



## POWER WRITING TIPS

### Use Easy Models For Writing Compelling Articles and Blogs

To write compelling articles and blog content that gets reader attention, consider one of the four models described below. These models will help you generate and develop ideas efficiently. Choose the model that best conveys your current topic.

#### 1. Motivate With a Benefit

Get attention by leading with a title that promises a benefit such as: “How To,” “Learn To,” “Discover, Use X to .”

In this model, focus on sharing expertise and information, and tell readers how to achieve a positive outcome. You can also include links to additional or more detailed information.

#### 2. Provide Solutions

Offer solutions to your readers! Use this model to describe a typical problem readers may encounter in your field and then offer the solution. Layout the article like this:

- Describe the typical problem.
- Describe the negative consequences of not dealing with the problem.
- Present the solution—being your appropriate product or service.
- Include testimonials from your satisfied customers.

#### 3. Get Attention with a List

This is a popular style because readers are drawn to simple lists as well as to titles with numbers. Lists help readers get started on achieving goals.

- Begin with a short introduction or overview that leads logically into your list.
- Keep each item as brief as possible.
- Include links to more detail where appropriate.

*Examples:* “The Top Ten Marketing Methods for 2013,” “8 Steps to Safe Investment Planning,” “12 Ways to Improve Your Cholesterol Health.”

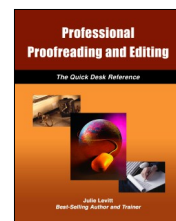
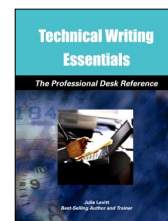
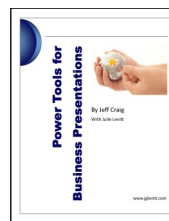
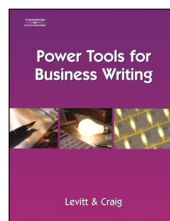
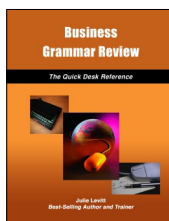
#### 4. Interview an Expert

Interview a confirmed expert to develop a current topic. This helps to up your own credibility and knowledge currency while also offering valuable information for your readers.

You can write the content using either a “Question and Answer” format for your piece or by using an “Introduction, Body, Conclusion” format.

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