H1 Title 50-70 Characters with Keyword Included

Do not write in this template. Make a copy of and then you can use that copy for your article. This template is preformatted with our font and font size.

Our posts follow the [Donald Miller Storybrand](#) structure. As a marketer you should familiarize yourself with his work.

Introduction Writing Prompt...		
	Version 1: Problem to Solve	**Version 2: Opportunity to Take**
HOOK	Intended Reader + Problem	Intended Reader + Opportunity
Empathy	**STORY:** How they feel about the problem. How the problem impacts them. The things this problem is preventing them from doing.	How they feel about this opportunity. How doing this would impact them. The things getting in their way of making this a reality.
Authority	**STORY:** Why you should trust us — we've solved this problem a lot before, have special tools/strategies, etc, care about helping you, etc.	Why you should trust us — we've helped other people make this a reality, we've done it ourselves, we care about helping you, etc.
Value	**PITCH:** If you read this, you'll learn how to solve this problem faster/better/etc. and get the desired result...	If you read this, you'll learn how to seize this opportunity and be one step closer to...

Introduction goes here

H2 Section Title

Content Pattern:

Pick a content pattern and use it for every Heading 2 section. For examples of content patterns and how to use them, [click here](#).

H2 Call-to-Action Title

Circle around to your call to action here

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<tr><td colspan="2">

Article Add-Ons

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<tr><td colspan="2">

Article Photo

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<tr><td>

This photo will be a featured image. Select from [Pixabay](#), [Unsplash](#), [StockSnap](#), or [Pexels](#) — paste in the image and provide a download link.

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DON'T FORGET YOUR LINK

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<tr><td colspan="2">

Meta Description

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*No more than 150 **characters**. Meta MUST include the keyword, be actionable, and tease someone into reading this article.*

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If you would like to use your own, put it here. I reserve the right to edit it.

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Three Social Posts – THESE ARE OPTIONAL

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*Three short (~50 **words** each) sales pitches - you should read this post because* • *you'll learn something* • *solve a problem* • *or miss out on something.*	**1**	
	2	
	3	*I only post to Pinterest for Free.

1 Email Blast for Newsletter Subscribers - ADDITIONAL CHARGE

Email Subject — MAX 45 **Characters** Short tease for why open this email?	
Email Preview/Teaser — 40 to 130 **characters** Longer tease for why open this email - visible before you open the email next to the subject.	
Email Body — 100 to 300 **words** You are selling someone on why they should click over and read the article.	