

SUPERCHARGE YOUR BLOGGING WITH THESE **17 BLOG POST FORMULAS**



CHEAT SHEET

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Use these **17 different formulas** to create incredibly compelling and clickable blog posts. Each formula represents a different type of blog post.

FORMULA #1: HOW TO GUIDES AND TUTORIALS

Guide your readers step-by-step through a particular process, showing them how to achieve a desired outcome.

FORMULA #2: NEWS AND CURRENT EVENTS

Write about relevant news and current events, inserting your own thoughts and commentary.

FORMULA #3: CONTROVERSY

Write about a controversial subject in a way that is helpful to your readers and not overly offensive.

FORMULA #4: CHECKLISTS

Help your readers remember everything they need to about a particular subject by creating an in-depth checklist.

FORMULA #5: LISTICLES

Create a very large list of items that are relevant to your readers.

FORMULA #6: CASE STUDIES

Show your readers how you or one of your customers achieved success during a specific timeframe.

FORMULA #7: PROFILES AND INTERVIEWS

Profile or interview someone who would be of interest to your readers.

FORMULA #8: THE EXPERT ROUNDUP

Gather a large number of opinions from experts on a particular subject and compile them into a single post.

FORMULA #9: REVIEWS AND COMPARISONS

Review a product or compare two different products and let your readers know which one is better, and why.

FORMULA #10: RESOURCE ROUNDUP

Provide links to a large number of resources that are all related to a specific subject.

FORMULA #11: QUOTE ROUNDUP

Gather a large number of quotes that are all related to one topic and compile them into a single blog post

FORMULA #12: BEHIND THE SCENES / A DAY IN THE LIFE

Take your readers behind the scenes of your life and business, giving them a snapshot of what a particular day looks like.

FORMULA #13: DATA-BACKED POSTS

Either do original research and write about it or write something based on research done by others.

FORMULA #14: INSPIRATIONAL STORIES

Tell your readers an inspirational story that is related to your business and furthers your business objectives.

FORMULA #15: FREQUENTLY ASKED QUESTIONS

Answer questions in your blog post that you are frequently asked either in person or via email.

FORMULA #16: TOP TAKEAWAYS

Provide your top takeaways from a particular book, conference, podcast, movie, or other item.

FORMULA #17: BEGINNER'S GUIDES

Create how-to posts that guide beginners through a particular set of actions or process.