

# THE PERFECT BLOG POST

## PLAN TEMPLATE

Your brainstorm worksheet – print, tweak and apply to most documents.

<h3>Title</h3> <ul style="list-style-type: none"><li>• Attention-grabbing</li><li>• Short and powerful</li><li>• Informative</li></ul> <p><b>TIP:</b> Do it last.</p>	Brainstorm here, then mix, match and shuffle until you get the perfect ring to your title.
<h3>URL</h3> <ul style="list-style-type: none"><li>• Attention-grabbing</li><li>• Clear</li><li>• Include keywords</li></ul>	
<h3>Intro</h3> <ul style="list-style-type: none"><li>• Compelling</li><li>• Short</li><li>• Make a promise: how will this post help your reader?</li></ul> <p><b>TIP:</b> Work on the intro at the same time as your headline.</p>	Brainstorm and edit your intro – remember it needs to be short and sweet.
<h3>Opening statement</h3> <ul style="list-style-type: none"><li>• Persuade your reader to keep reading</li><li>• Punchy and powerful</li><li>• A question could work</li></ul>	Hook your reader in. Can you make it intriguing, controversial, funny?

<h2>Body</h2> <ul style="list-style-type: none"><li>• Fulfil your promise by solving the problem</li><li>• Subheadings, bullets, short sentences and paragraphs</li><li>• Informative and educational</li></ul>	<p>Start with some bullet points – develop your plan before you write, and the words will flow more easily. It'll take several drafts before you're happy with it.</p>
<h2>Image</h2> <ul style="list-style-type: none"><li>• Use SEO-friendly file names and alt text</li></ul>	
<h2>Call-to-action</h2> <ul style="list-style-type: none"><li>• Make it clear</li><li>• Include all necessary information</li></ul>	<p>What do you want your reader to do next?</p>

Want to read the full article about  
planning your blog post?  
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