

Article Magic

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

Template #3:

The Moral of the Story Article

Surprise! You're going to tell a story...

... and then use that story to teach a lesson.

(If you're able to stockpile your stories, or make mental notes as you see things happening throughout your day, you'll always be able to use one of these.)

And here's the thing – it can be ANY story.

- Something that happened in your business, or to a client.
- An experience you had that's directly related to what you teach your clients...
- An everyday occurrence that suddenly made you realize something.
- Or something kind of silly. (If you have kids or grandkids, they are the BEST resource for short, fun stories.)

Step 1. Article Title

Brainstorm a few “working” article titles.

Try to let us know there's a story involved...

BUT – if you can't mention the story without ALSO letting us know what we're going to GET from the article, do this instead:

- **On your blog:** make the article title about what they're going to learn from the article
- **In your email subject line:** use the story angle in your subject line

Article Title: *Getting Out of Debt in 3 Easy Steps*

Subject Line: *How I got out of debt in 1 year*

Article Title: *What I Learned About Marketing from My Grandson's Potty Mouth*

Subject Line: Same one could work!

Article Title: *How to Have Difficult Conversations with Your Team*

Subject Line: *We were both crying by the end.*

Article Title: *How to Share an Emotional Story On Stage without Getting Hysterical*

Subject Line: *The most vulnerable moment of my life*

Step 2. Opening

Jump right into it!

Stories are hooks all on their own. Don't give us a boring "hope you're doing well" intro when you already have something that will make us want to keep reading.

The other day, I was _____.

When I was growing up, my parents used to _____.

*My kids crack me up. Just yesterday, I was sitting in the living room
_____.*

Step 3. Go into further detail

Again, you want us to be able to FEEL like we're in the scene with you.

If you're telling a story about something that happened at dinner during your childhood, and what dinnertime was like for you, tell us about the table: Who

sat at the head? Were dinners always quiet? Did just Mom and Dad talk? Or were you the type of family where everyone talked through dinner?

If you're telling us a story about something courageous your daughter did, set us up by telling us how shy she normally is. Or that she's always been adventurous.

Step 4. Optional: Raise the stakes

Sometimes you have a great story where things just escalate and escalate. If so, build it up for us.

Maybe things just kept getting worse and worse. Or new obstacles kept popping up.

But if you just have a quick, 2-3 line story, that's okay.

The other day, my son said _____. And it made me realize...

Step 5. Your realization or decision because of this story.

(Hint: this is going to lead into your "moral of the story.")

What that taught me is that....

And what I realized is that....

And it made me think...

Step 6. Sum up your moral of the story, or the lesson you want to impart.

See, the thing is, we all _____.

But really, _____.

Step 7. 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 8. Go back to Step 1 and finalize the title of your article.

