

How To Post

Please read this content brief until the end, every detail is important and we will be checking against this brief when approving or refusing the content.

Title:

The trick with How to headlines is to make them ultra specific and add numbers that reflect a real life case study. Everyone wants to learn from someone who has done it and specific numbers convey just that.

Another way to make titles work well for those is to address an objection.

Find what people will object when you say they can do something and give them the answer to their objection.

For example if you tell people they can gain muscle they are going to reply "but I need an expensive gym membership" or if you tell them they can make money online they will reply "but I don't know ANYTHING about selling online."

If your tutorial can address these objections then make it clear in the title, that will get you a lot more clicks and attention.

Examples of titles that would work for keyword based list posts:

- *How to grow your own parsley for just \$9.85*
- *How to gain 10lbs of muscle in 86 days without going to the gym*
- *How to make money online even if you are a complete newbie*

Anyway, try to hit the score of 70 or more in <http://coschedule.com/headline-analyzer>

Word Count: 1000 - 2500 words

Description of the post: This how to post has a single goal: teaching people how to achieve one thing. We need to make this post as interactive as possible. Images, videos, anything that helps people achieve the goal. We might also recommend paid products to make the process easier/faster but this is not a sales page, we will stay casual about it and show how good the product is in practice rather than talk a lot about it.

Examples of articles similar to the final article we want:

- <http://www.nerdfitness.com/blog/2015/08/13/how-to-make-tortilla-espanola/>
- <http://www.authorityhacker.com/how-to-write-product-reviews-that-sell/>
- <http://nextluxury.com/mens-style-and-fashion/how-to-grow-a-beard/>

General Editorial Rules & Writing Style

- Tone: Entertaining & Informative BUT Actionable
- Use first and second person: "I," "we," and "you"
 - Use the word "you" frequently to help the reader connect with the story
- No filler language.
 - Every sentence should *add information*.
 - No BS'ing
 - Wrong: "If your dog is acting up, you might need a dog trainer" (...duh).
 - Wrong: "This company teaches your dog to walk politely. They also offer leash training." (...says the same thing twice)
 - Wrong: Anything else that doesn't *add information to the article*.
 - Only facts & sources backed arguments.

Instructions

- Please avoid generalisation and don't be afraid to get technical and into the details of each step people need to follow. The more detailed the better.

- Before delivering the step by step instructions take the time to emphasize with the reader and amplify the problems solved in this tutorial, this is what gets them to take action.
- Please research some tips & tricks online to make the process more efficient and include them in content as “pro tips”. These make the tutorial feel more advanced.

>> Article Template To Follow (Important)<<

Section 1: Introduction - Empathize with the reader & Explain the benefits of the end result

100 - 200 words

- please include the exact keyword somewhere in here as naturally as possible
- start the article asking questions the article helps answering
- talk as the author and explain why the topic is important for you and why you put it together
- be very enthusiastic about the whole thing, keep it short and light

Section 2: What you will need to follow this tutorial

75 - 300 words / list item number

- make a short and to the point bulleted list of everything that will be needed for this tutorial
- If there are alternatives please make a sub paragraph talking about the different solutions and why pick one over the other and which one the author recommends above all and why.
- Repeat the process for each alternative

Section 3: Step by step instructions

50 - 150 words per step

- for each step of the tutorial, create a sub heading naming the step and step number
- Add a link to a picture or video showing the step (credit the source)
- Shortly describe what the reader should do during this step
- Repeat the process for each step.

Section 4: Conclusion

80 - 150 words

- Ask the reader if they enjoyed the tutorial
- re emphasize why that list was important to you as the author and why it should be important to the reader
- Ask them to say what they think in the comments and to share the article if they liked it.
- If a premium offer was mentioned, remind it in the conclusion

Last but no least, i really want that you can help me to write a description about 150 - 160 CHARACTERS for this writing. This includes the main keyword and follows seo standard