



Blog Writing Tips for Creating Unique Content Aligned with Content Pillars

People consume words to help them learn and solve problems. That's what this document is for. It will help you write content that your audience will love. This way, they will learn about your products and services and be more likely to buy from you. For a deeper understanding of this topic, be sure to check out our blog article: [How to Create Content that Generates Demand for Your Business](#)

How to Structure Your Content:

1. **Headline** – Include a hook and a key phrase; [our topic suggestion worksheet can help](#)
2. **Opening** – Introduce your topic, paint a picture, and sprinkle some curiosity to entice the reader to keep going.
3. **Body Point(s)** – Try to work in each of the following elements:
 - Subhead to introduce the point
 - Problem – what's the problem as it relates to the topic
 - Proof – how can you validate your point
 - How to solve/steps to take – these need to be simple to understand and implement
 - Example – drive the point home with a relevant example
 - Key Takeaways - TL;DR section to drive home key points and actions
 - Question/Answer Snippet - that answers a common question related to the topic

Prompts to Write Helpful Information:

1. What is the topic?
2. What is the Content Pillar for this topic?
3. Who is the audience for this article?
4. What will the article help the user do?
5. Why should they care?
6. What are the desired outcomes the audience is looking for?
7. How is the audience dealing with the topic/issue today?
8. How are they dealing with it the old way and our way the new way?
9. How is the way they are dealing with it today hurting their business?
10. What common problems/challenges does your reader experience related to this topic?
11. What does their business look like when they have solved their problem with the advice offered in this article?
12. What are the actions they should take to get there?



13. What could we show/uncover about their business that would lead them to better results?
14. What do you want them to know about this topic?
15. What is changing that the reader needs to know about this topic?
16. What is being missed or overlooked by the reader related to this topic?
17. How does this topic connect to our superpower?
18. What are 1st or 3rd party stats that we can reference?
19. What other resources can we point to that will further help the reader?