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ENERGY PSYCHOLOGY CERTIFICATION

MARKETING MODULE

HOW TO WRITE A BLOG POST THAT
GETS SHARES AND TRAFFIC

Below you'll find the 6 most important sections of a blog post. Your blog posts should flow in this order.

HEADLINE

The headline is what gets people to read your articles and consume your content. Be sure to create 5-10 headlines per blog post and choose your favorite. Refer to our lesson on headlines in the 10X Message phase of this module.

ENTICING OPENING

Start your blog posts out with a bang. Something that catches the attention of people as soon as they land on your blog post. We often like to use questions to grab attention. We think of questions that people have been pondering in their heads and use those -- so that we enter the conversation that's already going on and connect with them. But don't feel limited to just questions. If you can grab their attention with statements or other phrases, go for it. The key is to have them read the first line, then the second, then the third, and so on.

STORY OR ANALOGY

We're hardwired to learn by stories and analogies. We understand concepts best this way. That's why some of the best copywriters in the world are amazing storytellers. Stories captivate attention while teaching lessons. Try your best to use stories and analogies to illustrate concepts and ideas you want to share in blog posts. They can be your own stories, your friend's, your hero's ... anybody really. Just give credit where credit is due.

LESSON(S)

Clearly explain the lesson(s) that should be extracted from your blog post. Share the most important pieces of knowledge and wisdom you want people to get out of it. Teach it as simply and clearly as possible. Keep your language as easy to understand as possible. If you can say something in 10 words instead of 30, do it. Give away your best stuff. Don't be afraid to overdeliver. This is your best way of building an audience and gaining authority and credibility.

ACTIONABLE TAKEAWAYS

Recap the actionable takeaways your readers can implement in their lives after reading your post. A study of over a million blog posts found that the most shared posts were the ones that were most actionable. Give clear and direct takeaways for how your readers can implement your lessons and teachings from the post into their lives.

CALL TO ACTION

Give a clear call to action on what they should do next. Tell them to leave a comment answering a specific question, tell them to enter their name and email into a lead capture for a free gift related to the post, tell them to share your article with their friends and family. Be specific and clear on what you want them to physically do.

BLOG POST CHECKLIST

- Attractive headline
- Strong opening
- Story or analogy
- Strong content and lesson
- Actionable takeaways explained simply
- Call to actions (comment, free gift, and/or share)
- 1500 words or more