Article Alchemy Training | Article Writing Templates

Writing Articles Can Be Easier Than You Think!

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Article Writing Templates

Writing articles can be easier than you think - especially if you have a formula or a template to follow. As promised, here are Article Writing Templates so you can stay focused and write them fast! Aim for 400 words. All articles should have a Resource Box.

#1 - Basic Article Writing Template

Title
Intro
Body
Conclusion
Resource Box

#2 - Lists

People love lists, and especially if the name and title of the list has a number in it.

Suggested Titles

- Top 10 ______
- 17 Ways to _________
- 3 Reasons Why (you should)_______
- 20 Tips to__________

Decide on the topic

- Introduction - 1 or 2 paragraph telling the reader what they will find
- Start the list right after intro - and have them numbered out, with just a sentence or two about each one.
  1. ------
  2. ------
  3. ------

Brief conclusion
#3 - Current Events

Readers love learning about current or upcoming events in their area of interest. If they follow you and your articles they most likely want to know what you think of the event (and also if you are going to be involved! - so let them know if it’s YOUR event!)

Writing an article about an event that YOU are doing is a soft way to promote the event, especially if you 'teach' something in that article. This is what I call "Education Based Marketing".

Brief introduction

■ Describe the current event, what it is and when/where it can be found.
■ Tell the reader why they may be interested in this current event
■ Let them know why they will like it
■ Let them know how they will benefit
■ Let them know how they will relate to this
■ Summarize in a few sentences.

#4 - Trends

Trends can be any topic not just fashion. Trends have to do with something that many many people have alot of attention on and it becomes a viral interest.

■ Describe the trend
■ Mention how the trend originated
■ State why you think it is relevant
■ List the upside of the trend.
■ List the drawbacks to the trend
■ Summarize in a few sentences

#5 - Product Review

Review of ____ (Fill in the product name)

■ Describe the product, what it is and where it can be found.
■ List the positive features of this product and what you think readers will like
• List the downside to the product - the negative things you didn't like and the reader may experience as a problem
• Summarize - again state the pros and cons and review everything you just told them

#6 - Study Results

• Decide what point you want to make in the article (knowing there is documented research to support this)
• Describe the experience that led you to this study
• Describe how you are aligned with the outcome of the study
• Write the conclusion to the study (in quotes and credit the source)
• Give your opinion and thoughts as to how the world can be a better place b/c of this supported study.

#7 - Interviews

• Choose industry (or other) expert
• Write out questions (or collect questions)
• Do the interview
• Record the interview
• Transcribe the audio
• In the article write introduction to who this person is (brief)
• Paste transcription after introduction
• Write conclusive statement

#8 - Advice Article

• Best Advice on ____________
• Intro - tell the reader what they will be getting advice on
• Describe topic (briefly)
• Why you are qualified to share this information
  o Advice piece #1
  o Advice piece #2
  o Advice piece #3
• (Share the 'how-to's with each piece of advice)
  o Go over everything you told them what you just did
#9 - How To

- How To ___________
- Tell the reader what they will learn
- Mention the beneficial outcome to learning and doing this 'how-to'
- Give Step by Step instructions for each step of the process (maybe one or two sentences to elaborate on each step)
  - Step 1
  - Step 2
  - Step 3
  - Step 4
  - Step 5
- Conclusion
- Give resources
- Tell them what you told them.

#10 - Interesting Fact

Interesting Fact about _________________ (Fill in your topic):

- Tell the reader what they will find in your article and a brief description of your topic.
- State the interesting fact.
- State sources to prove the fact is true.
- Give some additional information about the fact here.
- Give some background research and info on the topic here.
- Tell the reader how they can learn more here.