

# HOW TO START



## CONTENT TEMPLATE

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SPEND LESS TIME WRITING



# HOW TO START ...

## CREATE AN AWESOME RESOURCE FOR BEGINNERS ON A PARTICULAR TOPIC.

Ultimately useful, this type of article will attract readers that could eventually become customers. Search engines also like this type of article because it will contain the common keywords people search when initially researching a subject.

Your article might be a high level overview, drill down to details, or fall somewhere in between. When 'quick & easy' is important, it can be short, like a numbered list. When you have more time, write a lengthy piece with several sections.

Whenever it makes sense, link back to past articles with more details. Consider adding a visual, such as a simple process flowchart.

Later repurpose this article into an infographic showing the steps or key points.



# HOW TO START ...

## THE HEADLINE

### EXAMPLES:

How to Start Your Own Newsletter

A Beginner's Guide to Blogging for Small Business Owners

Best eMail Marketing Applications for Beginners

### YOUR HEADLINE:

TEMPLATE

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WHY IT'S IMPORTANT TO START RIGHT:

FIRST STEP / RESOURCE:

SECOND STEP / RESOURCE:

MORE STEPS / RESOURCES:

WHAT TO DO NEXT:

CALL TO ACTION:

# QUICK & EASY CONTENT CREATION

CREATING CONTENT IS ONLY THE FIRST STEP.  
NOW YOU NEED TO GET IT IN FRONT OF PEOPLE.  
THAT'S OUR SPECIALTY - POLISH AND DELIVER.

ARE YOU OUR NEXT NEW NEWSLETTER CLIENT?

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