

# BLOG POST CHEAT SHEET

## THE HEADLINE

What  
Where  
The Line  
The Niche

## THE OPENING

Empathy  
Empowerment  
Expertise  
Joke (optional)

## THE SUBHEADERS

Longtail Keywords  
Secondary Headlines  
Problems & Price

## THE BIG FINISH

Closing SubHeader  
Summurize Everything  
Cross the Finishline

## THE CTA

What's Next?  
Content Offer  
Strong Language  
Convert the Lead