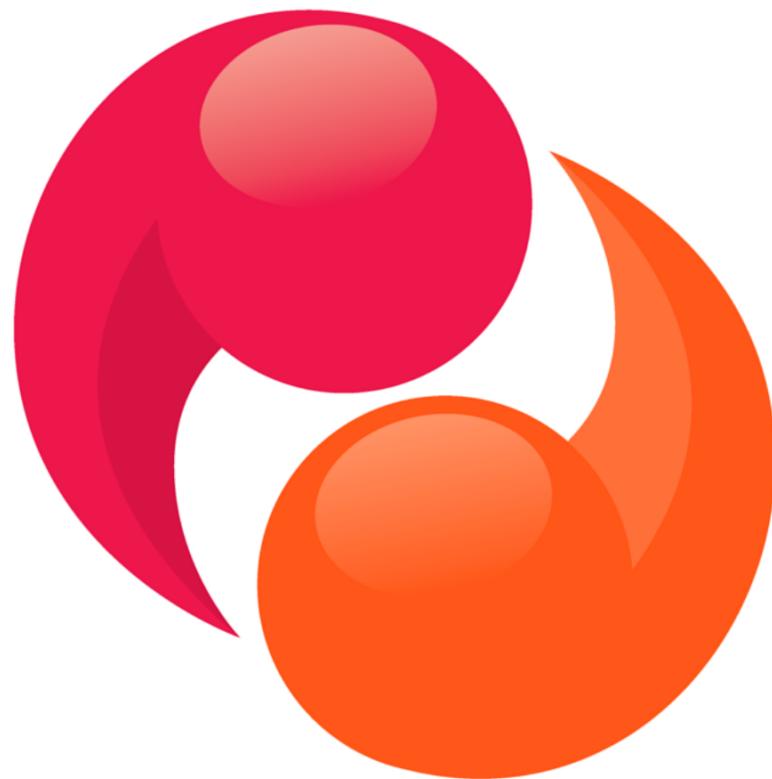


THE CHECKLIST



CONTENT TEMPLATE

SPEND LESS TIME WRITING



THE CHECKLIST

GIVE PEOPLE A USEFUL TOOL TO COMPLETE A TASK MORE EFFICIENTLY.

This type of article shows off your expertise. Because it is so useful, people will bookmark it and return. Part of its usefulness is its simplicity: no long paragraphs, no complex sentences.

The secret to this article's success is its completeness. If a key item is missing, it won't have credibility, and neither will you.

Your list might be actions or items, numbered or not. The benefits to the reader are twofold.

Completeness: They are assured they won't miss something critical.

Speed: They save time by having the list to refer to, allowing them to complete the task faster.

Tips:

- Make sure your article is print-friendly or have a downloadable pdf.
- Use boxes or circles for bullet points.



THE CHECKLIST

THE HEADLINE

EXAMPLES:

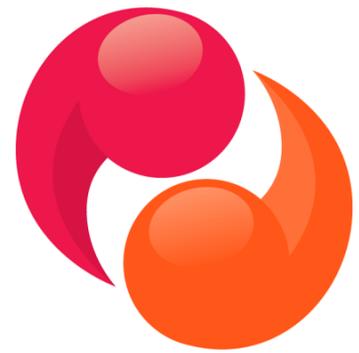
Branding Audit Checklist

The Ultimate Packing List for Camping in Canada

The Cat Sitter Checklist

YOUR HEADLINE:

THE CHECKLIST



CONTENT TEMPLATE

INTRODUCTION: Keep it as brief as possible but include prerequisites or assumptions. For example, a checklist for designing a brochure may assume you already know how to use Photoshop.

THE LIST: Keep this brief, too - a list, as opposed to sentences, if it makes sense. Avoid mentioning too many options or choices unless they're really important. Brainstorm your list and then reorganize it if a certain order or grouping makes sense. For example, a camping checklist might have all the cooking utensils grouped together. Use the opportunity to encourage deeper reading by including links to articles you've already written about any of the list items. As a final step, research similar lists online to make sure you haven't missed something important.

WRAP-UP: Here you might include links to more resources to help with the task. This is also a good spot for a call-to-action.

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