A black and white photograph of a person's feet in jeans with a belt, resting on a laptop keyboard. The person's hands are also visible, typing on the keyboard. The background is a plain, light-colored wall.

A GUIDE TO
EFFECTIVE
BLOG
WRITING

boomnow

How to Use This Template

Blogging is awesome. Writing for 4 hours isn't! The good news is, all you need to do is break it down into small chunks, then expand on each one. You'll be writing blogs in no time! Here's how you do it...

- 1. Step One**
Think of a topic you want to talk about (e.g. the most common social media mistakes)
- 2. Step Two**
Create a few dot points with subtopics or 'chunks' (e.g. not adding value, inconsistency, not adapting etc.)
- 3. Step Three**
Expand on each dot point by writing 2 - 3 sentences.
- 4. Step Four**
Create a catchy headline. It's often easier to do this at the end.
- 5. Step Five**
Write an introduction, conclusion, give it a quick edit and apply some finishing touches. Done!

Planning Content

Need more help coming up with content?

Here are 5 questions to ask:

- **Audience** - Who are you writing this for?
- **Topic** - What do your customers ask? What are industry blogs sharing?
- **Impact** - Why should they read this? Why is it important?
- **Practicality** - What will they know or be able to do after reading?
- **Action** - What do you want them to do at the end?

Write an Introduction

What are they about to learn? Not too long, just 2 - 3 sentences.



Create a Framework

Break the topic down into 3 - 10 subtopics, then break the subtopics down into a few dot points.

Subtopic One

- _____
- _____
- _____

Subtopic Two

- _____
- _____
- _____

Subtopic Three

- _____
- _____
- _____

Expand On Each Dot Point

Expand on each dot point listed above. Literally just write 2 - 3 sentences on each one.

Conclusion

Write a quick summary of what they just learned, insert a call to action and sign off with your name.

Headline

Create a Catchy Headline (more examples on page 4).


- 5 Steps to [DOING THING]
- X Ways to [GET RESULT] in [TIME PERIOD]
- X Ways to [GET RESULT] Without [PAINFUL THING]
- X Things to Do Before You [DO THING]
- X Things to Avoid When [DOING THING]


Final Touches


- Use conversational language, and put subheadings in a larger font so it's easy to skim read.
- Finalise your title. Make it catchy, explanatory and something people would search for.
- Edit post for grammar and typos.
- Include some beautiful images from Unsplash.
- Edit the title, description and URL so they're SEO friendly (no dates or super long URLs)
- Publish!
- Optional - Copy paste into the Yoast Content Analyser and make tweaks.
- Optional - Include some links to other pages or content you've created if you have some.



Headline Ideas

- 5 Steps to [DOING THING]
- X Ways to [GET RESULT] in [TIME PERIOD]
- X Ways to [GET RESULT] Without [PAINFUL THING]
- X Things to Do Before You [DO THING]
- X Things to Avoid When [DOING THING]
- How To [THING] In (x) Easy Steps
- How To Find _____
- How to Completely Change _____
- How to Use _____ To Stand Out
- How To Tell If _____
- How to Get Rid Of _____
- (x) _____ (RULES / IDEAS / WAYS) to _____
- (x) Trends You Need To Know About _____
- The Best _____ For _____
- A Complete Guide to _____
- The Beginner's Guide to _____
- The Anatomy Of _____ That Gets _____
- (X) Things Your _____ Doesn't Tell You
- Amazing _____ To Try Right Now
- (x) Questions You Should Ask Before _____
- (x) Reasons Your _____ Isn't Working
- (x) Tips For Busy _____
- (x) Examples Of _____ Doing _____ Well
- (x) Proven Strategies For _____
- (x) Weird But Effective _____ For _____
- What Nobody Tells You About _____
- Is This The Best _____ Ever?
- Everything You Need to Know About _____
- Should You Stop [COMMON THING]?
- This is What Happens When You [ACTION]
- The Lazy _____ Way to [RESULT]
- Why I _____ (And Maybe You Should Too)
- Why _____ Fails and _____ Succeeds
- Do Not Try Another _____ Until You _____
- How to turn _____ into [RESULT]
- How To Build a _____ You Can Be Proud Of
- Never Suffer From [BAD THING] Again
- The Quickest & Easiest Way To _____
- (x) Questions Answered About _____
- (x) Signs You Need to _____

 0413 539 700

 info@boomnow.com.au

 www.boomnow.com.au

  [/boomnowagency](https://www.instagram.com/boomnowagency)

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