

A Story to tell...

HANDY BLOG TEMPLATE

If you've been meaning to start writing blogs, but can't quite find the way in, try this. Simply respond to the prompts below then you have a framework to start writing.

Topic: (summarise in 3 words)

*Note this is **not** your headline, yet.*

Short summary:

Target – note: *might be a specific person within your broader audience.*

What are they feeling right now?

How will they feel after they've read/listened to what you have to say?

The two to three key points you want this blog to cover. *Note: the fewer the better for a blog.*

- 1.
- 2.
- 3.

Best way to link these key points. *Note: could be the most obvious way or a unique way to link these ideas. (Depends on topic and audience.)*

Possible starts (see examples below):

- With a question
- With a bold statement
- Start in close (go broad)
- Start out wide (go in close).

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End with:

Return to the start in some clever-clogs way!

Call to action – What do you want the prospective client to do after reading?

Note: Cta can be part of blog (smooth) or a separate line after the body text has finished (not-so smooth, sometimes necessary!)

Examples of blog starts:

1. With a question

What's all this fuss about blogging?

2. With a bold statement

You're a good writer. You always have been. But you can't quite bring yourself to start writing blogs.

3. Close in

You're at the laptop with a whole hour to spare, fingers at the keys. Ready. But your head is empty. Perhaps you should try meditation (your head is never this empty) rather than writing your blog.

4. Out wide

To blog or not to blog – that's not the question.

The question is who to blog to, how often to blog and what to blog about.

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OK, that's three questions...

Examples of blog ends (related to the above starts):

1. Now you know what all the fuss is about 😊!
2. You're a good writer. You always have been. And you've just started writing great blogs.
3. With all this material down, now you won't be staring at the blank screen with blank eyes from a blank head. Now you can write your blog. Later, you can meditate.
4. OK, enough ponderous questions. Get on with your blog 😊!

Of course, if this template almost-but-not-quite works for you, please get in touch. We can step you through the process one-on-one or our [workshops](#) for developing your blogging skills [come highly recommended](#).