide any other relevant personal proof, accurate facts, or stats to prove your understanding of the concept or build your authority?

☐ Did you emphasize the importance for your target audience to understand this concept if it is not already well-known?

☐ Did you add a touch of your own personal brand voice and add a sprinkle of your leadership power words to build your signature voice?

☐ Did you use headings to separate your "How to" points?

☐ Did you properly cite and backlink any relevant sources?

☐ Did you spell check and proofread?

☐ Are there at least 1-2 images that relate to your content and align to your audience and visual brand?

☐ Is the post 800-1,000 words at minimum?

☐ Do you have a clear call to action?

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"WHAT IS" BLOG POST BLUEPRINT

OUTLINE:
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Keyword: [Enter Targeted Keyword]

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Publish Date: [Enter Desired Publish Date]

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Intention Of The Article: [Build Your Personal Brand Authority, Brand Awareness, Educate And Inform]

CTA: [Where Do You Want To Direct Your Reader?]

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"WHAT IS" BLOG POST BLUEPRINT

[CHOOSE YOUR BLOG POST TITLE]

Just like you "How To" Blog post this style of post will help get you noticed as they are the most often googled topics punched into search engines!

Make sure the title starts with "What is…" and runs for 60 characters or less. **For example "What Is an Authentic Personal Brand?"**

INTRODUCTION

Lead into the post with a short 100-200 word introduction. Be sure to highlight:

- The reason why what you're talking about is important.

- Who, what industry, or what niche market or industry sector this applies to.

- What you'll be covering [i.e. "in this post, I will share with you what an authentic personal brand is, [explain your topic], show you a few examples of how a personal brand can benefit you and your business [share examples on topic and why it is important for them], plus give you my 9 proven strategies to build a brilliant brand. [results they can achieve from reading this blog].

WHAT IS [INSERT TOPIC OR TERM YOU ARE DEFINING]?

Top Tip

Answer the question posed by the title of this post directly below your Title Heading. This will increase your chances of ranking for a featured snippet on Google for this phrase and provide readers with an immediate answer. Keep the length of this definition – at least in this very basic introduction – between 50 and 60 words.

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"WHAT IS" BLOG POST BLUEPRINT

After the brief definition, it's time for you to then dive further into the concept, add more context and your experience, personal or professional anecdotes and expertise to the blog piece to make it unique and compelling.

WHY IS [TERM] IMPORTANT?

Provide your readers ideal audience/niche market with a few reasons why they should care about the term or the concept you're writing about and make them feel like they are going to reap the benefits and get real results from knowing more about your topic!

How will your concept or topic impact their finances, relationships, or personal happiness, etc. How will they benefit emotionally from mastering your topic or understanding the concept you are talking about? Will they be less stressed, anxious or frustrated? Will they feel more empowered, inspired and motivated?

If you're writing for an audience of professionals, mention the impact this term or concept has on their brand, performance, profit, efficiency, and/or customer satisfaction.

To make the most of this section, it can be great to include at least one real life success story, statistic, quote, or outside reference to offer proven results to build your authority.

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"WHAT IS" BLOG POST BLUEPRINT

INCLUDE AT LEAST ONE OF THESE NEXT THREE SECTIONS

REAL EXAMPLES OF [TERM] (OPTIONAL)

People love to read about real-life examples of success that showcase how they can benefit by applying the concept you're explaining and how they can put it into action.

You can elevate this section by embedding images, videos, and/or social media posts to amplify your key messages and learning's you wish to share.

Remember, this post is **not** a "List Post: – so try to keep your case studies, anecdotes, or examples relevant to your topic and insert them into the copy to maintain the flow and relevance for the reader.

TIPS AND REMINDERS FOR [TERM] (OPTIONAL)

I always love a good top tip, secret, or a reminder to give your audience the feeling they are getting some real insider information to help them get the best results and the cut through they are looking for! It can be so helpful to incorporate your own proven strategies or tips to help break down a difficult concept or definition so your audience can avoid any pitfalls as well as how to avoid any confusion or overwhelm.

And it's a great way to grow your credibility, authority and amplify your personal brand!

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CLOSING

Wrap up your amazing new blog post with a great closing statement of short sharp paragraph. Remind your readers of the key takeaway you want them to walk away with and consider pointing them to other resources you have on your website. Remind them you are here to help them!

CALL-TO-ACTION

Don't forget one of the most vital parts of any blog post! Ensure you tailor a specific call-to-action at the bottom of your blog post.

Ask yourself, "what is the next logical step I want my reader to take after they read my post?"
Do you want them to book a free consultation? Join your community or membership? Read more about you and your services? Build your list or sell them a product?

Your call to action is your opportunity to direct readers to a lead-generating piece of content (i.e. Free download or quiz) or to a sales-focused landing page for a demo or consultation.

For a newsjacking piece, consider putting a CTA for your blog subscription or e-newsletter blast so readers can stay up-to-date with related stories that you cover.

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"WHAT IS" BLOG POST CHCEKLIST

CHECKLIST BEFORE PUBLISHING

- [ ] Did you define the term and/or explain the concept in terms that your ideal audience, niche maret or customer avatar would understand?

- [ ] Did you provide relevant and accurate examples, stories, anecdotes, or statistics to further explain this concept?

- [ ] Did you add your leadership power words, brand key messages to amplify your brands signature tone and voice?

- [ ] Did you add any top tips, secrets, or reminders to your post to help your reader feel like they have insider knowledge?

- [ ] Did you properly cite and backlink your sources?

- [ ] Did you spell check and proofread?

- [ ] Are there at least 1-2 images?

- [ ] Is the post 800-1,000 words at minimum?

- [ ] Did you add a clear Call To Action?

- [ ] Did you add other relevant post links your reader may be interested in?

MY NOTES