Blogging for Authors

Get More Visibility, Leads, and Sales by Becoming a Blogging Master!

Module 3 – Blogging templates

Tips for Good blog posts

- ✓ Great Content

- ✓ It hosts curated content

- ✓ It embraces outside experts

- ✓ It fosters a sense of community

- ✓ It's design perfectly accompanies its content

- ✓ It screams passion from every pore of its being

- ✓ It's updated consistently

- ✓ It taps into different content formats to engage readers

Blogging Templates

- Idea Bank
- List Post
- Common Mistakes
- Research & Curation Sources
- Infographic Design Worksheet
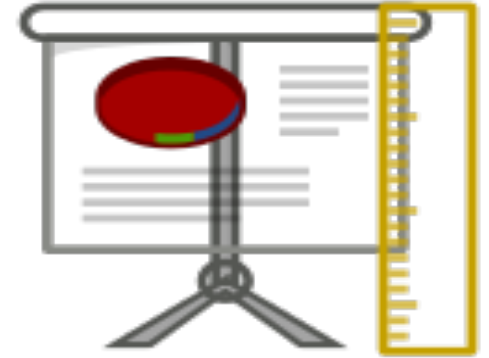- How To's
- FAQs

Start an Idea bank

- Keep an idea bank
- this is a list of ideas
- to use for future content

Start a Template Bank

Keep a file of templates into which you can plug information to create new content or repurpose old content.

The List Post

List posts are nice because they're easy for readers to digest and simple for you to make.

What can you list?

You can list anything, including tips, tools, resources, people to follow, blogs to read, and so on.

Numbers in your Title

Numbering your list items and putting this number in the title makes your list more attractive to readers.

Item Number

You can create long lists with just a blurb for each item or short lists that say more about each item.

Repurposing Content with Lists

List posts are a great way to repurpose content. You can also turn a list post into new content by expanding on the list items.

Write a blog post using the List Template

What's Next?

Module 4

More Blogging templates