

Article Magic

7 done-for-you article templates
to make writing newsletters & blog posts
as easy as filling in the blanks

Template #2: The Step-by-Step Article

This article type is great for when you want to give your readers some steps to achieve something.

(You can also think of this one as a “How To” article.)

You’re teaching your reader how to do something by breaking down a series of steps.

Step 1. Article Title

Brainstorm a few “working” article titles.

3 Simple Steps to _____

7 Keys to _____

How to _____

Step 2. Opening

Write a compelling opening that identifies what the problem or struggle is

Have you ever felt like _____?

Does this sound familiar? _____

I've been getting the same question from all my clients lately: _____?

Step 3. Go into more detail!

Paint the picture of the problem.

Use a story, statistics, or examples. You want the reader to see, hear, taste, and FEEL what it's like to be in the middle of the struggle.

For example...

Don't just say, "Your kids are misbehaving."

Instead, use examples that your clients give you.

Your teens gets home from school at 3:30 and immediately shuts herself in her room. Hours later, you still haven't seen her when you tell her it's time for dinner. Ten minutes (and a round of, "I'm coming's"), later she's finally at the table... but she spends the entire time on her phone.

Don't just say, "You're overwhelmed in your business."

Try something like...

You've had days where you look up to see that it's 2pm, and all you've eaten today was a spoonful of almond butter.

Step 4. Reassure them.

- "You're not alone."
- "I've totally been there."
- "I get it. This used to happen to me all the time."
- "I've seen so many smart women who have the same problem."

Step 5. Transition to the solution.

(Let the reader know you're going to show her how to fix that problem.)

Well, good news.

I'm going to show you how to _____ in 3 simple steps.

Ready? Let's dive in.

Step 6. Write a Header

This is like a new “title” that lets the reader know you’re about to teach the lesson. It also re-catches her eye if she has started skimming instead of reading every line. It tells her, “Hey! This is the important part!”

It can even be the exact same as the actual Title of your article.

3 Simple Steps to _____

5 Secrets to _____

Step 7. The Steps!

List out the steps, giving each one...

- a “subhead” or bold, short line that says your most important point or key takeaway from that step
- 1-3 short paragraphs that explain that step

Step 1. _____ (main takeaway from Step 1, like a mini-title) _____

First things first – _____ (explain Step 1) _____

Step 2. _____ (main takeaway from Step 2, like a mini-title) _____

Next, _____ (explain Step 2) _____

Step 8. Transition out of the steps

Just give a short line to let them know you’re finished with the steps – don’t

over-complicate this one.

And there you go!

There you have it. The 3 Simple Steps to _____.

Step 9. Wrap it up!

Summarize the key takeaways, or emphasize the benefit.

And you know what the best part is?

Next time you _____, you'll be able to _____.

Step 10. Close and Call to Action

Prompt your reader with a question to encourage them to hit reply (or leave a comment, if you're also using this article as a blog post).

Or invite them to find out more about this topic over on your website.

Or invite them to tweet something or come say "hi" on Facebook.

Step 11. Go back to Step 1 and finalize the title of your article.