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?

# **Introduction**

**Problem:** (State the problem your audience is experiencing.)

**Agitate:** (What are the consequences of this problem?)

**Solution:** (How will this blog post help? Highlight three things that your audience is going to gain or learn.)

**Thesis statement:** (“This blog post will…”)

# **Body Copy**

* **H2 #1:**
  + **H3 #1:**
  + **H3 #2:**
  + **H3 #3:**
* **H2 #2:** 
  + **H3 #1:**
  + **H3 #2:**
  + **H3 #3:**
* **H2 #3**
  + **H3 #1:**
  + **H3 #2:**
  + **H3 #3:**

\*Feel free to add more H2s and H3s as needed.\*

# **CTA**

**Bridging sentence:** (This transitions the conversation from your topic to your offering.)

**Introduction to the offering:** (This gives the reader a high-level view of the offering.)

**Why the offering will benefit the reader:** (This section covers your offering's features and benefits.)

**The CTA itself:** (This short section asks the reader to take an action. For example: "start your 7-day free trial now".)

# **Conclusion**

Summarize the main points of your post. You can also include your CTA as a part of your conclusion.

# **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.

**Images**

List any images that you want to include. Aim for one every 300 to 500 words.