Blog Post Planning Template

COMPANY: _____

PRODUCT/SERVICE: _____

Headline:	**Hint:** Do this first. You should workshop a couple of headlines then come back to it at the end and choose the best. Allocate at least 25% of your time to a great title. For most people, it's all they'll see!	**Pro Hint:** Check out your favourite bloggers Most Popular Headlines, and repurpose them for your own blog.	
Hook:	**Hint:** One or two sentence hook. Why should people read your blog post? What will they get out of it? If the headline has not enticed them, then here is your second chance.		
Photo:	**Hint:** Try to avoid stock photos. Trysomething new and try and interrupt expectation. We all know blog posts about 'saving' feature piggy banks. Think of something outside the box.	**Source:** **Photographer:**	
Body:	**Hint:** Make your article easily scannable since many readers will have multiple tabs open or be reading on their phone or tablet!	**Sub header 1:** Main points: **Sub-header 2:** Main points: **Sub header 3:** Main points:	
Summary:	**Hint:** Summarise the main points in the blog post to reiterate the main facts.		
Call to Action:	**Hint:** If the reader wants to find out more about the topic, link them to free download you've released. Or ask for their comments. Leave your Twitter or contact details in the author bio too!		

"Stand Out. Get Noticed.
Disrupt Your Market.
DOMINATE Your Competition."