Blog Post Outline Template

Blog Post Topic / Date



A Blog Post Outline Template From CoSchedule

# **What’s In It For Me? (WIIFM)**

* Highlight two or three benefits that your audience will get from reading your post.
* What is going to convince them that this is important?

# **Post Format**

* What format will your post be in?
* Why would it benefit your audience for your post to be in this format?

# **Introduction**

* State the problem your audience is experiencing.
* Highlight three things that your audience is going to gain or learn.
* How will these things help solve their problem?
* Tell them why they should read this post.

# **Body Copy**

* **Header 1:** 
  + **Sub-header 1:**
  + **Sub-header 2:**
  + **Sub-header 3:**
* **Header 2:**
  + **Sub-header 1:**
  + **Sub-header 2:**
  + **Sub-header 3:**
* **Header 3**
  + **Sub-header 1:**
  + **Sub-header 2:**
  + **Sub-header 3:**

# **What’s Your CTA**

* What action to do you want your audience to take?

# **List of Sources and Data**

List any sources or data that you want to include in your post:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

# **Conclusion**

* Summarize the main points of your post.
* Add in your CTA.