



Article Rx

Though creativity is really important, there is a science to writing great articles. The best ones follow some sort of loose template or outline. To get you started, here are a few easy templates to follow. Customize them as you see fit. The best templates are the ones you make from studying expert writers in your niche and experimenting on your own. Make sure to add a great headline, images, and article SEO!



6FFW ARTICLE Rx

#1: The Basic Listicle

It's really important to "bleed in the first line" as they say. Create a strong, short hook in your intro to build upon and draw the reader in.

Get right into your list quickly. Start with your 2nd most exciting/important item first, and your most exciting/important point last. Give enough details for each item.

The best listicles have a strong conclusion and end with a Call To Action (CTA). This can be Next Steps and/or a lead magnet.

1. Short Hook Intro

2. List Items

3. Conclusion + CTA





Article Rx



6FFW ARTICLE Rx

#2: The Basic Confessional

Articles about your personal experience can be useful to others. Beginning writers should experiment with writing several confessional posts to discover their voice, values, and style.

Define the problem well and agitate it. Get the reader to almost feel what you felt. It's important to make this as visceral or illustrative as possible.

Walk the reader through the trials and journey you encountered. Outline what it was like with all the twists and turns along the way. These highs and lows of your story build up to something.

Break down your analysis, lessons, and final thoughts on what you experience. Concrete take-aways work best.

1. Quick Story Intro

2. The Problem

3. The Trial

4. Take-Aways





Article Rx



6FFW ARTICLE Rx

#3: The Trending Topic Analysis

Scan the news and see what's starting to trend. Do you have a strong and/or insightful opinion on it? Create a statement around your position on this trend. Hook the reader in with its prevalence.

Let the reader know why it matters and why now. What impact might it have on their lives or the world?

Unpack this trend with important historical factors and/or how it compares to other events. What does this remind you of? Is there any proof or evidence to support your claims?

Given the facts, what other implications might this trend have? Will it go beyond local significance? Will it influence other industries? Will it cause a chain reaction? How will it change our lives?

What do you think will happen next? How do you think this trend will take shape or go away?

1. Newsworthy Item

2. Why It Matters

3. History/Compare

4. Other Implications

5. What Next?





Article Rx



6FFW ARTICLE Rx

#4: The How-To Pillar Post

Create a short and relevant hook for the ideal reader. Tap into a common frustration. Include your keyword phrase here.

The TOC includes items 4-7. For item 4, sub-list each step. Be descriptive and accurate, but also make these sections sound interesting too. Set up this SAGE content: Significant, Actionable, Goal-Oriented, and Easy.

Define key terms you need to know here. Give the context of what you're about to talk about. Create a context or situation the ideal reader will be in.

List the exact steps in order. Give enough detail to make sense to the reader then move on.

Support the process and results of the system you laid out to add credibility to your piece.

Let readers know what will happen if you do things the wrong way. Tell them how to avoid pitfalls and how to assess their work along the way.

Summarize this process for them and tell them the next step to get started. This is often a content upgrade and lead magnet.

1. Short Hook Intro

2. Table Of Contents

3. Definitions & Context

4. Steps

5. Case Studies

6. Pitfalls / Assessments

7. Summary + CTA





Article Rx



6FFW ARTICLE Rx

#5: The Structured Confessional

Create a short and relevant hook for the ideal reader. "Bleed in the first line." Give a shocking or interesting first line to hold their interest.

State your main idea and don't bury the lede. Make sure your statement gives the article direction.

Tap into the pain this brought you and what you felt.

Let readers know about what others have experienced and how it's similar to your story. Offer research or other perspectives.

If there is a solution, offer it here. Break down how it's partially or fully solved.

Offer your analysis or interpretation. What impact did it have? How do you feel about it now? Is there a transformation that happened?

What should the reader do if they have a similar problem or experience? What's the very next thing they should do to take the first step? (CTA)

1. Short Hook Intro

2. Main Point

3. Agitate The Problem / Trials

4. Research, Cases, or POVs

5. The Solution or Unknotting

6. Your Analysis

7. Next Steps





Article Rx



6FFW ARTICLE Rx

Niche Expert Study: Basic Post # ____

In this section, the writer is doing this:

In this section, the writer is doing this:

In this section, the writer is doing this:

In this section, the writer is doing this:

In this section, the writer is doing this:

1. _____

2. _____

3. _____

4. _____

5. _____





Article Rx



6FFW ARTICLE Rx

Niche Expert Study: Pillar Post # ____

In this section, the writer is doing this:

In this section, the writer is doing this:

In this section, the writer is doing this:

In this section, the writer is doing this:

In this section, the writer is doing this:

In this section, the writer is doing this:

In this section, the writer is doing this:

1. Short Hook Intro

2. Table Of Contents

3. Definitions & Context

4. Steps

5. Case Studies

6. Pitfalls / Assessments

7. Summary + CTA

