

Article Magic

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

Template #7: The Curated Article

The Curated Article is great if you feel like you struggle to come up with original content all the time.

Because in the Curated Article, you can go around the internet and gather relevant insights or resources and then share them with your readers.

You're still educating and engaging your readers. *And* it makes you look like a super knowledgeable + generous person to have around. It's like you've gone out, found the best of the best, and compiled it all for your audience. How nice of you!

(It's also a great way to build relationships with other marketers or potential Joint Venture Partners.)

Decide what kind of content you want to curate, and go gather it!

Some examples include...

- Tips from other experts
- Inspirational quotes
- Infographics
- Free resources, like PDF reports
- Videos that inspire you when you're feeling unmotivated, like TED Talks

or Spoken Word Poetry

- Your favorite books on a relevant topic

Step 1. Article Title

Brainstorm a few “working” article titles.

13 Tips from _____ Experts
7 Top Resources for _____
My Top 5 Motivational Videos

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. Preview

Let the reader know you're going to fix that problem by sharing some amazing content you've gathered from around the web.

Step 4. 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.

13 Tips from _____ Experts
7 Top Resources for _____
My Top 5 Motivational Videos

Step 5. The Curated Content!

List each piece of content, using...

- a “subhead” or bold, short line for the name of each piece. (If it doesn’t have a name, make one up, like, “The Video that Always Makes Me Cry”)
- 1-3 short paragraphs that explain that expert/piece of content/tip
- **Provide links back to the source, or the main website of your experts.**
 - This is a great way to establish a reputation as someone who generously sends traffic to other marketers.
 - And, again, it makes you look like a great one-stop resource for all kinds of relevant information.

1. [The Power of Vulnerability by Brené Brown](#)

You may have already seen this video. (It IS one of the most popular Ted Talks EVER.) Personally, I’ve probably watched it about 5 times now, and I always take away something new... blah, blah, blah.

>> [Watch it here.](#)

2. **The Video that Always Makes Me Cry**

I remember the first time I saw this video... blah, blah, blah.

>> Watch it here.

Step 6. 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 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.