

# Quick Answer Posts



## Quick Answer Posts

These are your quick one-question answer posts. It should take you 1-2 hours to write between 1,000 - 1,500 words for each. Use that as your target when you sit down to write.

If you're a new blogger – or if you're a veteran blogger covering a new topic – you want to write these Quick Answer (QA) posts first. A “new” topic is one that you haven't covered much... maybe you've written a few posts but you haven't really targeted this topic (aka: keyword) just yet.

Writing a bunch of QA posts on this topic will help your readers understand what your blog is about. And more importantly, it will help Google understand your niche so it can rank your posts faster.

You're aiming for 10-20 posts on each topic you want to be known for. The structure you're going to use for these posts is this:

### [INTRO]

A few paragraphs that answer the question directly. Here, you're telling Google what your post is all about, and you're kicking off a great user experience by getting right to the point.

*Note: For some QA posts, you'll have an opportunity to win a “featured snippet” in search results – which is like a magnet for your audience. For those posts, you're going to use one of your intro paragraphs to define your target keyword so that Google can grab it. We'll let you know when you need it, so keep your eyes peeled for a prompt that looks like this: **DEFINITION***

*And if you're curious, here's what a featured snippet looks like:*

The screenshot shows a Google search interface. The search bar contains the text "what is a sumo squat". Below the search bar, there are navigation options: "All", "Images", "Videos", "Shopping", "News", "More", and "Tools". The search results show "About 13,300,000 results (0.54 seconds)". A featured snippet is displayed, stating: "Sumo squats differ from traditional squats in the positioning of the feet. With a traditional squat, the toes are pointing forward or slightly angled out. In a sumo squat, the **feet are placed wider and the toes are angled out away from the midline of the body.** May 23, 2019". Below the snippet, the URL "https://www.healthline.com > health > fitness-exercise > su..." is visible, followed by the title "Sumo Squat Exercises: For Inner Thighs - Healthline". At the bottom of the snippet, there are links for "About featured snippets" and "Feedback".

**[BODY]**

The points you're covering, with keyword-rich subheads for each. To hit your target word count, you should write between 150-300 words for each point, depending on how many points you're sharing. The more points you list, the fewer words you'll need for each.

**[OUTRO]**

A few paragraphs to wrap everything up and recap what your readers have just learned.

**[CTA]**

Ask readers to take the next step, either by downloading your freebie and commenting on your post.

# #1. The “Breaking News” Post

This post answers the question, “What’s changing in X niche?”

You’re going to write about a recent event or breaking news your readers need to know about.

It doesn’t have to be “news” news, it just has to be current and BIG...something that will interrupt the way they’re doing things right now...something they can’t (or shouldn’t) ignore.

For example, you can share major updates to tools they use every day, a new approach or process that’s changing the game, important industry regulations, algorithm updates, and so on...**ANYTHING** that’s going to have a huge impact on their life.

Good or bad, they’re probably confused about it and need to know more.

So in this post, you’re going to get them up to speed on the changes, help them make sense of it all, and share your takeaways & next steps.

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Title: How [Industry News] Will Impact Your [Niche Topic]

## **[INTRO]**

File this one under [a clever quote that summarizes your thoughts on the news – e.g., “It’s about time.”, “What took so long?”, “Best news ever!”, “We knew it was coming.”]. Big changes [just happened / are around the corner / are coming next month], and you’re probably [biting your nails in anticipation / doing a happy dance right now].

[Describe the event, news story, or update in a quick sentence]. Click here to read the full story [insert link].

It’s the biggest thing that’s going to affect your [insert the news topic – e.g., workouts, ad strategy, yoga practice, dental practice]. So it’s a big deal.

Basically, [recap the story in 2-3 sentences to help your readers get up to speed].

Now, you may be thinking, [what’s the first thing they’re probably thinking right now – e.g., “Another change? I just got used to X!”, “This is going to break my business!”, “Finally! What took them so long?”].

And if you're like a lot of [target audience], you may even be a little [insert how your readers are probably feeling – e.g., afraid of what this means for your health]. Is this really the [share a common rumor or myth they may have heard about it]?

Here's the low-down on what it all means.

## **[BODY]**

### [Insert Subhead #1]

You won't [be able to / have to] [do things the "old" way – e.g., swipe your card at the checkout, go to the gym]. [Elaborate on why this is the case and what it means to them].

### [Insert Subhead #2]

You'll have to [do things a "new" way – e.g., set up a home studio for your workouts]. [Elaborate on this new way, what they should expect, the time and effort it will take, etc].

### [Insert Subhead #3]

You may find [share another "new" experience they'll have – e.g., it takes longer to download apps, it's easier to get approved].

### [Insert Subhead #4]

[Share a positive upside – e.g., The silver lining? You won't have to commute to work!, The best part? You can multitask all day long]!

As [Industry Expert] wrote, [insert their quote with a link to the blog post].

And [Another Industry Expert] thinks this will [share their point with a link to the blog post, video or podcast].

## **[OUTRO]**

### Key Takeaways

Things are changing fast in [niche industry], and as fast as they change we need to change, too. The best way to come out ahead is to [do this – e.g., audit your current ads], [do this other thing – e.g., make sure you have a backup admin account], and [do this other thing – optimize your sales funnels].

**[CTA]**

**Action steps to take today:**

If you're [doing this right now], start to [a simple change they can make right now to keep getting results].

[Elaborate on this step in 2-3 sentences].

If you stay consistent and follow these steps, you'll [insert a big outcome – e.g., stay ahead of your competition, keep up regular workouts at home].

What's the first action step you're going to jump on? Let me know in the comments!

## #2. The “Myth Slayer” Post

In this post, you’re going to debunk common myths to help steer your readers back on track so they can get the results they want.

These are common myths in your industry that are likely holding your readers back because they’re confused, or simply going down the wrong path and wasting precious time.

So you’re going to share up to five myths, then tell them what the “truth” is and what they should focus on instead.

You’ll not only be helping your readers get on track, but you’ll also stand out as an expert with a fresh approach.

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Title: 5 [Niche Topic] Myths that Every [Target Audience] Needs to Know

Alternate: 5 [Niche Topic] Myths You Should Ignore

### [INTRO - option 1]

If you think [niche topic – e.g., passive income, burning fat] is just about [something they believe that is untrue – e.g., creating digital products, cardio], then I’ve got news for you: that advice is [completely wrong, totally off base, steering you in the wrong direction, etc.].

In today’s post, I’m going to show you the TRUTH about [niche topic]. Not only will I reveal the [#] most common [niche topic] myths on the planet, but I’ll show you [everything you need to know, proven methods, new data from industry studies, etc] that can help you get on the right track.

### [INTRO - option 2]

*Dogs see only in black and white.*

*Popping your knuckles causes arthritis.*

*Lightning never strikes the same place twice.*

Most myths are harmless.

Unfortunately, the same can’t be said for most [niche topic] myths. At best, they’re slightly misleading. And at worst, they lead you to waste precious [time/money/resources, etc] on things that will never improve [niche topic your readers want to improve].

So let's bust a few common [niche topic] myths once and for all.

### **[INTRO - option 3]**

Have you ever seen someone doing the exact opposite of what you [were taught/are doing]? Chances are, one of you has got it wrong.

But how do you know who's right? And who can you trust when it comes to [niche topic] myths and facts?

What you don't know about [niche topic – e.g., fitness] can hurt you—and interfere with your [niche topic] goals. For better results, forget everything you think you know about [restate your niche topic differently – e.g., exercise] and read on to get the real scoop.

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### **[INTRO - option 4]**

Whether you want to [get this result], [this result], or [this result], you've likely taken a stab at tweaking your [niche topic approach or routine].

Unfortunately, there's a lot of [niche topic] advice out there that won't help you meet your goals and could actually do more harm than good.

So in this post, I'm debunking [#] myths to help you get on the right track for good.

### **[BODY]**

#### [Niche Topic] Myth #1: [An outdated strategy that no longer works]

[Share a time when this myth *was* true – e.g., Back in the early days of blogging, Six months months ago, Before CrossFit became popular], [the old “wrong” way of doing things – e.g. publishing content on a regular basis, hour-long cardio sessions] was the thing to do.

At least we all thought it worked, and to some extent it did. That's why this approach to [restate the activity – content creation, fitness] became so popular.

However, [this “wrong” activity] isn't as effective as it used to be.

The main reason?

[Insert the biggest reason this doesn't work today – e.g., there's so much content out there it's hard to compete, your body adapts to your workouts].

There are other reasons too. [Share 1-2 more reasons this isn't effective – e.g., it takes more time, you can't get your heart rate up the way you need].

Which means that to [get the results they want – e.g., grow your blog today, ], you can't just [do the old activity – e.g., publish a bunch of content, rely on your treadmill].

### **What to do instead:**

You need to [do it the “right” way today – e.g., challenge your muscles with short bursts, publish in-depth resources]. In fact, [share some data to back up this statement – e.g., I get 6,000 visitors a month from one epic blog post, industry expert John Doe recommends confusing your muscles so your fitness never plateaus].

So if you're looking to [get a specific result your readers want], here's the approach I recommend trying out.

[Insert your approach.]

### **[Niche Topic] Myth #2: [Something they're still doing that doesn't work]**

Trying to [do this “wrong” activity – e.g., write 5 blog posts a week] is [futile/overwhelming].

[Elaborate on this point – e.g., there's so much content out there it's hard to compete]. And then [a negative result they don't want– e.g., you spend hours writing posts that no one sees].

And if that's not enough, here are 3 other reasons [myth] won't work:

- **Reason #1** – [Activity or result they don't want – e.g., you run out of ideas]
- **Reason #2** – [Activity or result they don't want – e.g., you wind up publishing low-quality posts]
- **Reason #3** – Plus, you won't be able to [something you know they need to do – e.g. focus on promoting your posts the way you need].

### **What to do instead:**

[The “right” way – e.g., Using related keywords in your blog posts] will help [the desired outcome they want] faster than [the “wrong” way]. Combine this with [another thing they should be doing], and you’ll [the ultimate outcome they want].

The best part is, [insert a big upside to this – e.g., you’ll save time and have more focus].

### [Niche Topic] Myth #3: [An activity or topic they think doesn’t matter but does]

One of the most persistent myths about [niche topic] is the idea that [something your readers think doesn’t matter but does – e.g., crunches don’t work].

So not true! [Myth – e.g., crunches, keywords] does [matter/work]. Just not the way you [may think/are probably doing them/they once did]..

[Myth topic] is effective at [getting X result] when you [use/do] them right.

[Share more details or data to back up your statement].

So you should still incorporate them, but if you [use the “wrong” approach or technique – e.g., arch your back and strain your neck, try to hit a perfect keyword ratio], you’ll not only hurt your chances of [a big result your readers want to achieve] but you run the risk of [a negative outcome they don’t want].

So [the “old” activity – e.g., keyword stuffing, standard crunches] is out, but you still need to [do the “right” activity – e.g., target your ab muscles]. Read on for how.

#### **What to do instead:**

[Share the best way to achieve results with this topic, without stress, pain, injury, wasting time, etc.]

### [Niche Topic] Myth #4: [A belief they have that’s holding them back – e.g., you only need to do X]

The truth? [Doing X] won’t cut it for [the outcome your readers want].

Even though you may [something positive they’re doing – e.g., be focused and diligent in your efforts], [share the reason this limiting belief won’t get them where they want to be].

To really get the results you want, you should be [activity they should do – e.g., exercising 3-5 times a week].

[Industry Influencer] even states that you need to [share their insights and link to their blog post, video, or podcast].

[Insert a case study that supports your statement here if you can.]

**What to do instead:**

[Share what they can do to turn their belief into an empowering belief – e.g., increase your workouts to 4-5 times a week for optimal heart health].

A simple step you can take today is to [do this – e.g., add one workout a week].

**[OUTRO]**

## Wrapping it Up

There you have it: XX [niche topic] myths.

As you saw, [niche topic] is evolving and you should, too. Today, it's more about [the "right" approach]. Not [the "wrong" approach].

I hope this post has helped you steer clear of misleading information so you can [the big goal they want to achieve].

**[CTA]**

Now, over to you. Which of these myths did you find most surprising?

## #3. The “What Is” Post

Sometimes readers just need a quick answer to a simple question, and it literally starts with, “What is [blank]”.

That’s why this post is the motherload of all QA posts!

You’re going to answer the question directly, then dig into more details so they get the full picture.

Just so you know, this can just as easily be a “when is,” “who is,” “why is”, or even “what does” post. They all follow the same format, intent, and structure.

“What is” posts are perfect when you want to:

1. Define one simple term or concept (e.g., What is SEO?)
2. Share your recipe for the “perfect” or “ideal” term/concept (e.g., What is the most effective at-home workout? What is the best content mix for businesses? What elements go into a brand identity?)

In the case of #2, you’ll define your main keyword (the ideal concept), and then dig deeper with 3-5 “mini-definitions” for each ingredient.

By the way, we’re gunning for a featured snippet with this post so look for those **DEFINITION** prompts!

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Title: The Perfect [Concept] for [Niche Topic]

### **INTRO**

[Describe the problem your readers have right now that this post solves – e.g., Every blogger struggles to write consistently].

We get stuck wondering things like, [an unanswered question that is holding them back – e.g., “What should I write about?”] or [another unanswered question – e.g., “How long should I work out?”].

When you’re unsure what to do, it’s hard to move forward.

The good news is, you can easily bring order to the chaos by [your solution and target keyword – e.g., planning your at-home workout ahead of time].

In this post, I’ll define [keyword] and provide 3 [what you’re covering – e.g., exercises for the perfect workout]. My hope is that this will give you a roadmap so you can get started with [keyword] and [achieve the ultimate outcome they want].

What is the perfect [situation or approach] for [niche topic]?

**DEFINITION**

[Insert your definition of the keyword in 1-2 sentences].

In other words:

[What this means for your readers – e.g., There are 3 types of posts you should write to get more traffic].

The added benefit is that [insert another result they want – e.g., you’ll have plenty of time to stretch].

**BODY**

[Component #1 - the first ingredient]

**DEFINITION**

[Define this component – e.g., a “quick answer” post addresses one specific question your target audience has.]

This is a crucial component because [insert the reason this is important – e.g., a strong core is vital for mobility and balance].

Many people who are new to [niche topic or process] start out on the right track but then get stuck because [share something your readers are struggling with – e.g., they don’t know where to start, they don’t realize there’s a formula to it, they are using the wrong technique]. And then they wind up [getting a result they don’t want – e.g., wasting a lot of time, getting injured].

The key to [something they want to do right now but can’t – e.g., writing blog posts quickly, toning all of your ab muscles together] is to [something they need to do first – e.g., do your topic research first, engage your glutes].

To get started here, [a small step they can take – e.g., store your blog ideas in a spreadsheet, add a natural, light element to each room].

[Component #2 - the second ingredient]

**DEFINITION**

[Define this component – e.g., Feng shui is an ancient Chinese philosophy.] [1-2 more sentences here].

If you've spent hours [doing something they think is "right" – e.g., decorating your home, creating content] but something still feels off – like you're not getting [traction/good vibes/joy/results], this is likely the piece that's missing.

Without this, you can [restate the "right" thing they're doing that's not working – e.g., write blog post after blog post] and still not [achieve the outcome they want – e.g., get traffic].

What can you do?

A really useful [tool/technique] for [a preliminary step they need to take – e.g., getting in touch with your chi, brainstorming blog topics] is [insert your answer].

[Elaborate on this tool or technique and how they use or implement it.]

### [Component #3 - the third ingredient]

#### **[DEFINITION]**

[Define this component – e.g., pillar posts are like in-depth guides].

Here's where you'll really start to [restate the "perfect" term your post is explaining – e.g., bring it all together, create a killer social media strategy].

Of course, this [insert a word of caution to set their expectation – e.g., will take some time, requires tools you may not have on hand]. Consider [insert the workaround].

The [formula/process/approach] you can use to [restate your workaround] is:

- [The first step]
- Then [the second step]
- Then, in order to [reach a specific milestone, e.g., hit the word count you need], just [the third step]

Once you're done, you'll be well on your way to [reaching the big outcome they want].

#### **[OUTRO]**

Putting this all together for your perfect [keyword]

There you have it! The 3 components of your perfect [keyword].

It may sound like a lot, but like most things practice makes perfect. Just focus on [a small step they can take – e.g., writing these types of blog posts]. This will help you [insert a benefit – e.g., inform Google what you're all about] and [another benefit they can expect – e.g., start ranking for important keywords].

**[CTA]**

What's next? Download [Freebie Name]

If you need help getting started, my [Freebie Name] will help you [the big benefit your freebie promises – e.g., plan three months of blog posts] so you can [start ranking on Google] .

Click here to download [Name of Freebie] now >> [insert link]

## #4. The “Promo” Post

This is really a sales page disguised as a blog post.

You’re going to share your “proven approach to X”, where you give your readers a bird’s eye view of the unique strategy or process you teach.

The idea here is to make so much flippin’ sense, they can’t wait to try it. And they’re going to need your help – which is perfect, because you’ve already created the solution for them!

So in this post, you’re going to show them the opportunities that are out there for them when they use your strategy.

You’ll also break down the steps to creating their own strategy, and each step will include a testimonial for your paid offer, which simplifies all of it for them.

**Note:** If you don’t have testimonials just yet, get on it! 😊 In the meantime, don’t sweat it – you can share your personal results instead.

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Title: Behind the Scenes: The Exact Process I Use for [Niche Topic]

### [INTRO]

I realized [a while back/a few months ago] that I needed a way of [doing a specific task – e.g., visualizing my content workflow].

Essentially, I lacked a [process/system/strategy] for my [your niche topic – e.g., workout routines] that would give me a bird’s eye view of [what to include/what I should be focusing on].

So I started [insert the first step you took in developing this process – e.g., writing down my ideas]. Once I was done, I had [an incomplete solution– e.g., a big list, a lot of random ideas] but it was [something they don’t want – e.g., disorganized and a mess].

I knew there had to be a better, easier way.

So I kept working on it and came up with this process that I call [give your process a name – this can also be the name of your product].

And now, this process of [insert the process name] has completely changed how I approach and choose my [niche topic – e.g., workouts, content mix]. My hope is that it will be a game-changer for you, too.

I've been continuously updating this [document/template/process] as my [restate the niche topic – e.g. exercise routine, content strategy] evolves, and it is now the single most valuable asset in my [business/life/health/relationship].

I'm sharing it with you today because it's made a huge difference not only in my [business/life/health/relationship], but for my clients too.

### **[DEFINITION]**

First, What is [Process Name]?

[Define your signature process in 1-2 sentences. Include what it is and how your readers can use it, but don't cover much detail just yet. For example, "Process is a system for mapping out your content. You're basically doing X, Y, Z so you can get a high-level view of all the components."].

Hopefully I've convinced you of the merits of using a [process name].

Next, I'll walk you through the process of creating one yourself. There are really only [XX] main steps. This is a super valuable [system/method] that you'll likely change over time, and it will definitely grow and evolve as your [business/routine/workout, etc] evolves.

### **[CTA]**

**If you would like my support setting up this process, I have a [describe your program – e.g., in-depth step by step program, done-for-you system, do-it-yourself program] where I walk you through everything you need to [achieve their biggest goal]. Click here to learn more about [Product Name] [insert link].**

### **[BODY]**

Step 1. [Insert Subheading]

I want you to start by [insert your first step]. Ask yourself, "[insert an important question they should consider]".

For me and many of my clients, it was to [your answer to the question]. You may find that you also need [X] or [Y] at this point.

[Insert another case study or testimonial. If you don't have a testimonial yet, share the success you've had with this step – e.g., time or money you saved or something that improved as a result. Be specific and use numbers where you can.]

## Step 2. [Insert Subheading]

Next, [insert your second step].

It can be helpful to set a timer here. Give yourself [XX] minutes to [complete this specific task] and [insert a helpful tip here – e.g., think of everything that comes to mind] so you [insert benefit – e.g. have enough to work with].

In my case, [share your unique approach to this step]. This is a really unique part of my process for [niche topic] that helps [a big outcome they want – e.g., streamline my onboarding system] so I'm not [negative thing they don't want – e.g., spending hours crafting emails].

[Insert a case study or testimonial – it can be yours or a client's.]

## Step 3. [Insert Subheading]

[Insert your third step].

This can also be an opportunity to [insert an organization tip that will help – e.g., record your ideal workflow so you have it handy.]

[Insert a case study or testimonial – it can be yours or a client's.]

## Step 4. [Insert Subheading]

Finally, once you've [recap steps #1-3], it's time to [insert your fourth step].

At this step, you'll want to consider [how to move forward once the process is complete – e.g., how you will market your content] and [another future step or consideration].

If you plan on [insert a likely scenario – e.g., using Instagram], it's important to [share a helpful tip or best practice].

[Insert a case study or testimonial – it can be yours or a client’s.]

## Tips for Using this [Process Name]

Now that you have [process name], here are some ways you can put it to use:

- [Tip #1 – e.g., Plan your campaigns every month] so that you can [insert benefit]
- [Tip #2 – e.g., Always keep healthy snacks handy] so you’re not [insert something they don’t want – e.g., overeating in-between meals]
- [Tip #3]
- [Tip #4]

Remember to [update] your [process name] regularly.

My clients have gotten great results by [share a final tip – e.g., updating it every quarter]. They’ll review it, check their progress, and add or tweak any steps to make it really work for them.

If you make a regular practice of updating your [process name], it’ll be really easy to maintain and won’t take much time.

### **[CTA]**

## Do you need help creating a [process name]?

I would love to support you and save hours of time and stress on this process. I have a [describe your product – e.g., in-depth step by step program, done-for-you system, do-it-yourself program] where I walk you through everything you need to [achieve their biggest goal].

If you're interested in [insert the big benefit your program promises], including all the [worksheets, templates, checklists, and tutorials] you can get the full process in my program: [Product Name] [insert link].

[insert a product mockup of your program]

**Click here to learn more about [Product Name] and get started. [insert link]**

**Here's a peek at what's inside:**

- [Insert benefit #1 – e.g., Discover a surprisingly simple way to reach an important milestone]
- [Insert benefit #2 - e.g., Learn #1 biggest lie in weight loss]
- [Insert benefit #3 – e.g., How to lose 10% of your body fat every month]
- [Insert benefit #4 – My proven method to [achieve a big result]

[Insert a strong testimonial, preferably one with specific results.]

## #5. The “Reasons Why” Post

Think about your target market, your niche, your specialty offering. You know your ideal customer inside and out. You developed your technique, program, service or product because you know it will make a difference in their lives. Right?

You know you have what they need, but they don't know it yet. So, they need a reason to apply what you teach, sign up for your email list, and ultimately, to buy from you.

In this blog post, you're not going to give them just one reason, you're going to give them 11! Each reason will clearly show them why they need what you offer and why you're the best person or business to help them.

This template gives you a head start on your reasons.

Make sure you tailor it to your offering and niche, adding or subtracting any that don't fit. And give specific examples from your experience (or your clients) to show how your technique solved the problem.

Have fun with this one!

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### [INTRO]

Title: [X] Reasons Why [You, Your Business] Needs [Niche Topic that You Teach]

If you're [target audience...how you address your tribe] who wants to [insert your niche here], you, my friend, are in the right place.

Before I [devised, discovered] [this technique or niche topic], I was [frustrated/struggled with] [the biggest thing they're struggling with right now].

[Elaborate on this pain point and what it felt like.]

When I realized how many other people were also struggling with [niche topic], I knew I had to find a way to help myself – and them.

Now, instead of getting frustrated, I help my clients enjoy [insert positive results].

If you want to [e.g., increase business, discover your life purpose, gain financial independence], this [technique or tool] can help you, too.

Here are 11 reasons why [you, your business] needs [specific technique or topic you teach]:

### [BODY]

## Reason #1: You'll get more done.

It's easy to get distracted with everything life throws at us, isn't it? But it doesn't have to derail you, not with this [technique or topic].

When [you, your business] knows how to [niche topic or technique you teach, e.g., set priorities, eliminate distractions, etc.], you'll get more of the *important* things done.

## Reason #2: You'll gain clarity.

If you want to get somewhere, you need to know where you're going! Once you have clarity, you can [figure out a plan, lose the frustration, start gaining momentum].

[Insert personal story about a time you were unclear and how this technique or topic gave you clarity.]

## Reason #3: You'll establish credibility.

The best way to establish credibility is to be seen - the right way. My [niche topic or technique, e.g., speak professionally, brand yourself, etc.], will enable you to do it with authenticity and get *results*.

Learning this [technique or niche] will help establish you as an expert in your field.

## Reason #4: You'll maximize your online presence.

With [social media algorithms, marketing techniques, etc.] changing all the time, it's confusing. My [topic, technique, tool] teaches you how to [insert your technique or topic, e.g., post effectively, revise your website, improve SEO, etc.].

When you get good at [this technique or niche topic], you'll reach more people, make a better impression, and create *relationships*. And that translates to more opportunities and more sales.

Then, regardless of what changes, [you, your business] can make an impact.

## Reason #5: You'll gain confidence.

Do you suffer from Impostor Syndrome? You're not alone - *everyone* on the planet does at times, so don't feel bad about it. Instead, take action!

When [you, your business] [learn(s) this technique, gain(s) a deeper understanding of] [niche topic you teach], you'll feel more confident about your expertise - and that increases client confidence in *you*.

## Reason #6: You'll make more money.

We're in business to help people, but we all need, and deserve, to make money. Even charities need to be profitable if they want to continue their work.

So, when you [use this technique, tool] to [e.g., scale your business, hire a VA/coach, etc.], you'll learn [how, when] to [raise your rates, pre-qualify clients, etc.] with my [course, product, service]. Get ready to increase your [income, donations]!

## Reason #7: You'll save time.

Time is a limited resource that we all wish we had more of. We can't, but what we *can* do is "find" more.

When you apply this technique [e.g., hire a VA, block your time, etc.], you'll find your time "savings bank" is full again, allowing you to do more of the things you've been wanting to - like take that vacation you've been [dreaming of, promising your family/spouse]!

[Share how you've been able to save time and how you've used it to enrich your life or that of others.]

## Reason #8: You'll save money.

When you [use this technique or tool, e.g., hire help, track your time, etc.] to understand where your money is going, you can start plugging those financial holes.

Do you *really* need to [do a task, e.g., bookkeeping, administrative, etc.] yourself, or can you hire it out? Your time is valuable. If doing [that task] isn't the best use of your time, then use my [technique, tool] instead.

Saving money is sort of like finding money; it's painless and fun.

## Reason #9: You'll help more people.

That's the goal, right? But you don't want to get out there and sell, sell, sell. And ugh, who wants to? Here's a better way.

My [technique, niche topic] helps you get the word out to more people, ethically and painlessly, by showing you how to [e.g., understand your client/customer better, build stronger relationships, give valuable content, etc.].

It all leads to helping more people.

## Reason #10: You'll attract the *right* clients.

Maybe you're at that stage in your business where you're taking on every client that comes along. We've all been there! It's likely some of them aren't in alignment with your values.

My [course/technique/service] will help you [improve your mindset, raise your vibes, pre-qualify clients, etc.] and learn how to attract only your perfect clients.

You'll never have to deal with a "problem child" again.

## Reason #11: You'll work with less effort, more grace.

You *can* make your work easier and more enjoyable when you [use this technique, invest in my service/program/course]. That's because [explain why your technique or niche topic is so effective and how it works].

Once I stopped [describe what you did that didn't work] and started [describe what worked using this technique, e.g., meditating, scripting, practicing yoga, etc.], my "work" became less like work and far more enjoyable.

And my clients get better results!

**[OUTRO]**

## Wrapping it up

There you have it, 11 reasons [you, your business] needs [technique or niche topic you teach]. When we invest in ourselves with the best [tools, techniques], positive and powerful results are inevitable.

**[OUTRO]**

If you're ready to [achieve a really big result they want], check out [Product or Freebie Name]. [insert link]

# Bread & Butter Posts



## **Bread & Butter Posts**

Once you have a number of QA posts on a specific topic, you can move on to long-form content, or what we call your “Bread & Butter” posts.

These posts are more in-depth than QA posts because you’re going to be covering more.

In Bread & Butter posts, you’re still answering a specific question but you’re addressing related topics and pulling them together. And because you’re going into more detail and covering more info, these posts will be longer. Plan on spending between 2-5 hours to write them, and they should be between 1,500 - 4,000 words.

If you’re confused about the difference between QA and BB posts, this will help:

**QA:** What is SEO?

vs.

**BB:** How to get better results with SEO

In QA posts you’re giving a quick focused answer to a question, and in BB posts you’re answering the question by tying together multiple related ideas (think: How-to and list posts).

**PRO TIP:** Make sure you check out the Overview section in Podia where we break down the difference between each, what types of posts work for both, and more.

The formula you’re going to use for these posts is the same as QA posts.

## #1. The “All the Qs” Post

Think about the most common questions you get asked by clients and others who are trying to learn about a specific topic you teach. Ever notice how the same questions pop up?

In this blog post, you’re going to tackle them all in an epic FAQ-style post.

Spend some time brainstorming questions your readers may have, and don’t be afraid to include questions they haven’t necessarily asked but you know they’re secretly wondering. Think about the questions you had when you were first starting out. There’s a good chance your readers are asking them, too.

If you need ideas you can check out comments on forums, relevant Facebook groups, your blog, industry blogs, Quora, and even Reddit.

You want this to be an incredibly helpful guide so aim for 7-12 questions. They should all be focused on one keyword (or topic) so both Google and your readers know what the post is about.

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Title: [Niche Topic]: What It Is, Tips, Tools, How to Do It

### [INTRO]

I don’t think I need to tell you there’s a lot that goes into [niche topic].

You have to [the first thing].

Then there’s [the second thing].

And you have to [the third thing] and the [fourth thing].

It’s enough to make you want to say, “Ready, Set, Run.”

But here’s the thing:

When you really nail it, [niche topic] presents an incredible opportunity to [achieve a big result they want]. And I’m going to give you a blueprint for success.

In this [niche topic] guide, I’ll be answering [#] [restate your niche topic differently] questions people ask me. And I’ll give you the real scoop – based on years of trial and error – so you can rest assured you’re getting answers from an expert.

[Share your success with this topic to establish trust with your readers].

These are the answers I wish I had in the early days of [your career, your business], and my hope is that they will clear up any confusion you have around [niche topic] so you can [get the end result they want].

Let's get started.

## **[BODY]**

### #1. What's the best way to approach [a process they're struggling with – e.g., getting traffic, social media]?

There are loads of different ways to approach [the process], and the key is to find one that resonates with you. At the end of the day, the best approach is the one you can stick with and be consistent.

That said, here are some [approaches/methods/processes] I recommend:

[Insert your answer]

### #2. What should I be doing every [day/week/month]?

The best way to [get a specific result they want] is to set daily goals and activities, review your progress each week. Then adjust your [plans/schedule] every month based on your progress.

Here are some specific focus areas that will help you [achieve the outcome they want]:

- **Daily:** [What should they do?]
- **Weekly:** [What should they do?]
- **Monthly:** [What should they do?]

### #3. How long will it take to [reach a really big milestone – e.g., scale my business]?

I know you're pumped about [the big milestone] and want to get there as fast as you can, but you can't cut corners when it comes to [niche topic]. You'll only [negative outcome they don't want], which will [lead to this even bigger negative outcome].

You'll have much better results if you focus on one or two small goals each [day/week/month]. For example, [list two examples of small goals].

Before you know it, you'll look back and the rest will be history.

As Bill Gates said, "Most people overestimate what they can do in one year and underestimate what they can do in ten years."

Here's how you'll know when you've [reached the big milestone]:

- [Answer #1]
- [Answer #2]
- [Answer #3]

#### #4. Is there a faster way to [complete a specific process]?

I get it. [Niche topic] can take a long time. You have to [take this step], [take this step] and [take this other step].

It's hard to stay focused and motivated, especially if you have a 9-5 job and a family to care for.

Here's what you can do:

[Insert your answer]

#### #5. How do I know what to focus on next?

Sometimes it's hard to know if THIS strategy or THAT strategy will work best for [you/your business/your health/your routine]. Should you try [a process they're likely considering trying right now]? Or [another process they're considering]?

It all depends on where you're at in your [niche topic] journey:

- If you're [how you describe the "beginner" stage for your niche], [insert what they should focus on]
- If you're [the "middle" stage], [insert what they should focus on]
- If you're [the "advanced" stage], [insert what they should focus on]

Remember, more than anything else what should steer the course of your [niche topic – e.g., business / health / marketing] is [a crucial thing they should always be aware of – e.g., what your customers need, how you feel in your body].

## #6. What tools or resources should I use to [complete a process]?

If you're ready to level up your [niche topic] game, you'll need to invest in the right [tools/gear] for the job. Tools that help you [achieve a specific result or complete a process] faster and easier so you can [benefit – e.g., save time and have more fun].

The best [niche topic] tools will help you [another benefit they want – e.g., strengthen your core] without [the thing that they don't want – e.g, injuring your back].

Here are three of my favorites and how I use them:

- [Insert tool #1 and how you use it]
- [Insert tool #1 and how you use it]
- [Insert tool #1 and how you use it]

There are others out there, too. Just remember when you're searching for tools, make sure they [have this feature] and [another feature]. That way, you'll be able to [reach a big outcome they want faster].

## #7. What am I doing wrong with [something they're likely doing right now]?

If you've been [doing X] for a while but not getting results, don't worry. It's one of the biggest things [your target audience] struggles with, so take a deep breath. It's not you.

What's likely at fault here is [insert the thing that's stopping them from getting results].

The way to fix it is to [insert your answer].

## #8. How do I avoid [something they don't want – e.g., back pain]?

Every time I try to [do X], I wind up with [a negative result they don't want – e.g., back pain].

[Insert your answer]

## **[OUTRO]**

### Wrapping it Up

Now you have the real scoop on [niche topic], [a related topic] and [another topic].

[Recap what they just learned in 1-2 sentences – e.g., If you stay consistent and keep your eye on the end game, you'll see results faster than ever.]

Did I answer all your questions? Let me know in the comments.

## **[CTA]**

Take a first step at putting this into action by downloading my FREE [Freebie Name]

[Insert a mockup of your freebie.]

[If you don't have a freebie for this post, link to 3-4 related posts to keep people on your site and reading more.]

## #2. The “How to” Post

Think about one really specific task your ideal client is trying to do and create an epic step-by-step ‘how to’ tutorial for it.

The key here is to keep it simple and practical. Pick a problem they may be having, a technique they may be trying to master, or a strategy they’re trying to understand.

If you’re stuck for ideas, you can show them how to use a common tool in your industry (bonus if you share advanced “secrets”). Or, maybe you’ve nailed a specific process and you know they’d find it helpful, too.

Whichever topic you choose, be as clear and detailed as you can. So you’re not just telling them, “Do this, then do this.” You’re “showing” them each step by using examples, graphics, charts, anything you can think of that will help them follow along.

One trick we use when we’re stuck for words is to simply write:

*For example...*

Or

*Here’s what I mean...*

That usually triggers ideas for examples, visuals, etc. Give it a try!

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Title: How to [Achieve a Specific Result] in 5 Steps

### [INTRO]

Without knowing how to [achieve a specific result], you won’t be able to [list 1-3 benefits]. Instead, you will continue to [list 2-3 pain points].

You’re in the right place! I created this proven, 5-step process to help you [achieve a specific result] based on my research and experience over the past [XX] years.

We’ll cover everything from [summarize the first step] to [summarize the last step.] I’ll also give you some things to look out for along the way, mistakes I made before I worked out this system, and ones I still see other [your audience, how you address your tribe] making.

Just follow the steps, and by the time you finish Step 5, you’ll feel like a pro and enjoy [a top benefit of your post] and [another top benefit].

Ready? Let’s go!

## **[BODY]**

Step #1: [Insert a Subheading – e.g., Choose Your Topic, Decide on a Budget]

*#PROTIP: Start each subheading with an active verb (e.g., Decide, Choose, List, Google, Research) and be as clear and concise as you can.*

[Explain how to begin the process in this step. Don't assume your readers know anything about it.]

Before you can [insert a short description of Step 2], you'll want to take your time with this critical first step.

So, the first thing you need to do is [insert how they can complete this step – you can use bullet points, paragraphs, or a combination of both.]

- [Insert bullet point #1]
- [Insert bullet point #1]
- [Insert bullet point #1]

For example:

[Dig deeper on the last bullet point with a specific example or more detailed instruction.]

[Many people learn visually, so insert a graphic or screenshot here.]

### **What to look out for:**

Many people skip this foundational step and then wonder why they're not [achieving a specific result]. Don't let that be you!

This is a crucial foundational step that will set you up for success later on. And each step is a building block for the next, so don't even try to jump ahead! :)

All done? Great job! Let's move on to Step 2.

Step #2: [Insert a Subheading]

At this point, you're probably thinking that this is [insert a common objection that may stop them from continuing – e.g., too hard, too confusing, a huge time suck, not feeling right, the most challenging part of the entire process].

You may even be wondering, ["Insert a question they're probably asking right now."]

If you hang in there, it will [get easier/be clear/make sense], promise. What we're doing is pulling this all together into a [the end result of your step-by-step guide].

One thing that may help is to [insert a tip to make it easier – e.g., write it all down, create your own space, etc.]

Now it's time to [describe exactly what you want your readers to do next, in the same manner as Step #1 with paragraphs or bullet points. Just be consistent with the format.]

[Insert a screenshot or graphic that illustrates this step.]

The reason this step is important is that it will help you [achieve a milestone they want to reach] and make it easier to [complete a specific activity – e.g., organize all your notes].

Plus, you'll have a [system/process/method/routine] for [some niche activity– e.g., your ab workouts] that [a positive outcome they want – e.g., will keep your core and glutes strong.]

Here are some tips to help you move through this step quickly:

- [Tip #1 with a brief description]
- [Tip #2 with a brief description]
- [Tip #3 with a brief description]

### **What to look out for:**

When I first started [trying to complete this process], I [insert a mistake you made that they should avoid].

I've also had the opportunity to peek under the hood at other people's [niche topic – e.g., workouts, businesses, nutrition]. And in the process, I've seen common mistakes people make that hold them back from [a specific result they want to achieve].

Many of them relate to this step:

- [Insert mistake #1] – Instead of [doing it the “wrong way”], you should [insert the “right” way]
- [Insert mistake #2] – you'll get better results if you [insert the “right” way]
- [Insert mistake #3] – if you find it hard to [do it the “right” way], try [insert a modification they can make]

Just keep [insert something they should pay attention to – e.g., listening to your body, focusing on what works best for you] and you'll be on the right track.

### Step #3: [Insert a Subheading]

Are you starting to get excited? I hope so. We're just about there.

You may be feeling a bit [frustrated/overwhelmed/worried], and that's perfectly normal. Any time you're trying something new, it takes a minute to process it. Just be patient and stay with it.

Next, [describe exactly what you want your readers to do next.]

While you're doing this, make a note of [something they should monitor or consider – e.g., the campaigns you want to track, how your lower back feels]. [Share why this is important].

Make any adjustments you need to make before you move on.

For example:

[Share something you needed to adjust to make this step more effective.]

**If you want, you can download my [Freebie Name]. I created it to help you [achieve a specific result] without [a negative thing they don't want – e.g., stress and overwhelm].**

Click here to download [Freebie Name] so you can get started. [insert link]

[Insert an opt-in graphic here if you have one.]

#### **What to look out for:**

It may be hard to zero in on [something they're struggling with right now – e.g., how many fonts you really need in your design].

What you can do is [share your tips on how to overcome it.]

### Step #4: [Insert a Subheading]

We're just about done. There's just two more steps.

Here's what to do next:

[Describe exactly what you want your readers to do next in the same manner as you did in the previous steps, using a paragraph or bullet points.]

[Insert as many bullet points or paragraphs as necessary to help your reader successfully complete this step.]

#### **What to look out for:**

No matter what you do, don't [insert a mistake people usually make in this step – e.g., forget about your form, rush through the draft stage].

If you do, you'll only [share why this is so important – e.g., risk injuring yourself]. So just [insert what they should do instead – e.g., slow down and focus on your technique]. As the saying goes, “[insert a popular quote to inspire them]”.

Keep going! You're nearly there.

## Step #5: [Insert a Subheading]

This is the last step. Get ready to celebrate!

[Describe exactly what you want your readers to do next using the same format in the other steps].

Here's how to get the best results with this:

- [Tip #1 with a brief description]
- [Tip #2 with a brief description]
- [Tip #3 with a brief description]

### What to look out for:

The first time I did this to [get a specific result they want], I [share a funny story or mistake that gave you surprisingly good results – you want to show them that you “get” what it's like for them right now].

And you know what? It actually worked out.

I [insert the surprisingly good result]. The biggest lesson for me in all that was to [insert a lesson you learned that will help them too].

It just shows you there's more than one way to [achieve their desired outcome]. So more than anything else, do what works for you.

**Bonus!** [Insert a special tip here if you have one, something original or unique to you]

And finally, here's a **Bonus Tip** just for you!

This is something I started doing after [years, months] or trial and error, and it [insert the big benefit of this tip – e.g., really helped me get into a routine, was a total time-saver, was a big eye-opener for me.]

[Share your signature tip.]

## **[OUTRO]**

### Key Takeaways

Congratulations! You just learned how to [achieve a specific result]. Follow the steps above to [insert a benefit they really want – create a 20-minute workout that targets all your ab muscles], instead of [a negative feeling or “status” they don’t want – e.g., winging it and wondering if all your hard work will payoff].

I’ve given you all my best tips, tools, and techniques to help ensure your success. Just knowing them isn’t enough, though. It’s time to *act* and get the results you’ve been dreaming about!

## **[CTA]**

[Insert a freebie here – it can be the same one you shared above or different.]

Click here to download [Freebie Name] now so you can get started. [insert link]

[Insert an opt-in graphic if you have one.]

[Note: if you don’t have a freebie you can close by saying, “Now, over to you. Have you tried any of these steps? Let me know how it worked out in the comments.”]

## #3. The “List” Post

Think about one really specific task your ideal client is trying to do and create an epic step-by-step ‘how to’ tutorial for it.

The key here is to keep it simple and practical. Pick a problem they may be having, a technique they may be trying to master, or a strategy they’re trying to understand.

If you’re stuck for ideas, you can show them how to use a common tool in your industry (bonus if you share advanced “secrets”). Or, maybe you’ve nailed a specific process and you know they’d find it helpful, too.

Whichever topic you choose, be as clear and detailed as you can. So you’re not just telling them, “Do this, then do this.” You’re “showing” them each step by using examples, graphics, charts, anything you can think of that will help them follow along.

One trick we use when we’re stuck for words is to simply write:

-----  
Title: [#] Surprisingly Easy Ways to [Achieve a Big Result]

### [INTRO]

When you first set out to [achieve a specific result], the mere idea of it might keep you up at night. You compare yourself to other people on social media and get caught in a cycle of shame. *Why aren't you there yet? Are you missing some magic secret success ingredient?*

Chances are, there’s no one “thing” they’re doing that you aren’t. It’s more likely they just started before you and have more [niche topic] experience under their belt.

So in this post, I’m going to help you shake off comparisonitis and start feeling confident in the progress you’re making week to week!

I’m breaking down [#] strategies to [achieve a really big outcome they want] without [a feeling they don’t want – e.g., confusion, overwhelm].

Make sure you read to the end because I’ve got a bonus strategy that is essential for [achieving their specific goal]!

### [BODY]

#1: Forget about [a myth they’ve heard that isn’t true – e.g., spending money to make money]

If you want to [achieve a specific result – e.g., get out of debt], the exact opposite is true. You have to [insert what they should do instead].

This is #1 on the list because [share why this is so important].

Be careful not to [a common pitfall with this step – e.g. over-exercise, be too frugal] when trying to [a specific activity – e.g., create a workout habit, budget your expenses].

When you [restate the pitfall – e.g., workout too hard early on, don't make room for fun] it can [something they don't want – e.g., lead to burnout, throw your budget out of whack]. Instead, [insert what they should do].

**#2: Hold off on [another “no-no” that will hold them back – e.g., telling everyone about your goal]**

This doesn't mean you can't [clarify this strategy – e.g. tell your sister about your goals to break even].

But when you do that, you risk [what's a possible negative outcome of this “no-no”].

Instead, [insert what they should do].

**#3: Supercharge your [niche topic – e.g., productivity] with [a vital first step for success – e.g. list of tasks]**

Before you [complete this activity – e.g., hire a personal assistant] you should start with [the vital first step].

That way you'll know exactly what to do and you won't be shooting in the dark. Plus, the things you [put down on paper, commit to] are the ones you'll follow through with.

If you're really serious about [achieving a big goal or milestone], you have to hold yourself accountable.

[This vital first step] will help you do it.

**#4: Always [insert an essential step – e.g. ask questions at the end of an interview]**

Regardless of what your goals are, [restate the essential step] is always smart. If you take the time to [complete an activity for this step – e.g., research the company] and/or [another activity – e.g., ask thoughtful, relevant questions], [insert the benefit – e.g., people will look to you as an authority]

**Pro tip:** [Elaborate on this step – e.g. Make your interview questions specific to the conversation you just had. No room for generic here!]

For example:

[Insert a specific example that will help them – it can be based on your experience or your clients’].

## #5: Get clarity and guidance when you need it

It’s easy to get stuck.

Maybe you’re putting the time in but still unable to reach your [niche topic] goals. Maybe you’re struggling to [something they haven’t been able to achieve – e.g., make the changes you need to make.]

It’s one thing to get stuck temporarily and feel confused about what you should be doing. But when it goes on too long, you can fall into a rut and lose your motivation.

### **[CTA]**

So if you've struggling to [do X], [Y] , or [Z], it may be time to reach out to a [niche topic coach/consultant] like me for guidance and clarity.

[Share a personal success story of a time when you needed help and reached out to a coach like you].

There are many ways that a [niche topic coach/consultant] can help:

- Get clear on exactly what to do
- Hold you accountable to getting it done
- Help you with the tech side

If you’d like to work with me, click here to [insert a CTA – e.g., schedule a discovery call, learn more about my product]. [insert link]

## #6: Level up your [niche topic skills] with [a tool or resource from a non-competing website]

Have you seen [insert a tool or resource they’ll find helpful –e.g., the 4Ps framework of product development]? [insert a link to the website to up your SEO].

It’s a [define the tool and what it’s used for].

[Tool Name] it’s an incredibly powerful [tool/method/way] to [complete a task or activity] and [complete another task that will help them get results].

Here’s how [I/my clients] use it:

- Every time we [complete a specific activity], we [use the tool to complete a vital activity first]

- Right after [completing this activity – e.g., publishing a blog post], I use it to [complete the next step – e.g. track where I share it]
- [Share a third way you use the tool]

There are other [niche topic] tools out there that will help you [reach a big milestone – e.g., get results from social media]. The reason I prefer [Tool Name] is that [share the reason you prefer this tool over others].

## #7. Use [insert your “signature” strategy and give it a unique name – e.g., “The Conversion Technique” ]

The next strategy is easy but not obvious.

Most people will tell you to [a widely-believed strategy that isn’t very effective – e.g., do crunches to tighten your abs].

I tried this, and here’s what happened:

[Share your experience trying this technique, why it didn’t work for you, and the negative results you had that ultimately led to your “better” way].

Once I started [applying your unique strategy], I was able to [get a big benefit they want] without [negative outcome or pain point they don’t want – e.g., spending all my time writing blog posts].

Here’s how it works:

[Explain the strategy or method you discovered through trial and error].

## #8: Put it down on paper

There’s a lot that goes into [niche topic], and a written plan will help you build upon your strategy and continue getting results.

[Insert what they should include in their plan so they can pull together the techniques you just shared].

Keep in mind that as time goes on, your goals will too. It’s important to check back in every 3 months. You may notice that you need to adjust your [specific activity – e.g., social media content] in order to keep [achieving a really big result they want]. Or, you may realize it’s time to switch gears and dive into [another related activity they should be doing – e.g., Facebook ads].

If you’re specific with your goals, outline your strategy, and put it on paper, you’ll have something tangible to track and measure. Then plan your next steps.

## [CTA]

### #9: Bonus! Download the [Freebie Name]

Wow, you made it all the way here. You deserve a cookie and my [relevant freebie – e.g., 8-step strategy blueprint, 8-point checklist].

**Click here to download a printable PDF so you can keep these strategies handy. [insert link]**

[If you have a different relevant freebie, share it instead]

[Insert an opt-in graphic if you have one]

## [OUTRO]

### Wrapping it up

I hope this post showed you that every step you take is a HUGE win. :)

So raise your hand, reach around and pat yourself on the back! [Achieving X result] doesn't come easy, but you're doing it!

From [summarize one "most important" strategy from above] to [another "most important" strategy from your list]...

...just keep going.

Every step is getting you closer to *your* finish line. And at the end of the day, that's all that really matters.

## [CTA]

So now I want to turn it over to you.

Which of these strategies will you be trying first?

Are you going to use [Your Signature Strategy Name]?

Or [tool or resource]?

Let me know by leaving a comment below!

## #4. The “Resources” Post

In this post, you’re going to share your ultimate list of 10 BEST products and resources to help your readers achieve a big goal.

So think about something they’re struggling to do right now. Then list all your favorite tools to help them do it.

For example, if you’re a social media expert, you can share tools for creating + sharing content. If you’re a health coach you can share your favorite resources for eating better. And if you’re a travel expert, you can share the best places to skydive.

They can be free or paid tools... books, apps, templates, freebies, podcasts, guides, videos, blogs, ebooks, courses...anything that will save your readers time, money, frustration, stress, and so on.

If it makes sense to include your own resources, products, or affiliate products, go for it! Just make sure any tool you include is the “best of the best” and ultra-relevant to this specific topic.

(If you plan to include your freebie or product, use “Resource #5 – Option A”. If not, skip that one and use “Resource #5 – Option B.”)

And if you really want to go for it with this post, create a bonus PDF with 10 more resources your readers can download.

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Title: The Top 10 [Niche Topic] Resources Every [Target Audience] Needs to [Achieve a Specific Result]

### [INTRO]

If you’re a [target audience] who wants to [achieve a specific result – e.g., get more traffic], you’re in the right place. Many of us are always looking for resources to help us [restate the result they want – e.g., increase our page views].

But searching for the best resources is frustrating and takes time and energy.

Over the years, I’ve accumulated *many* resources - as my impressive list of computer bookmarks can testify!

When I decided to share the top 10 resources you need to know to [achieve a specific result], I realized I had some work to do.

So, I went through *hundreds* of bookmarks and weeded out the outdated resources – the ones with broken links and the ones that are just so-so – because my goal is to share only the very best ones with you.

This list was the result, providing you with the 10 *best* [niche topic] resources available for [insert a specific activity or goal]. Many of these I still use today which is why I'm including them.

*[Optional: If you plan on updating this list and the links on it, let your readers know before Resource #1 by saying: I'll update this list every few months to provide you with the most current resources available to help you [achieve a specific result], so keep checking back.]*

## **[BODY]**

### Resource #1: [Insert your top resource with a link]

[Insert a graphic or screenshot of the resource]

This resource will help you [insert a brief description of what this resource does]. What really stands out about this one is [insert description of what makes this resource an eye-catcher and why you listed it first].

It's my absolute favorite [resource/tool/template] and something I can't do without. I use it for everything from [completing this specific activity] to [this activity] and [this activity].

It makes [another activity] fast and easy, too. When you have this in your toolbox [a specific outcome they want to achieve– e.g. increasing sales, getting more business, finding the right guy] is almost too simple.

You won't find a better tool to [insert desired result].

### Resource #2: [Insert your second top resource with a link]

[Insert a graphic or screenshot of the resource]

If you're looking for a more in-depth, comprehensive approach to [achieving a specific result], you need this [tool, app, resource, etc].

It will give you a deeper understanding of [niche topic], not just add fluff knowledge. And you won't experience "impostor syndrome" anymore because [resource name] will help you learn from the best.

There's a reason [insert expert or company name] has been around for [X years].

I regularly return to this one to [insert the significant benefit - e.g., keep it simple, stay on track, learn the latest].

### Resource #3: [Insert your next resource with a link]

[Insert a graphic or screenshot of the resource here.]

Whatever stage of [niche topic] you're in, this [book, podcast, template, tool, etc] will [briefly describe what this resource does].

This one is different from anything else on this list because [share what makes it unique and valuable].

I used this [tool, resource] to [share a short anecdotal story about your experience and how you use or used it] when I was [e.g., beginning, at a standstill in my career]. It helped me [achieve an important milestone - e.g., get clear on my focus].

I wouldn't have the success I do now without this one.

### Resource #4: [Insert your next resource with a link]

[Insert a graphic or screenshot of the resource here.]

If you're just starting out, this is one of my absolute favorites, hands-down. This [book, video, website, podcast, article, etc] gives you a [insert a feature, e.g., great overview] and a [insert another feature - e.g., simple and uncomplicated way to keep track of your group members or investments].

[Share some more details about how and when to use this].

**Pro tip:** [Share a secret tip to help your readers get the most out of this resource].

**[CTA]**

### Resource #5 – Option A: [Insert your freebie or paid product if you have one]

[Insert a graphic or screenshot of the resource here – if it is a free resource this should be your opt-in graphic. If this is your paid product, show your product mockup and link the graphic to your sales page].

There's so much that goes into [niche topic – e.g., blogging, social media] and it can be overwhelming.

In the early days of [your business name], I had no idea where to start, and I [describe how you felt back then or your “status” – e.g., was juggling so many tasks I couldn't get ahead].

What really helped me was developing a [system, process, strategy] so that I could [insert the benefit – e.g., know what to focus on and what to outsource].

Today, I use it every [day, week, month] to [share how you use your free resource or product].

If you want to use it too, you can [learn more, download it] here [insert link to sales page or opt-in form].

## Resource 5 – Option B: [Insert your next resource with a link]

[Insert a graphic or screenshot of the resource.]

This [resource, blog, guide, ebook, app] may not [have the “ideal” thing that other resources have – e.g., be pretty, have all the functionality of Product X], but what it DOES give you is [describe how that part of the resource is so powerful that people use it for that one feature alone].

For years I ignored this one, thinking the competition was better because it was more popular. I'm glad I went back - because I find it excels at [reiterate the unique feature].

You're really going to love this one if you [another time- or money-saving reason – e.g., have limited resources, are on a budget, are tired of paying monthly fees]. [Elaborate on this – e.g., Product X costs \$25 a month and this resource is absolutely free. Plus you get all the functionality of X, Y, and Z].

Check it out and see what I mean.

## Resource #6: [Insert your next resource with a link]

[Insert a graphic or screenshot of the resource here.]

[Resource Name] is best if you already have some experience at [niche topic].

It presupposes you have a basic understanding of how to [insert a specific result], and you're ready to up your game. I find it very useful when I [give a short anecdotal story about how you use it and the results it helps you achieve].

Here are three of my favorite ways to use this [resource, tool, app, etc]:

When I [insert favorite way #1]

[Insert favorite way #2]

[Insert favorite way #3]

What I love most about it is [share the top thing that comes to mind when you think about why you use this tool vs. another].

**Resource #7:** [Insert your next resource with a link - this one should be a blog, video, book or podcast that's not widely mentioned today but filled with goodies]

[Insert a graphic or screenshot of the resource]

This [resource, blog, video, book, guide] is a bit of an outlier; I haven't seen it anywhere else. It's an "oldie but goodie," filled with valuable information that holds true today and still packs a punch.

It will help lay a solid foundation for [achieving a specific result] and keep you stay grounded as you continue to grow in your [niche topic].

More than anything else, this is what gave me the 10,000-foot view of my [health, business, relationship] so that I could really take control of it.

Don't skip over this one!

**Resource #8:** [Insert your next resource with a link]

[Insert a graphic or screenshot of the resource here.]

Here's another one you probably haven't seen on many other Top 10 lists. That's because [mention a minor flaw with this resource – e.g., it's not as trendy as others out there, it's not super user-friendly].

But don't let that fool you. I always include this [app, book, podcast, etc] on my list because it [insert a major benefit and value – e.g., it automatically loops your posts] so you don't have to [do something they don't want to do – e.g., schedule them manually].

[Elaborate on why this resource is so valuable and your experience with it].

Don't let this one fool you because of [insert the minor flaw]; you'll be missing out on a powerful tool to help you [insert specific result].

## Resource #9: [Insert your next resource with a link]

[Insert a graphic or screenshot of the resource]

Do you feel [a negative feeling they don't want to have right now – e.g., trapped in the weeds of your business]? Are you [doing the “wrong” things that don't get results – e.g., doing things you'd rather not be doing, constantly working out but not building muscle]?

This [resource, tool, video, guide] will help you determine how to [start doing the “right” things – e.g., decide which activities to hand off to someone else, hire a VA].

This one isn't always on any “Top 10 lists for [target market].”

Still, I find it *invaluable* for helping me [achieve a specific milestone – e.g., reach more potential customers and [a really big outcome they want as a result - e.g., make more money, take time off, grow my business], and I think you will, too!

[Share a few ways they can use this resource.]

## Resource #10: [Insert your last resource and a link, possibly a mindset tool]

[Insert a graphic or screenshot of the resource]

I've saved my personal favorite for last. This is one you can use every day to keep your mind focused on the task at hand and [insert another benefit, e.g., chill out]. It is simple and guaranteed to help you enjoy the journey.

Since I've begun using [insert resource name], I've been able to get more done in less time, with less stress. I think you will love it, too.

For example:

Every time I [give an example of how you use this resource to be more productive.]

**[OUTRO - Option A: Use this if you have 10 bonus resources as a freebie]**

If you want to [achieve a specific result], you'll want to use all 10 of these regularly. I do and credit most of my [niche topic] success to them.

And if you really want to go all-in, I've got 10 more resources to help you [achieve a result they really want] and [another really big result]. I could have listed them here but the post would be really long. Plus, this PDF includes advanced resources that helped me [build upon their results – e.g., scale my business in 1 year].

Click here to download [Name of Bonus Resource List] now >> [insert link]

[If you have an opt-in graphic, insert it here with a link to your pop-up.]

#### **[OUTRO - Option B: Use this if you have a different freebie]**

If you want to [achieve a specific result], you'll want to use all 10 of these regularly. I do and credit most of my [niche topic] success to them.

**You can even use my [checklist, guide, template, cheat sheet] that will [describe a benefit – give you a roadmap, save you time, help streamline it all for you]. Click here to download [Freebie Name]. [insert link]**

Click here to download [Freebie Name] now so you can get started >> [insert link]

[If you have an opt-in graphic, insert it here with a link to your pop-up.]

#### **[OUTRO - Option C: Use this if you don't have a freebie just yet]**

If you want to [achieve a specific result], you'll want to use all 10 of these regularly. I do and credit most of my [niche topic] success to them.

Which resource is your favorite? Have you ever used [Resource #3 Name]? Are you going to try [Resource #7 Name] next?

## #5. The “What’s Next” Post

The What’s Next post gives your readers an action plan after they’ve just finished a critical milestone.

Think of an important activity your readers may know how to do well, such as pushups. In this post, you’re going to help them visualize finishing those pushups.

What should they do next to get the most out of their workout? Should they rest? Eat? Stretch? That’s what you’re going to clarify.

Your goal is to give them a step-by-step game plan to build upon their success and get to the next level.

And just so you know, we’re always upping our SEO, so you’ll repeat the blog post title (which includes your target keyword) in the body of your post.

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Title: [Niche Topic/Keyword] Checklist: 8 Things to Do After You’ve Just Finished [Activity – e.g., Running, an Interview]

### [INTRO]

So you just finished [completing an important niche activity – e.g., your power yoga workout, publishing your blog post].

You’re tired. You’re [Another “hard work” feeling they’re likely having right now – e.g., Your eyes are bleary]. And yet you feel energized and focused.

So the question is, *What should you do next?*

Should you [do this “good” thing – e.g., grab a recovery drink]? Should you [do this “good” thing – e.g., cool down for 15 minutes]? Or should you [take the easy route – e.g., call it a day]?

In today’s post, I’m going to show you the 8 most important steps to take after you finish with your [important activity] step-by-step.

### [BODY]

[Niche Topic/Keyword]: 8 Things to Do After You’ve Just Finished [Activity]

Many rookie [your target audience – e.g., bloggers, coaches, athletes] think that [something a beginner might do after completing the important activity – e.g., sharing your posts on Twitter] is enough.

But you know [niche topic – e.g., fitness, health, blogging] requires much more than that. Specifically, you need to [insert the bigger picture and what they need to do – e.g., keep your name fresh in the interviewer’s mind].

## Step #1: [Insert Heading]

Your first order of business is to [insert what they should do first – e.g., get hydrated]. The best way to do that is [describe how they should do it – e.g., drink a low-sugar sports drink with electrolytes].

Now, many people like to [insert a common mistake people make – e.g., wait for their body to tell them when they’re thirsty], but you shouldn’t do that.

Why?

Because [insert your answer – e.g., that doesn’t get you any traffic]! [Elaborate on your answer in 2-3 sentences].

Instead, [insert the “right” way to approach this step – e.g., share a brief intro with a link to your blog post]. This [insert a benefit – e.g., will help your muscles refuel] and [another benefit].

For example:

[Give an example or list your favorite sources for this step]

## Step #2: [Insert Heading]

Average [your target audience, how you address your tribe] only [something they’re doing “wrong” – e.g., spend 5 minutes stretching] and hope that will get them results. Smart [target audience] [do it the “right” way – e.g., recycle their posts so they’re always being shared].

[Elaborate on your “right” way, what it means, how it works, and why it’s more effective].

Here are some [ways to approach it/things to keep in mind]:

- [Insert tip #1]

- [Insert tip #2]
- [Insert tip #3]

If you [insert a common roadblock – e.g., get stuck, can't find the time], you can [share a tip to help them overcome this roadblock].

### Step #3: [Insert Heading]

[Restate the heading differently] is a great activity to focus on after [completing the big milestone you're addressing in this post]

[Elaborate on why this is so great and effective – e.g., just one healthy snack can recharge your energy levels].

So [ask a question they're probably wondering – e.g., how do you do it, what should you eat]?

[Share your answer].

[Insert a graphic, screenshot or bulleted list to help them visualize your answer]

To learn how to [something else they'll need to complete this step – e.g., get interviewed on podcasts], check out [non-competing Influencer or Expert Name]'s guide on [niche topic] [insert a link to their post or video for SEO juice].

### Step #4: [Insert Heading]

If you want to [the ultimate outcome they want – e.g., stand out from all the other applicants], you have to [complete an activity related to this step – e.g., add a personal touch].

But you have to [add some words of caution here – be thoughtful in your approach] so you don't [a negative outcome they don't want – e.g., sound pushy]. Specifically, you'll need to [the "right" way to do it – e.g., compose a handwritten thank you].

To find examples, do a Google search. You are especially looking for [this type of example] and [this type of example] that have [insert a feature they should look for].

**Bonus tip: Check out [a non-competing influencer or niche expert]'s process for [niche topic] [insert link to blog post or video].**

## Step #5: [Insert Heading]

Speaking of [step #4 topic], let's talk about [this step's topic].

[Doing this activity] and [this related activity] makes it easier to [complete this activity], helps you [insert benefit they want], *and* it [another benefit they want]!

So set [XX] minutes aside to [insert a workflow tip – e.g., do a brand audit]. [Elaborate on your tip].

See how many [niche topic related to your workflow tip – e.g., sit ups, colors] you can [do, use, find, etc].

## Step #6: [Insert Heading]

Another great way to [achieve a big result they want] is by [doing this activity – e.g., planning your workouts].

Just [elaborate on this – e.g., focus on a specific body part each day].

Then, [what should they do next?].

The key with this step is to [insert a pro tip to help them succeed here – e.g., plan at least 1 recovery day]. Don't just [insert a common mistake people make – e.g., push yourself too hard].

### **[CTA]**

**I created this [checklist, template, guide] to help you [achieve a result relevant to this step]. Click here to download it now. [insert link]**

[Insert an opt-in graphic with a link if you can]

## Step #7: [Insert Heading – e.g., Mix up your routine ]

Don't forget that there's more than one way to [complete a specific activity – e.g., tone your abs]. [Restate this step differently – e.g., Changing your ab routine ] is a very smart (and practical!) way to [achieve a big result – e.g., build a strong core].

For example, you could [share a specific example to help them visualize this step].

But that's just one idea! You could also...

- [Insert another way to achieve the big result]
- [Insert another way to achieve the big result]
- [Insert another way to achieve the big result]

You have many options, so use them to [explain why they should use them – e.g., stay motivated and engaged].

## Step #8: [Insert Heading – a final crucial step, ideally about tracking progress]

This activity is one of the most overlooked, but also one of the most important (which is why I saved it for last).

If you don't [restate this step differently – e.g., analyze your performance], how will you know what's working?

[Explain what they should do – e.g., Check back in 3 weeks to track your progress].

[Insert a screenshot as an example]

Did you get the results you expected? How well did you track your [niche topic] and [niche topic]? Did you [a “follow through” mistake people make – e.g., slip up along the way]?

For example, if you [see this result] but not [their expected result], you may have to alter your [method, routine, workout, etc.].

Make sure you check in like this frequently and adjust your plan accordingly.

### **[OUTRO]**

## Wrapping it up

If you think your work is over as soon as you [finish activity], it's time to think again.

Because what you do after [completing the activity] is even more important than what you do before. Taking your foot off the gas can mean that the effort you spent [completing the activity] will fall short.

So instead of [completing the task over and over without these steps – e.g., doing situp after situp], spend some time [recap the most important step above]. Try some of the other steps above and keep them in mind for your next [activity].

Stop breezing through [the activity] and take the time to [recap the point of your post – e.g., give your muscles the love they deserve].

And before you know it, you'll see [a big result] and you'll start [achieving the biggest outcome they want].