

Sample Blog Outline

Title: [Your Engaging Blog Title Here]

Some key features to be mindful of:

- Should not be more than 6 to 8 words.
- Having numbers in the title generates curiosity
- Mention the problem or the impact (basically a clear & crisp takeaway)

Introduction

- Hook: An attention-grabbing opening statement or question.
- Briefly introduce the topic and its importance.
- Share statistics or well-researched percentages to create an impact
- Provide a roadmap of what the blog post will cover.

Background Information

- Provide some context and background information about the topic.
- Explain why the topic is relevant or timely.
- A comparison of how things were done and what & why are they changing

Main Point 1 (Header 1 - SEO)

- Present your first main point or argument.
- Support it with evidence, examples, or anecdotes.
- Use subheadings and bullet points for clarity if needed.

Main Point 2 (H2 - SEO)

- Introduce your second main point or argument.
- Support it with evidence, examples, or data.
- Connect it to the previous point or transition smoothly.

Main Point 3 (if applicable)

If your blog post has three main points, follow the same structure as in Main Point 2.

The order of the main points can be decided keeping in mind the following parameters:

- Relevance or trend
- Something absolutely out of the box or unique
- Maximum to minimum results/impact

Counterarguments (if applicable)

- Acknowledge and address potential counterarguments or opposing view points.
- Explain why your perspective is valid or more compelling.

Practical Tips or Solutions

- Offer practical advice, tips, or solutions related to the topic.
- Use actionable language to guide readers on what to do next.
- Include step-by-step instructions if applicable.
- Any kind of tools or calculators (3rd party, link them to the blog only if they are vetted by you)

Real-Life Examples

- Share real-life case studies or examples that illustrate the effectiveness of your advice or solutions.
- Use storytelling techniques to make the examples relatable.
- Make the impact as much number-driven as possible

Conclusion & Call to Action (CTA)

- Summarize the key points discussed in the blog post.
- Encourage readers to take a specific action related to the topic.
- Make your CTA clear and compelling.