

# **Content Creation Made Easy**

Module #1: Templates and Tools  
10 Blog Post Templates

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# 10 Blog Post Templates

Have you ever started at a blank screen as you tried to force your fingers to type out a blog post? But your brain wouldn't cooperate. Your muse wouldn't come out and play.

And so you got stuck, wishing the writing elves would help you finish up your blog post so that you could go to bed.

If this hasn't ever happened to you, just wait – it will. It's happened to me. It's happened to all my friends. And some day it will happen to you.

Or maybe it won't. And that's because you now own 10 blog posting templates that you can use to shake loose your creativity or to quickly and easily whip out a blog post whenever you need it.

Inside this report you'll discover fill-in-the-blank templates for post types such as:

- The News Post
- The Instructional Post
- The Controversial Post
- The Greatest Hits Post

And six other types of blog posts that are sure to impress and please your readers.

Tell you what, if you can't find something in this report to help you create better posts more quickly and easily, then you might want to consider giving up blogging.

Now take a look at the templates...

## **Blog Post #1: The “News” Post**

If you're blogging frequently, then your readers are probably looking to your blog to get the niche news. Some bloggers just link to the news without commentary.

However, ideally you should add value by offering your opinion, telling readers how the news affects them or otherwise adding insight to the news.

**Title: This Just In: [Insert News Title]**  
**Alternative Title: How Does [Event] Affect You?**

There's something unfolding in the [niche] industry that every [type of niche member, such as "marketer" or "dentist"] ought to know about. Specifically, [describe the event or news story in a quick sentence or two]. Read the whole story here [link to the original source of the story].

Now, if you're like a lot of [niche members], then you're probably thinking about this [news/event] in terms of [insert what you suspect would be the most common thoughts in your niche about this news story]. Some people even say [list a common misconception here, or perhaps some misleading information that some people are sharing on niche blogs, forums, etc].

I've been following this story since [state when you first started following the story] and I've talked to a lot of [niche experts] about how this news will affect you. So let me share with you now the top five ways this news impacts you...

- 1.** You probably won't be able to [do some certain thing anymore, such as "use blind copy"]. [Insert further explanation and description.]
- 2.** You may have to [do some specific thing, such as "stock up before the item is pulled permanently from the shelves"]. [Insert further explanation and description.]
- 3.** You'll be required to [do some specific thing, such as "take off your shoes and send them through the scanner at the airport"]. [Insert further explanation and description.]
- 4.** You may find it more difficult to [get some desired result, such as "do your due diligence"]. [Insert further explanation and description.]
- 5.** On the plus side, [insert the upside of the situation, such as "you'll have less competition since your weaker competitors will simply drop out"]. [Insert further explanation and description.]

I want to point out that the above five points aren't just my opinion.

I've talked to plenty of [niche] experts, including [name a specific well-known niche expert]. [Name of expert] also believes that [insert synopsis of your conversation with niche expert].

Further, he said that [another point that this niche expert told you about the situation].

Another interesting point that [name of expert] brought up is that [insert another interesting point]. Generally, most people won't even notice this. However, those who're [doing some specific activity, like "using AdSense"] may be impacted.

There is a workaround, though. If you're [doing this specific activity], all you have to do is [take some specific step to alter the way you do this activity] in order to avoid any [undesirable results]. As an extra precaution, you might also [take another specific step].

Fortunately, most [people in this specific niche] will view this as good news. That's because [insert description/explanation of why this is good news]. Chances are, the only ones who aren't going to like this [event or other news story] are the ones who're [describe which groups won't like it, such as "marketers who're trying to game the system"].

Bottom line?

[Summarize the news story and how it impacts your readers.] Just remember, [emphasize one important point here].

## **Blog Post #2: The “Instructional” Post**

Depending on your niche and the goal of your blog, one of the most frequent types of blog posts you'll write is the Instructional Post.

As the name implies, this is where you teach your readers how to do something. Typically, you offer your instructions in an easy-to-follow step-by-step format. Here's a template...

**Title: How to [Complete a Process]**

**Alternative Title: The Quick and Easy Way to [Get a Desired Result]**

If you're like a lot of [niche members], then you need to [complete some process or get some desired result]. However, if you've never tried it before, then it may seem [overwhelming/confusing/complicated/etc]. And if you have tried to [get a specific

result before], then you already know that it's not something you want to do through trial and error.

That's why I've developed this handy-dandy little guide for [getting a specific result].

You can skip the long learning curve, skip the trial and error and hopefully skip over all the frustrating mistakes that most beginning [type of niche member] make when they try to [complete a process or get a specific result].

So let's get started...

**Step 1:** [Insert about five words that describe this step.]

If you've ever done this step before, then you know there are several possible ways to approach it. However, I've discovered that the best way to complete this step is by [insert brief description of how to complete this step]. This is particularly true if [the reader is part of some specific group or they want to get a very specific result].

Here's what to do...

[Insert more detailed explanation of how to complete this step.]

**Step 2:** [Insert about five words that describe this step.]

This second step can be a little tricky, which is why I've broken it up into multiple smaller steps.

But before I get into those smaller steps, let me toss a word of warning your way. Take note that [insert some possible warning about this step, something that will help readers avoid a common mistake].

With that warning out of the way, here's how to complete this step:

Step 2.1 [Insert a few words to describe this step]: [Insert instructions for how to complete this mini-step.]

Step 2.2: [Insert a few words to describe this step]: [Insert instructions for how to complete this mini-step.]

Step 2.3: [Insert a few words to describe this step]: [Insert instructions for how to complete this mini-step.]

[Insert any other required steps here.]

Once you've [completed this last step], then move on to Step 3...

**Step 3:** [Insert about five words that describe this step.]

This step does require some [time/patience/focus] to get it right, but it's well worth the effort. Here's how to do it...

[Insert description of how to do this step.]

[Insert any other steps here, as many as you need to describe the entire process.]

As you can see, it's not particularly difficult to [get a specific result] – you just need to complete the process step-by-step using my instructions above. But before you jump in, let me share with you [number] of tips to make it even faster and easier for you to [get a specific result]:

- [Insert tip here.] [Insert further description of this tip.]
- [Insert tip here.] [Insert further description of this tip.]
- [Insert tip here.] [Insert further description of this tip.]

Congratulations – you now know how to [get a specific result]. So the next thing you need to do is take action. Because the sooner you do, the sooner you can [start enjoying specific benefit].

## **Blog Post #3: The “Multi-Part” Post**

Sometimes one post just isn't enough to let you cover a topic in depth. In that case, you can create a multi-part post, such as a two-part series on how to detail a car or a seven-part series about how to lose weight.

One of the keys to getting your audience hanging on your every post is to build anticipation for the next post.

You'll see an example of how to do that in the template below. For this example, I'm starting at post two in a three-part series.

**Title: How to [Get a Specific Result], Part [Number]**

**Alternative Title: The Secrets of [Getting a Specific Result], Part [Number]**

Welcome back to the [title of your series] series. Last time you learned how to [insert what the readers learned in the last post].

You also discovered a surprisingly simple trick for [insert a special tip or trick people learned – the idea is to arouse curiosity here, so that those who didn't read it will go back and read it].

This should also serve as a reminder/recap for those who did read the first article].

Now this time you're going to learn how to [insert description of what they'll learn in this article]. Read on...

**How to [Get a Specific Result]**

If you followed the instructions in the last post, then by this time you should have [insert description of where the person is in the process, such as "you should have picked out a kennel" or "you should have your target market profiled"]. So at this point, your next step is to [insert brief description of next step].

However, you need to be careful at this point. That's because [insert warning about what could go wrong at this step].

I'm speaking from experience here. One time when I was working on [completing this step to get some specific result], I made the mistake of [describe your mistake]. Next thing I knew, I had [describe the bad result you got]. And in order to fix this mistake, I ended up [describe what you had to do]. Trust me, you don't want to make this mistake.

Now, the best way to avoid [making this mistake] while [getting a good result] is to [insert overview of how to complete this process]. Specifically, you'll want to follow these steps:

- Step 1: [Quick description of this step]. [Insert detailed explanation of how to complete this step.]
- Step 2: [Quick description of this step]. [Insert detailed explanation of how to complete this step.]

- Step 3: [Quick description of this step]. [Insert detailed explanation of how to complete this step.]
- [Insert any other steps here.]

I've found that this step is easier if you have the right tools and resources to do it. So let me share with you what's in my [niche topic] toolkit:

- [Insert name of first tool, like a piece of software, book, video or other resource to make the process easier]. [Explain briefly what the tool/resource does and why you use it.]
- [Name of second tool.] [Insert explanation and reasons for recommendation]
- [Insert any other tools you use.] [Insert explanation for use and why you recommend it].

## **Conclusion**

And there you have it – a quick and easy way to [get a specific result].

However, you still have to do one more thing: [insert quick description of the last step]. And that's exactly what you'll learn next time, including my favorite trick for [getting a specific benefit], so stay tuned!

See you [date when you'll post next installment].

## **Blog Post #4: The “Critical” Post**

It's a fact of life: you're not going to agree with anyone. And your niche blogosphere is no different.

Sometimes other experts are going to make posts, create products, or do things that you simply don't agree with. And when that happens, you can turn it to your advantage by blogging about it.

Here's an example...

**Title: Why I Think [Name, Product, Event] is Wrong**  
**Alternative Title: Don't Be Like [Name]**

I usually agree with [full name of person you disagree with] on most things.

For example, I thought [his/her] post about [quick description of some admired post] was brilliant. And [title of some other post, product or video] was right on the mark.

So that's why I was so surprised when I saw [product, blog post or something else from this person that you disagreed with].

If this [product, post, etc] was coming from [name or general description of some "shadier" corner of the market], I wouldn't have been surprised. At all. But when a trusted name in the industry like [name of the person you disagree with] starts advocating [description of what he or she is advocating], someone has to stand up.

Now, in case you missed it, here's what I'm talking about: [link to the offending post, product, video, etc]. Basically, [provide a quick summary of the post, product, etc, sticking mainly to the facts.]

Perhaps this [post, video, product, etc] would have been fine, but [name of offending person] chose to include [describe what the most offensive or "wrong" thing was about the content or event]. This is just plain wrong. And here's why:

- [Reason 1 why this post, product, person, etc is wrong]. [Insert further explanation about why the post, product, person is wrong.]
- [Reason 2 why this post, product, person, etc is wrong]. [Insert detailed explanation.]
- [Reason 3 why this post, product, person, etc is wrong]. [Insert detailed explanation.]

To be fair, [name of offending person] isn't the only one who's [advocating this/doing something]. I've also seen [it being advocated, done, etc] by [list other people, companies, websites, etc where you've seen this same thing]. However, I find this case particularly troublesome, simply because [name of offending person] is so well-known in the niche.

Now, if you're interested in following in [name of offending person]'s footsteps but you don't want to end up dabbling in the [shady/misleading/etc] side of this business

here's what I suggest you do: [insert description of what people need to do instead to get the same results without doing it the wrong way].

In addition, I also suggest you take the following advice: [Insert first piece of advice.] [Insert detailed explanation of this process/advice].

The second thing I strongly recommend is that you [take some specific precautionary action] before you [take some other action or complete the process]. This will allow you to [get the desired result] without having to worry about [getting some associated undesirable result]. Plus, it also [gives you some other good benefit]

Bottom line...

As leaders in the [niche] industry, we shouldn't stand by silently while others [spread information about a topic or advocate something that isn't right]. It's up to every one of us to stand up and tell the truth about [niche topic], so that other unsuspecting people – especially [niche] beginners – don't [end up with some undesirable result].

I've done my part. Now it's your turn.

## **Blog Post #5: The “SEO” Post**

Your blog posts first and foremost are designed for your readers: to entertain them, to teach them something, to present an alternative viewpoint. However, no matter what kind of post you're writing, you may consider using it as a means of pulling in traffic from Google and other search engines. And the way to do this is to create a “search engine optimized” post, which means you sprinkle in your keywords about one to three times for every 100 words of content.

*Tip:* Examples of keywords including, “how to get flat abs,” “organic pest control,” “writing good sales letters” or “choosing a puppy.” You can discover your own keywords by using a tool like [WordTracker.com](http://WordTracker.com) or [MarketSamurai.com](http://MarketSamurai.com).

Here's how...

**Title: The Top [Keywords] Mistakes Almost Everyone Makes**

**Alternative Title: What Everyone Ought to Know About [Keywords]**

You've probably been searching around the web for quite some time now, trying to learn as much as you can about how to [insert your keywords]. Or maybe you've even

tried to [get a specific result], but it didn't turn out as well as you hoped. Indeed, if you're like a lot of beginner [insert type of beginner], then you probably ended up [getting some specific, common, undesirable result].

Don't despair. You too can start [getting a desirable result], and all you have to do is tweak your [type of] strategy a bit. Generally, that means you need to avoid making the following five common [insert keywords here] type of mistakes. Read on...

**[Insert keyword here, such as "choosing a puppy"] Mistake #1:** Just guessing, but I'm betting that close to half of beginning [type of beginners, such as "marketers"] make this mistake. Worse yet, some of the blogs and products you find around the web actually teach people this [insert keyword here] mistake!

If you see someone advocating it, run. That's because [making this type of mistake] is [dangerous, unhealthy, frustrating, etc].

Instead, what you want to do is [insert description of what to do instead to get better results].

**[Insert keyword here] Mistake #2:** This another exceedingly common mistake, simply because [insert reason why so many people make this mistake]. However, if you want to [get a desirable result] with [enter keyword], then you need to make sure you don't [do this bad thing]. Instead, focus on [doing an alternative, better thing] instead.

**[Insert keyword here] Mistake #3:** Don't feel bad if you make this mistake. That's because even some of the biggest experts in the [niche] industry do this. Just look at [name of expert], who regularly admits to [making this specific mistake].

In other words, this is a case of "do as I say and not as I do." So instead of [making this mistake], do [this better thing instead]. Your [body, bank account, friends or some other thing] will thank you for it.

**[Insert keyword here] Mistake #4:** This one is a little tricky, simply because you could be perfectly on track and doing all the right things, but suddenly you realize [you've made this mistake]. If it happens to you, don't worry – you can get back on track with your [keyword] goals.

All you have to do is [insert description of how to get back on track].

**[Insert keyword here] Mistake #5:** From what I've seen by talking to a whole lot of [niche] beginners is that not very many people make this [keyword] mistake.

However, those who do find it exceeding frustrating, because [explain why this is such a grave mistake]. I've even known people who've just wanted to completely give up on [trying to get a specific result] after they [made this mistake].

Fortunately, you can avoid it fairly easily, simply by [describe how to avoid it].

In sum...

Yes, it's true – now you too can [get a specific result], especially if you avoid these common [keyword] mistakes. Try it out today to prove it to yourself!

## **Blog Post #6: The “Greatest Hits” Post**

Once you've been blogging for a while, you'll start accumulating a set of extremely valuable and popular blog posts.

Once you have anywhere from three to ten (or even more) of these posts, you can create a “Greatest Hits” compilation, where you list all the best content inside one post. Here's a template...

**Title: [Number] of the Best [Niche Topic] Blog Posts**

**Alternative Title: Want to Know How to [Get a Result]? Then Read These...**

Today is the [number] [year, month, posts, etc] anniversary of this blog! And over the past [length of time since the blog started], we've covered a lot of ground, including:

- How to [get some desired result].
- Tips and tricks for [getting a desired benefit].
- How to avoid common [niche topic] pitfalls.
- Quick and easy ways to [get another benefit]

And much, much more.

But what I've noticed is that readers here absolutely love the [specific topic] posts. Those types of posts always generate the most discussion – not only here, but around the web. And it seems like I always get plenty of emails, too, whenever I make a post about [specific topic]. People even tell me how incredibly useful these posts are, simply because almost no one is sharing their methods for [getting a specific result].

I don't say this to blow my own horn. Rather, I say it to let you know that [specific topic] is my area of expertise. I've been doing this for [length of time, such as "five years"] now, so I know the ins and outs of this topic.

That's why I write about it so much on this blog. And that's why I'd like to share with you now my top [number] of blog posts that show you how to [get a specific result]. Read on...

**Blog Post 1:** [Insert title of post and link]. If you're relatively new to [specific topic], then this is a good place to start. It will give you a good overview of the whole process, as well as some useful insights and tips you can use to [accomplish a specific goal, complete a process, get a result].

**Blog Post 2:** [Insert title and link]. This is one of my favorite posts on the topic, simply because [insert reason why you think this is such a useful post]. You'll also want to check out [some specific part of the post or perhaps even the comment section of the post], because [reason why that part is particularly useful, insightful, etc].

**Blog Post 3:** [Insert title and link]. This post gets into a little bit of the philosophy and psychology behind [specific topic]. So if you're pretty serious about [the topic], then you'll want to check this out for sure.

**Blog Post 4:** [Insert title and link]. Here's a post that delves fairly deeply into the advanced [areas of a specific topic]. Whether you're a seasoned pro or a beginner who's fairly serious about [this topic], it's well worth the read.

In sum...

These [number] of posts are some of the best I've ever created on the topic of [topic].

Some folks tell me that this is the best information available anywhere (and that includes some paid [niche] products).

But don't take my word for it – check 'em out for yourself and let me know your thoughts!

## **Blog Post #7: The “Response” Post**

You’ve probably commented on plenty of other bloggers’ blog posts before. However, instead of commenting directly on their blog, the alternative is to post your comment on YOUR blog. This is called a Response Post.

Tip: If the blogger has trackbacks enabled on their post, then a link back to your blog will appear on their blog. And that means that you’ll get traffic directly from their blog, clicking through to your blog. Cool, eh?

**Title: Response to [Name] And [Theories, Thoughts on Some Topic]**  
**Alternative Title: [Topic]: There’s More Than Meets the Eye**

[Last week, yesterday, or some other time frame], [full name] made a blog post about [topic]. Maybe you’ve already read it. If not, you can take a look at it here: [link].

Basically, [name]’s premise is that [summarize the basic points of the blog post, article, video or other content post that sparked your post]. And while I agree with [name]’s viewpoint, I’d like to delve a little deeper into the topic to give you an insider’s viewpoint.

You see, while [other person] has been working in this industry for quite some time now, I have a slightly different perspective because [insert reasons for this unique viewpoint]. And that makes me uniquely qualified to comment on [name]’s post.

So, what I’d like to do is share with you my opinion on [number] of crucial points made in [name]’s post. Read on..

**Point #1:** [Summarize the point here.]

[Name] made an extremely important point here, one that I’ve made a fair number of times myself. The crux of the matter is that [give a more in-depth explanation of the matter]. And while [name] feels that [describe what other blogger wants to do], I see [insert explanation] as a better solution to this problem.

In other words, I'd take it a step further and [describe in more detail what you feel is the best way to approach this problem].

**Point #2:** [Insert summary of the point.]

Here's another important point that's been championed by some of the biggest names in the industry, including [full name of another person], [another person who supports it] and [still a third person who supports it].

Now don't get me wrong:

I support [taking a specific action] too. Indeed, I even talked about this very issue here [insert link to a place where you mentioned this issue]. And what I said at that time – a point which I feel bears repeating – is that we can't keep [doing some specific thing] without eventually [seeing some undesirable result].

So here are the guidelines I suggest that industry leaders follow whenever they [are taking some specific action]:

- [Insert suggested guideline 1.]
- [Insert suggested guideline 2.]
- [Insert other suggested guidelines as needed.]

In addition, I think it's also a good idea for [niche members] to [take some specific action]. Doing so will [help reduce some negative impact] while [increasing the chances of receiving some positive outcome].

**Point #3:** [Insert summary of the point.]

Finally, I'd like to just briefly touch on this point, because [reason why this point is important].

Overall, I agree with [name] that we should [take some specific step]. But once again, I'd go the extra mile by [describe what you suggest people do].

In sum...

[Name of blog poster] really did this industry a great service when [he/she] brought up the topic of [topic].

I'd just add that you [take the extra steps as described above], then [describe positive outcome].

## **Blog Post #8: The “Groundbreaking” Post**

One of your goals as a blogger is to make an impact in your niche. But if you're sharing the same content in the same way as everyone else, no one is going to pay you any attention. That's why you may want to coin phrase, create a formula or share a twist on an old method.

Point is, what you're sharing doesn't necessarily need to be groundbreaking (but if it is, that's just a bonus).

Rather, the WAY you share it – the way you “package” the content -- is what counts.

Here's an example template...

**Title: How to [Get a Result] Using [Your Formula or Coined Phrase]**  
**Alternative Title: A Brand New Way**

Seems like every day I get emails from people who're trying to figure out this whole [topic] thing. They want to [get a specific result], but often they find themselves just giving up out of sheer frustration. Or maybe they try to [get a specific benefit], but the whole process is so confusing that they get overwhelmed.

Analysis paralysis, anyone?

After seeing this happen time and time again, I knew I had to do something to stop it. And that's why I developed a little strategy that I like to call [name of your strategy].

Once you put this strategy to work for you, you'll quickly start noticing [that you're getting some sort of specific benefit]. And even better than that, you'll also [receive some other specific benefit].

This is actually a [number]-step strategy, but rest assured that it's so simple that just about any [type of niche member] can do it.

Really, it's paint-by-numbers easy.

So even if you're struggled [with this process] in the past, you can succeed this time. And even if you [don't have some specific knowledge or skill], no problem – because once you start using [your "new" strategy], you'll see that it really is quite easy to [get a benefit].

So here's how it works...

**Step 1:** [Insert step 1]. The very first step in the [coined phrase] strategy is to [insert description of what step they need to take]. And all you have to do is [insert details on this step].

One word of warning: don't over think this step. Seems like many people start this step, but they never get past it because of analysis paralysis or generally feeling overwhelmed. However, the beauty of my [coined phrase] [strategy/method/formula] is that there is no thinking required. All you have to do is [take some specific step].

Easy, right?

**Step 2:** [Insert step 2]. This step is also fairly simple, because my [coined phrase] strategy was designed to [describe how the strategy makes the step simple and easy]. So, in order to complete this part of the process, all you need to do is [describe in detail how to complete this step].

To make it even easier on you, [describe how you've made it easier for the reader, such as by providing a checklist, a template, an infographic, a mind map, a piece of software or some other tool or resource].

**Step 3:** [Insert step 3]. Finally, the last step in carrying out the [coined phrase] strategy is simple – just [describe how to carry out this step].

However, just remember that [include some warning or important information that's useful]. And don't worry about [some trivial thing], because spending all your time working on [this trivial thing] will just bog you down and virtually ensure you [get some poor result].

In sum...

You heard it here first – the [coined phrase] [strategy/method/formula/etc] is the absolute best way to [get a benefit].

But don't take my word for it. Try it out for yourself and see what it can do for you. I think you'll like your results!

## **Blog Post #9: The “Product Comparison” Post**

Your readers look to you to give reviews or comparisons on products and services in the niche.

Your goal is to offer honest, straightforward reviews and comparisons, which means you need to share both the good and bad side of products. Here's a template you can use for a product comparison...

**Title: [Product 1] Vs [Product 2] – Which One is Right for You?**

**Alternative Title: Thinking About Getting a [Type of Product]? Read This First...**

If you're like a lot of [type of niche members], then you've probably thought about getting a [type of product].

Most people eventually narrow their choice down between the following two products:

- [Name of product 1] [link to this product]
- [Name of product 2] [link to this product]

They are both great products. However, after using both of these [types of products] extensively for the past [number of days/weeks/months], I've discovered that one of these products actually holds a surprising advantage over the other. Read on to find out which one...

### **Overview of [Product 1]**

This [type of product] does a really good job of [getting a specific result]. That's largely due to the following three features:

- [Insert feature 1] [Explain how this feature benefits the user.]
- [Insert feature 2] [Explain how this feature benefits the user.]
- [Insert feature 3] [Explain how this feature benefits the user.]

Despite these great advantages, however, there is one problem with [Product 1]. Namely, [describe a flaw of this product]. That may not be a big deal [to those who don't use this product in a certain way], but those who do [use this product a certain way] will want to take note.

## **Overview of [Product 2]**

This is also a great [type of product]. In particular, this product shines when you need to [accomplish some goal in a particular way]. What's more, it also comes with these neat features that you'll be hard-pressed to find anywhere else:

- [Insert feature 1] [Explain how this feature benefits the user.]
- [Insert feature 2] [Explain how this feature benefits the user.]
- [Insert feature 3] [Explain how this feature benefits the user.]

This product is [solid, well built, thorough, etc], which means you're likely to find any glaring faults with it. However, those who [use the product in a certain way or those who're looking for some very specific feature] may be disappointed. That's because [Product 1] [explain how this product fails in this regard – is the feature weak? Or is it completely nonexistent]?

Now, I did find a way to get around this tiny flaw. If you want to [get a specific benefit or use the product in a certain way], you can [describe a possible solution/workaround for this flaw].

## **[Product 1] vs. [Product 2]: Which One Wins?**

As mentioned at the beginning of this article, both of these are solid products. However, overall I'd have to award [winning product] as the best overall [type of product]. That's because [name of product] [describe or reiterate why this product edges out the other product]. Plus, this [type of product] also [describe in what other way this product is better].

Bottom line, if you're looking [to achieve a specific result], then you won't go wrong by choosing [specific product]. Check it out for yourself by going to [link].

# **Blog Post #10: The “Promotional” Post**

The majority of your posts are likely instructional. However, even a promotional post can be useful, if you’re honestly sharing what you feel is the best solution for your readers.

Here’s a sample template you can use...

**Title: Don’t Even Think of [Taking Some Action] Until You Read This...**  
**Alternative Title: Who Else Wants [a Specific Result or Benefit]?**

You can picture just what your life would be like if only you could [achieve some desired result]. You know it’s possible, because you’ve seen countless others do it. And yet every time you try, you [description of how person doesn’t succeed].

Pretty soon you’re thinking that maybe it’s just not possible for you to [get that desired result].

Listen, I know what it’s like to [have a specific problem]. It wasn’t all that long ago that I was [having some bad experience or problem]. I can still remember how [frustrating/depressing/infuriating/humiliating] it was to [experience the bad effects of this specific problem]. Some days I just wanted to [give up/hide under a rock/etc].

Sound familiar? But here’s where my story gets interesting...

About [number] [days/weeks/months/years] ago, I discovered a [strategy/secret/theory/tool/resource/etc] that virtually changed my life overnight. Suddenly, I was able to [get a specific result], whereas before I always [described how you failed]. And now I could [get another result], which delighted me beyond belief.

I know it sounds a little too good to be true. When I was in your place, I wouldn’t have believed me either. But I have proof that it’s possible [to get a good result] – and I know you can do it too.

Introducing [name of product] – [insert short description of this product’s main benefit or even its unique selling proposition].

This product really works. I've used it to [get a specific benefit]. My clients and friends have used it [to get a specific benefit]. And that's why I'm so certain it will work for you too.

Here's what this product will do for you:

- You'll get a quick and easy way to [get some specific benefit]!
- You'll find out how to [get another specific benefit]!
- You'll learn why everything you've ever heard about [certain topic is wrong] – and why the truth about [topic] will finally allow you to [get a highly desirable result]!

And much more. Simply put, [name of product] is a proven, surefire way to [get a specific result].

But you don't have to take my word for it. Here's proof that it really works: [link or copy in proof of your claims, such as a video, screenshot, pictures or even some strong testimonials].

Check it out here: [link to sales page]

Look, if you've ever dreamed about [getting a specific benefit], if you've ever wanted to [get a specific benefit], or if you've ever just wished that you could [get a desired result], then you absolutely need to check out [name of product now].

You won't find an easier, quicker or more affordable way to [get a specific benefit], so check it out for yourself risk-free by going to [link]. And do it now, because you're going to like the way you feel once you [achieve a specific goal]!

## **Conclusion**

Once you make a commitment to blogging, you'll find that you need to have a regular supply of ideas so that you can toss fresh content at your readers on a regular basis. However, sometimes writer's block sets in. Sometimes your brain freezes and you can't come up with an angle for your post.

That's where this report comes in. You just learned how to create 10 different types of blog posts, including "Groundbreaking" posts, "News" posts, "Promotional" posts and seven others. Plus you even got the templates, which makes writing a breeze.

