

# “Universal” Blog Post Template

Write your blog posts faster using this template.

Are we oversimplifying?

Yep, but it works.

This “universal” template isn’t set in stone. Modify it as you need. It will cut your blank-page-to-publish-button time in half and you’ll finish with a better quality post. We promise.

Below is an illustration of the template. Your very own template form follows on the next pages.

**HEADLINE** → Headline gets read more than anything else on your blog. Spend 50% of your time writing a your headline

**OPENING LINE** → Key insight, haunting quote, visceral details that give your reader a good enough reason to keep reading

**BODY CONTENT** → Reader experiences your world here: your journey, your tips, your case study

**START WITH YOUR END IN MIND**  
What is the one thing you want your reader to walk away with or do?

**SUBHEADING** ← Use an optional subhead to convey a benefit or “why this matters to me”

**IMAGE** ← Use an image that conveys your message even without text

**IMAGE CAPTION** ← Image captions get read 300% more than your blog copy

**BIG CLOSE** ← Start with the end in mind. What’s your call-to-action?

## ANSWER THIS: IS YOUR BLOG EASY TO SCAN?

Most people will only spend 51 seconds scanning your blog. Do your headline, image, image caption, and call-to-action convey the message of your blog?

## Before You Start

**Keep your post short and sweet.** Short posts are most likely to get read.

**Don't write and edit at the same time.** Editing while you write eats up too much of your time. Write everything down. It's so much faster to copyedit duplicate content once you've got your full post written.

**Don't ever publish on the same day.** Sleep on your copy because we promise you'll have an additional inspiration or revision overnight

Ready? Type or write in the fields below to frame out your blog post in half the time.

## Set your time limit

Tasks expand to fill the time allotted, according to Parkinson's Law. What's your self-imposed deadline? 1 hour? 90 minutes? 20 minutes? Set your time limit here.

## Start with the End in Mind

**What do you want your reader to walk away with or do?** Pick one and write your final call-to-action here. Example: take action, be moved to tears, feel good, make a donation, share this post, register for an event, get angry, laugh

## Image

Already have an image? Then skip to "caption writing." If you don't have an image, what image would convey your message in the most emotional or humorous way? Where can you find an image that you are authorized to use? Programs? Marketing? Fotolia? Compfight? Getty Images?

## Image Caption

Image caption gets read 300% more than copy. Image caption is as important as your headline and call-to-action. Image caption, together with the headline, photo, and call-to-action needs to tell your entire story.

## Headline

**Your headline gets read more than anything else on your blog.** Spend 50% of your blog writing time writing your killer headline. The first two words of a headline are the most important. Read here for amazing tips on writing headlines. Write multiple headline options to choose from. It's okay to write this last.

## Opening Line

Use a "Key Insight" and write this section as if your reader isn't going to read anything else. Ask yourself if your opening gives a reader a good enough reason to keep reading. **What works for opening lines:** Haunting quotes or visceral details that "paint a picture" of the problem, or sets up what the post will be about or, or it tells you the end of the story in a way that makes the reader want to know how it ended up that way.

## Subhead

Use this sub-head to entice people to read your content by conveying a “benefit” or “why this matters to me.” A subhead is optional.

## Body Content

“Reader Experiences Your World” here. Take us on a journey. Give us the “tips.” Walk us through your case study. Tell us about the legislative hearing. Tell us about the doctor’s diagnosis. **Make your reader feel as if they are “there.”** Borrow from great novelists that use word economy to describe the world so well that you believe you’re there. Publishers say this is what makes novels best sellers.

## Big Close

This is your big close, so make it count toward your most important call-to-action that we started with above, e.g. act today and your donation will be matched. This is how we put your donation to work, please help us continue with another donation. Give us feedback via this survey. Post a comment. Time is running out for the survivors. Share this post. Volunteer. Learn **More**. Depending on your call to action, include: this is exactly what will happen when your reader takes action, e.g. clean water will get to survivors, four nurses will get to the region, and emergency food will get to the evacuees, fewer highway deaths.

## Before You Hit Publish: Is this blog easy to scan?

Most people will only spend 51 seconds scanning your blog. Do your headline, image, image caption, and call-to-action convey the most powerful message of your blog?