



Content Nitro

PERFECT POST WORKSHEET

Your Post's Purpose

This is where you note down who the post is for, why they need to read it and what you want them to do with the information



Findability - choose 5 keyphrases that your dream clients might type into a search box in order to find you.

1

2

3

4

5

PRO TIP: Use a keyword research tool to speed things up, as well as save your sanity



Content Nitro

Your working title headline _____

1. Opening paragraph

This is the section where you talk about your dream clients, what the problem they're facing is and what they will get if they carry on reading



2. List five things you want your dream client to feel when they read this paragraph?

1

2

3

4

5

PRO TIP: Add links to content you've already created in the opening paragraph that's also relevant.



3. Second paragraph

This is the section where you talk about the problem in more detail to show you understand what they're going through. You may share your personal experience here



4. List five things you want your dream client to feel when they read this paragraph?

1

2

3

4

5

PRO TIP: Add links to content you've already created in this paragraph that's also relevant.



Tips or solution

Share what worked and how you did it. Talk about the transformation from sad to happy in detail. You want your reader to see this vividly in their mind.

5. BRAINSTORM YOUR TIPS AND IDEAS HERE:



6. CALL TO ACTION

List 3 things you want your dream client to do with the content you've shared with them

1

2

3

Now Write Your Post!



7. Add An Image

Create an image that matches the content of your post. It should appeal to your dream clients.

BRAINSTORM YOUR IMAGE IDEAS HERE:



8. EDIT YOUR POST

Now is the time to edit your post. Don't edit as you write or it will take you 3 times as long !

1. Read the post out loud. Edit where you stumble
2. Run spellcheck and see if it catches any typos
3. Tweak your headline (if you need too) and add your images and calls to action.

Press Publish!



YAY! YOU DID IT.

You've outlined, typed and published your first blog post. Well done. The next steps? Join the 30-day blogging challenge and grow your writing muscle.

LEARN MORE HERE