



CREATE AN AWESOME RESOURCE FOR BEGINNERS ON A PARTICULAR TOPIC

#8. HOW TO START



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 re-purpose this article into an infographic showing the steps or key points.

TITLE EXAMPLES

- How to Start Your Own Newsletter
- Best eMail Marketing Applications for Beginners
- A Beginner's Guide to Blogging for Small Business Owners



TEMPLATE

HOW TO START

Open a Word doc and start typing the information following this format. Use this page to collect your ideas.

Introduction

Why the audience wants to start something new.

Why it's important to start right

First step

Include resources they can use to find out more.

Second step

Include resources they can use to find out more.

More steps

Include resources they can use to find out more.

What to do next

Wrap-up and call-to-action

Conclusion & call to action related to your business.