

COPY JOURNAL QUESTIONNAIRE

COPY JOURNAL BLOG POST TEMPLATE



GRAB YOUR READER'S ATTENTION WITH A GREAT HEADLINE (REMEMBER TO KEEP IT SHORT AND SIMPLE/INCLUDE KEY WORDS FROM YOUR KEYWORD RESEARCH TOOL, AND USE HTML TAGS – ALSO KNOWN AS HEADERS – IN YOUR BLOG POST TO MAKE IT EASY FOR READERS TO UNDERSTAND AND FOR SEARCH ENGINES TO CRAWL).

FOR EXAMPLE:

H1 HEADLINE

H2 MAIN POINT

H3 SUBHEAD

H2 COULD BE AN ADDITIONAL MAIN POINT

H3 COULD BE A BULLET LIST OF POINTS

IF YOU'RE WORKING WITH AN SEO COMPANY, MAKE SURE TO DISCUSS YOUR META TAGS AND URL

Grab your reader's attention with an eye-catching image (add a quote for extra emphasis)

Date

Author

Category

Introduction

Make certain to use the keywords from your Headline in your introduction. Make a list of possible choices for your main keyword:

- Primary Keyword One -----
- Keyword Two -----
- Keyword Three -----
- Keyword Four -----
- Keyword Five -----

Write your introduction so that the keywords flow in a natural tone of voice. Does your introduction have a solid introduction hook?

- What question will you ask your reader to let them know they are in the right place?
- What solution can you promise if they continue reading?
- How can you further intrigue your reader and elicit an emotional reaction – curiosity, hope, satisfaction, relief?

Notes

Body Content

Make sentences short and sweet (concise). Don't use too many fancy words. Aim for a reading grade of around 7th or 8th grade level. Make sure to include a list of step-by-step actions your reader can follow. Show them how they will get optimum results. Consider who you are writing for (are you writing for a quick starter or someone who needs a lot more handholding?).

Mix up your body content with:

- Images
- Media such as video clips
- Subheads
- Bullet lists
- Bold
- Italics
- Underline (Choose one type of highlight option – either bold, italics, or underline/not all three – keep it consistent)

Calls-to-action

Do you want more likes, shares, tweets, subscribers to your email list? A call to action comes in many forms. It could be anything from an opt-in to your email list, a link to another blog post or a link to one of your favorite guest blog posts. Don't forget to include podcast links. An invitation to book a discovery call is also a call to action.

It's best to decide before you write your blog post what result you want to create. Start with your result in mind. What do you wish to accomplish? Do you want more readers, more shares, likes, and followers? Do you want to entertain your audience, provide an insight, share your thoughts on a subject, book a discovery call? Once you know what your call to action is, you can work backward from there.

Purpose of this blog post:

Conclusion

Your conclusion is a recap of the big promise you made in your headline with the proof of what you promised. Ask the question again in the form of a statement. "So, now you know how to (Solve/Figure Out XYZ Problem, why not tell your friends." Or "Let us know in the comments below how you progress."

Social Media Buttons

Of course, always, invite your reader to share, like, post, tweet, and comment on your post. The more engagement, the better.

Notes
