

#1 Client Converting Article Template

Done For You Resource By Lisa Angelettie

“Hi this is Lisa Angelettie and over the years I have tested and tweaked a variety of article formats that have attracted more people to my sites & did the heavy-lifting of attracting my type of ideal clients. I call these types of article formats “Client Converters” because they do most of the work of building trust, credibility & interest in what I offer. There are 11 that are the best, but I have selected & am offering my favorite as a template for you to use in your writing & marketing today. Enjoy!”



The How-To Article Template

I have not selected the How-To article randomly. This writing format has a proven track record for attracting the interest of clients while providing them with value a.k.a. building credibility and trust.

The How-To article is written in a very systematic way which allows potential clients to follow your step by step approach easily and preferably in chronological order.

Clients DEVOUR these types of articles because it gives them a blueprint or a system for accomplishing something. Your How-To articles will be some of the most popular & high converting articles that you ever write.

Examples of How-To articles can include:

- How To Refresh Your Kitchen Design For Under \$100
- How To Lose 10 Pounds In 7 Days
- How To Meet Your SoulMate This Year
- How To Make \$100 A Day With Craigslist Classified Ads
- How To Introduce New Foods To An Autistic Child

The How To Template

Title: How To ...

(While you can't do it all the time, it's a good idea to add a number in your title. People love numbers and research shows titles with numbers convert well.)

Your Title:

Introductory Paragraph:

In all of my articles, I like to write an intro paragraph to "set up" the topic. This is where I make sure that I have mentioned my main keyword phrase for the first time and where I mention what I will be discussing in the article.

ex. How To Meet Your SoulMate This Year

Millions of singles are looking to meet their soulmate. Sometimes love doesn't just fall in your lap like a romantic comedy. As a psychotherapist I have worked with hundreds of couples who met each other and fell in love using the five strategies I will outline for you today.

Your Intro Paragraph:

Article Body:

Define what steps are needed and necessary to accomplish the goal in the title of your article. While I have written many 3 step articles, I find that articles that include at least five steps or more convert really well.

Step 1 -

Step 2 -

Step 3 -

Step 4 -

Step 5 -

Article Closing:

It's a good idea to end your article with a conclusionary paragraph that includes two or three sentences with final tips or advice.

example:

Now that you have a blueprint for meeting your soulmate that you can get started with immediately, here's one more piece of advice.

Understand that meeting a lot of "frogs" is part of the process. It's okay to get a little frustrated at times, but don't let it discourage you.

If I'm submitting this article to directories or it is a guest post, I will carefully write and blend my resource box (after the closing paragraph) to appear as if it's actually the last paragraph of the article. You can learn more about that on my site (<http://LisaAngelettieBlog.com>) or in my [article marketing training course](#).

Ready for more templates?

If you'd like to have my total collection of my 11 high-conversion article templates, check 'em out here:

[6-Figure Client Converting Article Templates](#)

Go Get Writing!

Lisa Angelettie

