

# Article Magic

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

## Template #4:

### The Preach It! Article

Pick a topic or idea that gets you all riled up.

Maybe you get super excited about it.

Or maybe it's something you see in your industry that upsets you.

Or maybe you see people struggling with something that breaks your heart.

Come up with something that you have an OPINION on.

And now you get to tell us your opinion. After all, this is YOUR email list.

The fun thing about a Preach It! Article is that you get to say what's REALLY on your mind.

So, to get in the right mindset, you might want to give yourself permission to “get ranty” when you write your first draft. Really get up on a soapbox and say what you mean.

(You can always tone it down later – but honestly, most of my clients end up loving what they come up with. They say, “I could soften this... but, no! This is what I really want to say. This is what they *need* to hear.”)

#### Step 1. Article Title

Brainstorm a few “working” article titles.

*The Problem with \_\_\_\_\_  
The #1 Lie the \_\_\_\_\_ Industry Doesn't Want You to Know About \_\_\_\_\_*

## **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: \_\_\_\_\_?*

*The other day, I was standing in the checkout line at the grocery store,  
when I saw...*

*There's a lie that's been going on in the \_\_\_\_\_ industry, and I just want to  
set the record straight.*

## **Step 3. Tell us how it makes you feel.**

Does it break your heart?

Does it make you angry?

Does it make you realize how important it is that people understand this?

*And it breaks my heart.*

*Because I SEE people struggling with this. And it doesn't have to be that way.*

## **Step 4. Tell us the TRUTH.**

Give us a short, to-the-point statement.

(A common mistake people make when writing copy is they "bury the lead."  
They hide the most important part at the end of a paragraph, or worse, in the  
middle of a paragraph.)

So make YOUR truth easy to see. You don't have to convince us in an entire paragraph before you give us the truth. You'll support it AFTER you say it. Just don't make us work to find it.

*The truth is this... \_\_\_\_\_.*

*What they don't realize is... \_\_\_\_\_.*

*They believe \_\_\_\_\_.*

*But really, it's about \_\_\_\_\_.*

### Step 5. Now, back up your opinion.

Give us...

- an explanation of what you mean by your truth statement
- a story (from your life, or a client's, or from something you saw happen to a stranger)
- statistics
- other examples

### Step 6. Wrap it up!

Paraphrase your truth statement. Summarize the key takeaways, or emphasize the benefit.

### 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.**