The Perfect Blog Post

HEADLINE

OPENING

HALF-WIDTH IMAGE

SUB-HEAD

CONTENT

CTA 1

SUB-HEAD

CONTENT

CTA 2

Goal = Grab Attention

Your headline gets read more than anything else on your website. That's why your headline serves one goal: grab attention so people feel compelled to read your opening.

Key Inisight

Direct marketers have long known that if you get people to read your first 3-4 sentences, they're more likely to read your entire article. That said, the point of your opening is to get people to read your opening...and that's it.

Key Insight

When people make snap decisions about text, they prefer fewer characters per line (CPL). The half-width image shortens the line length of the opening–fewer CPL–thus enticing people to read because it caters to their preferences.

Big Promise

This sub-headline has one main goal...to entice people to read your first piece of content and that's it. How? Make a promise to your readers...give them a benefit.

Connecting Emotionally

Your first piece of content should aim to trigger an emotion in your reader. When people get emotional, they pay attention. They're also more likely to take actions after being put into an emotional state.

The Soundbite

Use click to tweet "quote" right here. Why? Who do people quote? People quote authorities. Enticing people to quote you positions you as an authority. Plus, people like tweeting quotes and you'll get more traffic from social media as a result of it.

Big Promise #2

Here's where you promise people exactly what they'll learn...the step-by-step method...the how to. You already connected, now's the time to get people to take action.

The How To Section

Give people practical, easy to implement advice. Get people results, and they'll remember you forever. Also practically useful content is more viral than other types of content.

Buy or Subscribe?

Here's where you close out your article with another call to action. You can include a "buy now" CTA or a "subscribe." I often use subscribe.

Source: SocialTriggers.com

CoSchedule