

# THE PERFECT BLOG POST FORMULA



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# Introduction

Hey - this is Sean McCormac, creator of the Profit Blogging Formula.

Blogging is an essential tool for any online entrepreneur as it's a great way to deliver some really awesome content, build your authority and even sell your products.

In this short report, I want to break down the formula for the perfect blog post, so that you can hit the ground running with your blog.

There are a number of different elements to a perfect blog post, so what is the Perfect Blog Post Formula.

An effective blog contains the fresh and useful content that audiences want to get through and delivers it in a way that appeals to both readers and search engines.

The formula for writing a perfect blog Post is a one that changes according to your industry, audience, as well as other factors, but interesting posts contain a healthy dose of the following elements.

A healthy dose of these elements:

- The title and headers are enticing
- Content
- Powerful action words
- Structure
- Paragraphs are short.
- Imagery
- A strong call to action is included at the end.
- Social Sharing

I have broken down the elements to a successful blog Post, So what are these:

# 1) Structure

You might be eager to get started writing your blog post right away especially if you have a great idea.

But, before you start writing you need to have a plan and a structure of what it is you want to say to your readers.

The structure of your blog post is the frame of your text; it helps the reader to get an idea about the main pitch of your content.

Having a well laid out blog post will be easy for your readers to understand and follow.

Having a good structure for your blog post will result in a better understanding of the message of your post and, if people understand what your trying to say, they are more likely to share your post and start to like and trust your brand which is important for engaging your audience.

But before you start writing, think about what you want the objectives of your post to be.

# 1) Structure

Below are some ideas to get you thinking:

- Who is this article aimed at?
- What value will it give them?
- What do you want readers to do once they've finished reading?

# 1) Structure

Answering these questions before you start writing will not only save you time, but will make sure you have a clear focus of what you're writing about, and you'll be less likely to drift and talk about any irrelevant topics or ideas.

- Now before you start writing, maybe write down the main points you want to cover in your post,
- Write the Headline and have several versions and chose the one you like best,
- Write the sub-headings,
- Write the opening paragraph,
- Write each paragraph.

There are many different methods structuring your blog post and you may find a different approach works best for you. Either way, by Laying out your structure you'll save time once you start writing.

## 2) Know Your Audience

Who you are writing for determines exactly how you write the post.

For example do not write a blog post for say for a Trading niche if you don't know the industry lingo, reason being that any of these professionals will be able to see immediately that you have no background or knowledge of the industry and this will completely discredit you. Which is not a great way to start. This could easily knock your confidence

So you need to tailor your posts to the audience that your posts are intended for but you need to be able to relate to them.

# 3) Headline

Now it has been said that people apparently focus mostly on **The First** 3 words and the last 3 words of the headline. So going on this advice The most important aspects should be distributed there.

Quite often the headline is the most neglected part of writing an article. It's often skipped over without being given much thought, but In reality the headline is the most important part of your article.

The headline is not only the first sentence your audience will read, but also the most important element in determining if the rest of your article is read. As it has to be interesting to get them to click on it.

# 3) Headline

There are several different tips for writing the perfect headline. Some of the best headlines:

- Don't pretend to be too clever
- Use numbers
- Aren't ironic
- Add interesting adjectives
- Promise benefits
- Mention a problem, but entice the reader with the solution.
- You need a title with double the catch.
- The best headlines promise the reader a benefit.

# 3) Headline

The popular belief is that the best headlines are seven words or less, and given how quickly we fly through different article titles before we

Find one that has piqued enough interest to click on. Now It doesn't have to be mind-melting, but it does have to be emotionally charged enough to draw the reader's focus.

An effective headline does one of three things:

1. Tells exactly what the post is about.
2. Hints at a valuable benefit within.
3. Teases with the promise of value without giving anything away.

# 4) Opening Paragraph

You need to write so that even antsy people stop to read you content.

So after the headline the opening paragraph is a key part of any article. You have just a few sentences to draw in your audience and convince them to read on.

Your opening paragraph needs to provide the readers with an answer to what they should expect to find as well as including the most Interesting information and important details.

If you make sure that your opening paragraph is sufficiently compelling, you'll get more readers to commit to reading the rest of the article.

## 4) Opening Paragraph

When it comes to your opening paragraph, make sure you make the point you want to make, without Giving away too much information.

Although you may have a lot of points to make, you want to ensure you've captured your readers' attention and want them to continue to read on.

At this stage, referring back to your blog structure you came up with in At the very start will help you to make the main point of your blog post in the opening paragraph – and will help to keep focus.

# 5) Content

- The power of storytelling: the title draws the attention, but the story is what backs it up.
- All great blog posts are made up of valuable, useful content that keeps your reader engaged. We've already touched on the structure, so what do we mean by 'Content'?
- Well it's almost anything that involves your time and effort – primary research, interviews, unique analysis and your expertise. In other words, it is the content that makes your post into a resource that readers will want to share.
- Your blog's core content is what keeps your readers interested: whatever topic you decide to use for your blog posts make sure your content is interesting.
- Why not turn your topics into a story? Readers love stories. I know I do.

## 5) Content

- Not only should your blog posts tell a story, but you should link to your own previously published content and possibly outside sources. This way you can add more context to your content and referencing other sources makes your blog post interesting, as well as backing up any claims or examples you've used in the post.
- When it comes to the length of a blog post, how long should they be? Normal suggestions are that blog posts should be around 1,500 words or more but that being said a shorter post of high quality would in all probability be better than a long post of poor quality. But it really depends on how much you can write and what length your readers want.

## 6) Imagery

Adding related images and pictures will make your post look more visually appealing, as well as catching your audience's attention by catching your readers attention it would be more clickable.

A picture helps to emphasize the tone of the article, but more importantly, the image is larger than the actual link itself which goes to show the importance social networks are placing on imagery within their feeds.

To keep your blog posts visually appealing then I would recommend that you:

- Keep the sentences and paragraphs short, particularly at the start of a blog post,
- Use bullet points to break up the text,
- Use sub-headings throughout so that your readers can find the
- content they're looking for,
- Use images, especially when they can replace words.

# 7) Conclusion & Call To Action

When you planned your blog post you decided on the objectives that you wanted to include.

Your blog post should be designed and structured towards getting your readers to do something once they've finished reading.

This is done via a call to action at the end of your post.

This helps to keep your readers on site and engaged with your content.

This is a very important aspect of channelling visits through the sales funnel.

If you want your readers to share your content, make it easy for them to do so.

Adding social sharing buttons means that with a click of a button your readers can share your blog post on their social media channels.

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