

high value content WORKSHEET

WHO ARE YOU WRITING FOR?

HOW WELL DO THEY KNOW YOUR BRAND?

WHAT ARE THEIR PAIN POINTS?

HOW CAN YOU SOLVE THEIR PROBLEM?

WHAT MEDIA DO THEY PREFER?

high value content

BLOG FRAMEWORK

USE THIS TEMPLATE TO WRITE HIGH-VALUE BLOG CONTENT, BE SURE TO PLACE KEYWORDS IN OPTIMAL LOCATIONS: BEGINNING OF TITLE, IN A SUBHEADING, AND AT LEAST ONCE IN THE CONTENT.

BLOG TITLE

INSERT A BLOG TITLE OR HEADER GRAPHIC HERE

BODY: Introduction. Use this space to tell an engaging story or otherwise explain the purpose of the post.

SUBHEADING: ADDRESS THE PROBLEM

BODY: Directly address your reader and their pain points.

INSERT A PINTEREST GRAPHIC HERE

SUBHEADING: PROVIDE A SOLUTION

BODY: Give your readers actionable steps that they can take toward solving their problem. If that isn't possible, provide a list of resources.

SUBHEADING: CALL TO ACTION

BODY: This is for a quick recap in the form of a bullet point list or an infographic.