

Article Magic

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

Template #5: The “In the News” Article

There’s always something happening SOMEwhere in the news. Or social media. Or online. Or in pop culture.

And you can totally use it for inspiration.

You can take that news story and use it to...

- **illustrate a teaching point** (if Lady Gaga has an embarrassing moment on stage, you can then teach us how to recover gracefully when you’re standing in front of a crowd)
- **lead in to an opinion you have**, like in the Preach It! Article (if a new story breaks about how paleo/vegan/whatever is now the “bad” thing for you, you can teach us that health fads are always changing)
- **lead in to a similar experience you’ve had or a client has had** (maybe there’s a popular new cover out for a song that reminds you of something a client said/was dealing with)

The great thing about the “In the News” Article is that it gets your reader’s attention.

The entire article doesn’t HAVE to be about that news story (it can, but doesn’t have to be). You could simply refer to it in your title line and the first few sentences of your article

Step 1. Article Title

Brainstorm a few “working” article titles.

With this one, try to use the news story in the title – because the news story is the thing that will get your reader’s attention.

3 Things You Can Learn from Madonna’s New Single
Here’s what you need to know about the new “study” on exercise
The Story of NAME’s Life... starring Brad Pitt?
Did you see the latest episode of [TV show]?

Step 2. Opening

Lead with the news story.

I finally got around to seeing [Movie Title].

[Magazine/Newspaper/Website Name] just published an article about ____.

There’s a video circling around on Facebook about _____. (You can watch it here.)

Step 3. Tell us what’s interesting about the story

You can sum up what the article/story says. You can give us a quick rundown of what the movie is about. etc.

Note: if you’re pulling from something like a movie or TV show, be careful about ruining the plot for people who haven’t seen it! You can include a line that says:

Spoiler Alert! If you’ve haven’t watched it yet, skip this part!

Step 4. Tell us what we need to know

This is where you can...

- tell your own story
- tell us your opinion about it
- teach a lesson

(Refer back to templates for The Preach It! Article, The Moral of the Story Article, and The List Articles)

Step 5. Wrap it up!

At the end of your article, tie your content back into the original news story you lead with.

So even though you might not faceplant in front of 1,700 screaming fans...

So the next time you see a news story about _____, remember...

Step 6. 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 7. Go back to Step 1 and finalize the title of your article.