

THE NEWSJACK



CONTENT TEMPLATE

SPEND LESS TIME WRITING

enewsletterboutique.com



THE NEWSJACK

**HELP PEOPLE STAY UP-TO-DATE WITH NEWS
THAT AFFECTS THEM**

There are two times to use this template.

1. Set up Google alerts. When breaking news comes your way, pull out this template.
2. Check trends online and write now. View Google searches and Twitter trends to find a news story.

Keep it short - the words, sentences and paragraphs. Give it the tone of a news story.

Be accurate. Check other sources so you know what you are reporting is true, not a hoax.

Timeliness is more important than style and formality. Throw your schedule out the window. Your newsjacked article needs to get out right away to be valuable.



THE NEWSJACK

THE HEADLINE

EXAMPLES:

New Antispam Regulations Confusing to Small Business Owners

Open Rates are Trending Upward - Is it Really Good News?

YOUR TITLE:

TEMPLATE

THE NEWSJACK

CONTENT TEMPLATE



THE NEWS:

THE SOURCE:

WHAT IT MEANS:

THE IMPACT (ACTUAL OR POTENTIAL) ON YOUR
TARGET MARKET:

YOUR ADVICE:

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 CLIENT?

MAIL@DALEYPROGRESS.COM

**GET 5 MORE CONTENT
TEMPLATES NOW
CLICK HERE!**