

Article Magic

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

The “Super Basic Article Breakdown”

● Step 1. Describe the problem.

- Start with a “hook,” something that grabs their attention, or a pull question
- Pick a problem you know your readers/ideal clients struggle with.
- Describe how it shows up in their lives – an example, a story.
- Lets them know you “get them.”

● Step 2. 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 3. Transition to the solution.

- “The good news is...”
- “It’s easier than you think.”
- “Which is exactly why I decided to tell you...”
- “There is a solution: my 3-step process...”

● Step 4. List your steps, tips, keys.

- In simple, short paragraphs, or in Step 1, Step 2, Step 3 sections.
- Give them some takeaways, things they can use to get started.
- Don’t get uber detailed. This is a preview of what they could get from working with you. Save the in-depth stuff for your programs, where they will have your accountability, be able to ask questions, etc. It’s hard to digest too much in a single article.

● Step 5. Wrap it up.

- “There you have it...”
- One paragraph summary.

- Emphasize “taking action”
- Remind them of the benefit – what outcome might they get from following your solution?