**COMPANY NAME Blog Post Template**

# **First, let’s talk about the basics**

## **Topic or title:**

## **Target keyword(s):**

## **Topic type (highlight type):**

* Pricing and cost (The Big 5)
* Problems (The Big 5)
* Comparison (The Big 5)
* Reviews (The Big 5)
* Best of (The Big 5)
* How-to (The Big 5)
* Infographic (Standard)
* Client work showcase (Standard)
* Other (Please specify)

[*“Wait, what are The Big 5?”*](https://www.impactbnd.com/blog/big-5-blog-article-topics)

## **What is the call-to-action?**

# **Next, create the strategy for your blog**

Use the [They Ask, You Answer Content Compass](https://docs.google.com/presentation/d/1YiDcR9Xd7spSGw6mo-9JGwdF8NSVH1Fyn_Y4qw7-WTU/edit) to plan the strategy for your piece of content. In using the Content Compass, you will guarantee that your content will be perfectly positioned with the exact messaging and points you need to wow your desired audience.

# **Now, let’s get to work!**

## **Introduction**

Refer to [**CHAPTER 2** of this guide](https://www.impactbnd.com/blogging-tips) for the six formulas for creating a captivating blog introduction.

*Which of the six formulas will you use? Document that along with any related details here.*

## **Body of the blog**

Refer to [**CHAPTER 3** of this guide](https://www.impactbnd.com/blogging-tips) for tips on writing a meaty, insanely helpful blog body your reader will thank you for.

*Jot down what you will need to include in the meat and potatoes portion of your blog article here, including the sections you want to include (e.g. each step in a process overview), examples, questions you want to answer in each section, etc.*

## **Conclusion**

Refer to [**CHAPTER 4** of this guide](https://www.impactbnd.com/blogging-tips) for crafting a killer conclusion to your blog.

*Which of the questions will you answer here? Do you know how to answer that question?*

## **Internal links to include**

# **Other Blogging Resources for You**

* [The Big 5 Blog Topics Guaranteed to Drive Traffic, Leads, and Sales](https://www.impactbnd.com/blog/big-5-blog-article-topics)
* [23 World-Class Blog Post Examples for Content Marketing](https://www.impactbnd.com/blog/best-blog-post-examples)
* [The Only Blogging Tips Guide You’ll Ever Need](https://www.impactbnd.com/blogging-tips)