

ARTICLE  
TEMPLATE  
BLUEPRINT



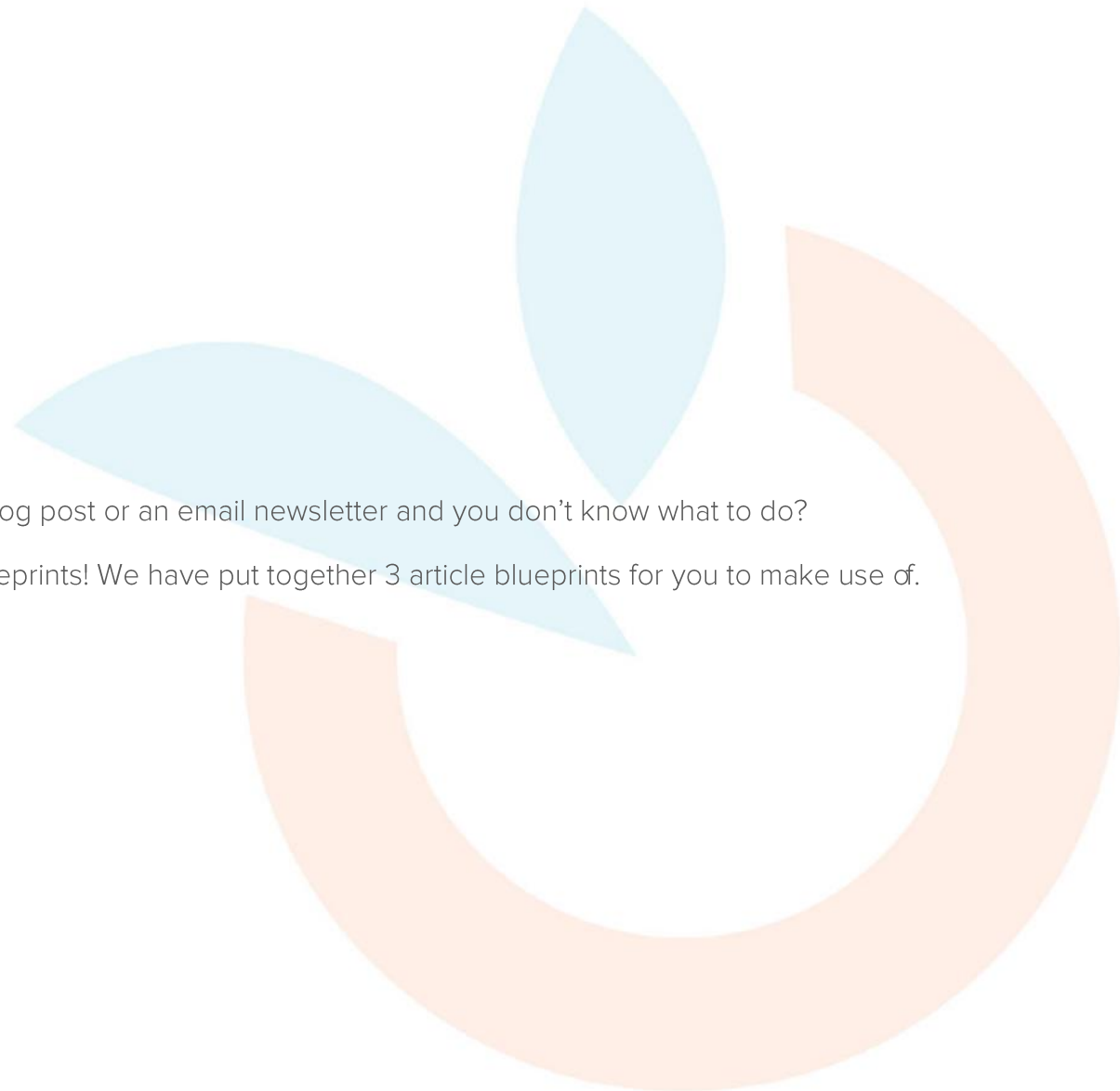


## INTRODUCTION

Ever have it happen where you have to write a blog post or an email newsletter and you don't know what to do?

There's a solution to it and that's using article blueprints! We have put together 3 article blueprints for you to make use of.

*Sharon Hayes*



## THE “TIPS” ARTICLE BLUEPRINT

*One of the most popular types of articles is of the tips variety. With this type of article, you'd share as many tips as you'd like.*

*If you provide fewer than 5 tips, you can go into more detail about each tip. If you have more than 5 tips, you can simply write a short sentence or tip explaining each tip.*

*Prompts are provided for the tips. It's not necessary to list them in this specific order. Simply use them for guidance.*

### TITLE: THE TOP [#] WAYS TO [BENEFIT]

You've decided you want [benefit]. You've seen others have success with it and they make it look pretty easy.

It's not been so simple for you. Every time you get close to [benefit], something seems to go wrong and you end up being right where you started.

It doesn't have to be that way.

This time, you're going to find out exactly how [group of people] do it. This way, the next time you decide to [benefit], you'll have success too!

Let's go...

**Tip #1:** Always... [What must someone do in order to get the benefit?]

**Tip #2:** Don't... [What bad thing must someone avoid doing to get the benefit?]

**Tip #3:** Do... [What good thing would help the person get the benefit?]

**Tip #4:** Take... [What action can someone take to get closer to the benefit?]

**Tip #5:** Avoid... [What should someone avoid doing in order to get benefit?]

**Tip #6:** Never... [What should someone never do in order to get benefit?]

*Both Avoid and Never can be accompanied by an adverse effect or warning.*

**Tip #7:** Create... [What can someone create to help them get the benefit?]

**Tip #8:** Try... [What supplemental tip often works for many people in getting the benefit?]

**Tip #9:** Allow... [What must someone let happen to get the benefit?]

**Tip #10:** Don't forget to... [What do people often overlook when trying to get this benefit?]

To wrap up: getting [benefit] is pretty easy when you follow these [#] tips.

Of course, none of this matters if you don't get started! So go ahead and you won't regret it!

## THE “HOW TO” ARTICLE BLUEPRINT

*Another popular type of articles are of the “how to” variety. With this type of article, you’ll teach your readers how to do “something” in a step-by-step fashion. That “something” could be how to solve a problem or perform a task for the first time.*

### **Title: How to [Benefit] in Only [#] Simple Steps**

Are you interested in [benefit?]. Super! You’re about to learn my [#]-step method/framework/system for [benefit].

The awesome news is that this method/framework/system works even if [something lacking], so read on!

### **Step 1:** [Start description with a verb]

Quite often people who are new to [process/niche] aren’t aware that they need to [reword description of step] before they can [description of second step]. Both of these are absolutely necessary to [benefit]. This is why so many people who try to [benefit] end up not succeeding.

The first thing you need to do is [describe this step in detail].

You’ll also want to make sure you avoid [insert a warning that can stop someone from succeeding]! Many people find that this will mean there is no way to accomplish [benefit] if this is done. Don’t say I didn’t warn you!

### **Step 2:** [Description of step 2]

Once you've done [description of step 1], you'll then want to [description of step 2].

When I first got started in [niche/process], I struggled with this a bit. I learned the hard way that there are some things that that need to be done to ensure [benefit] happens. I know from talking with other people that they find the same thing too. So you'll find that your results will be much better if you make sure to do these things:

- Insert tip #1
- Insert tip #2
- Add additional ones as needed

**Step 3:** [Description of step 3]

By the time you've done [description of step 2], you may find that you experience [issue]. To make sure that you avoid this, you'll want to do [description of step 3].

When I think back to the first time I was trying to [benefit], I really struggled. [Insert a personal story about mistakes you made, etc. Keep this to 1-2 paragraphs containing 3-8 sentences maximum!]

So that's why I know why [description of step 3] is so important!

Let me share with you some ideas on how make sure you don't have the same problems that I did:

- Insert tip #1
- Insert tip #2
- Add additional ones as needed

[You can repeat the framework to provide your readers with as many steps as you've promised. Choose the best of the 3 frameworks to illustrate each step.]

Now you have what you need to get [benefit] - my [#]-step method/framework/system! It's time for you to take action!

# THE “TOP MISTAKES” ARTICLE BLUEPRINT

*You’d use the “top mistakes” blueprint when you want to share the top mistakes that people make in a niche and how people can avoid them.*

*Again, if you provide fewer than 5 mistakes to list, you can go into more detail about each one. If you have more than 5 mistakes, simply have 1 or 2 sentences explaining what the mistake is and 1 or 2 sentences explaining how to overcome them.*

**Title 1: Top [#] [Niche] Mistakes and How to Avoid Them**

**Title 2: [#] [optional-Descriptor/Noun] Mistakes Almost Every Beginner [Category of Person] Makes**

**Title 3: Are You Making These [Category] Mistakes**

When I was first getting started in [niche], I remember how everyone made it look so easy. I saw friends get [benefit] without any issue.

Me? It didn’t come naturally to me.

I was always finding myself having a problem with [something specific]. Then also [another specific thing] would often set me back.

It took me a while to figure out how to [benefit] too. I’m going to share with you the mistakes that causes my issues - the same mistakes that are likely stopping you from [benefit]. I’ll also share with you what I did to overcome these mistakes so you don’t need to struggle like I did.

**Mistake #1:** [Brief description of mistake]

Without a doubt, almost everyone who tries to [benefit] ends up making this mistake on their first go. This is why this happens [explanation]. To avoid making this mistake, you'll want to [how to overcome mistake].

**Mistake #2:** [Brief description of mistake]

This mistake is one that most people tend to overlook and often never end up correcting. I'd say that is probably the number one reason why some people never see [benefit]. Instead of doing [mistake], the simple fix is to make sure to do [solution] instead. It's really that simple!

**Mistake #3:** [Brief description of mistake]

A lot of people make this mistake because they see others doing it and it seems to work for them. But what you're missing is that [explanation] is really happening that means they aren't getting the same results you would. The simplest fix is simply to do [solution] instead!

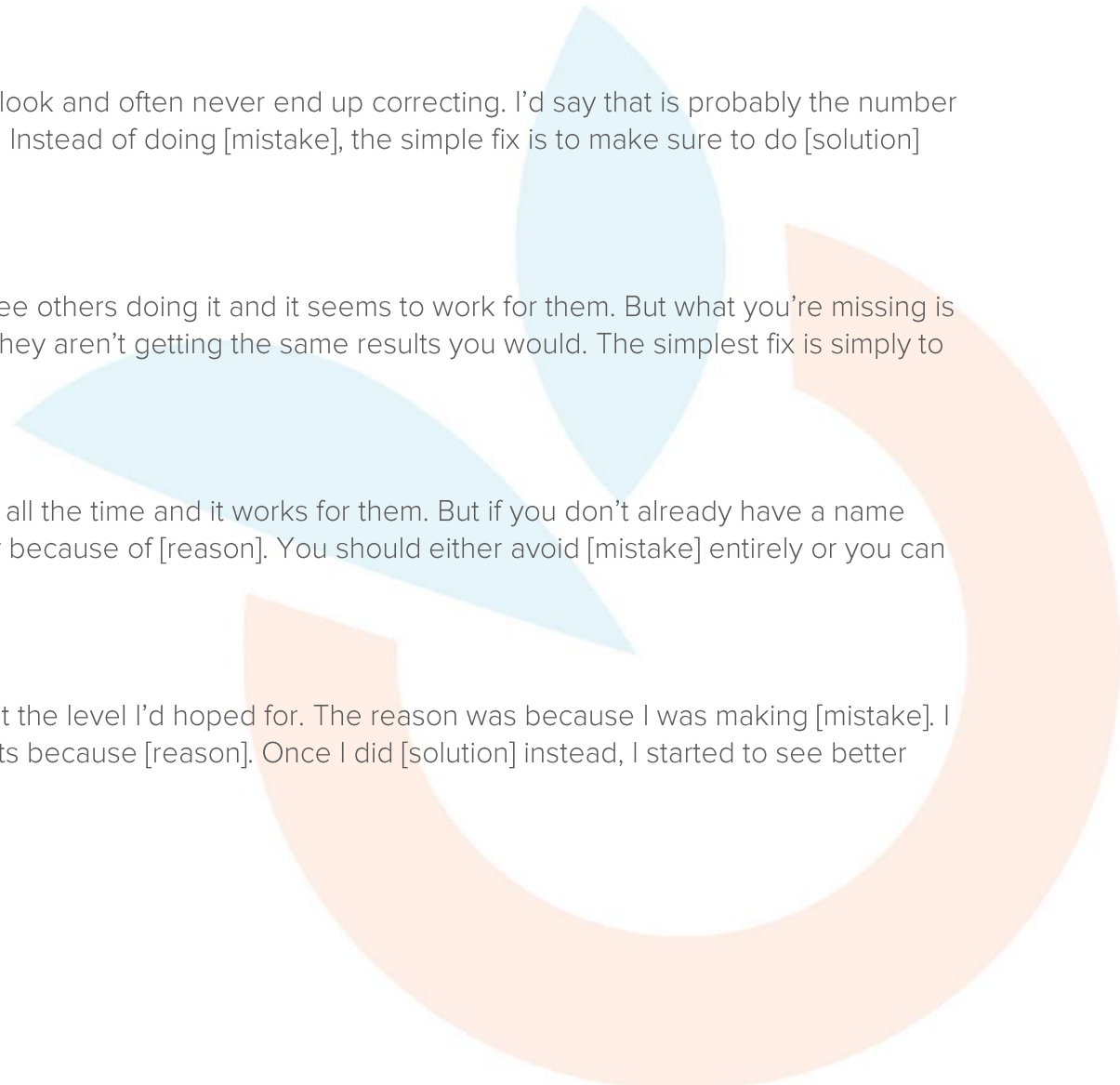
**Mistake #4:** [Brief description of mistake]

I know. Well-known people seem to be doing this all the time and it works for them. But if you don't already have a name established, this won't work for you the same way because of [reason]. You should either avoid [mistake] entirely or you can overcome it by doing [solution].

**Mistake #5:** [Brief description of mistake]

Even last year, I was able to get [benefit] but not at the level I'd hoped for. The reason was because I was making [mistake]. I didn't realize it was negatively impacting my results because [reason]. Once I did [solution] instead, I started to see better results.

**Mistake #6:** [Brief description of mistake]





I see a lot of people wasting time/money/energy unnecessarily because of doing [mistake]. Here's what I've discovered works better: [solution].

So the next time you find yourself wanting to [benefit] in [niche], make sure to come back to this list of [#] mistakes to improve your own chances for success!

