

THE PERFECT BLOG POST



Goal = Grab Attention

Your headline gets read more than anything else on your website. That's why your headline serves one goal: grab attention so people feel compelled to read your opening.

Key Insight:

Direct marketers have long known that if you get people to read your first 3-4 sentences, they're more likely to read your entire article. That said, the point of your opening is to get people to read your opening... and that's it.

<http://socialtriggers.com/power-of-curiousy>

Key Insight:

When people make snap decisions about text, they prefer fewer characters per line (CPL). The half-width image shortens the line length of the opening—fewer CPL—thus enticing people to read because it caters to their preferences.

<http://socialtriggers.com/perfect-content-width>

Big Promise

This sub-headline has one main goal... to entice people to read your first piece of content and that's it. How? Make a promise to your readers... give them a benefit.

Connect Emotionally

Your first piece of content should aim to trigger an emotion in your reader. When people get emotional, they pay attention. They're also more likely to take action after being put into an emotional state.

<http://socialtriggers.com/craft-contagious-content>

The Soundbite

Use a click to tweet "quote" right here. Why? Who do people quote? People quote authorities. Enticing people to quote you positions you as an authority. Plus, people like tweeting quotes and you'll get more traffic from social media as a result of it.

<http://socialtriggers.com/sound-bites-traffic>

Big Promise #2

Here's where you promise people exactly what they'll learn... the step-by-step method... the how to. You already connected, now's the time to get people to take action.

The How To Section

Give people practical, easy to implement advice. Get people results, and they'll remember you forever. Also, practically useful content is more viral than other types of content.

Buy or Subscribe?

Here's where you close out your article with another call to action. You can include a "buy now" CTA or a "subscribe." I often use subscribe.

Like this? Learn more about blogging, psychology, and marketing by subscribing to:
<http://socialtriggers.com/newsletter>

Simple Blog Post Ideas Explained

N Noddings



Simple Blog Post Ideas Explained:

The Top Books of the Year Simple Blog Post Ideas Explained The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous compelling novels enthraling the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the fascinating narratives that have captivated audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This poignant tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Simple Blog Post Ideas Explained : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This captivating historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids captivating storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Simple Blog Post Ideas Explained : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papan, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and suspenseful novel that will keep you guessing until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

https://db1.greenfirefarms.com/data/publication/HomePages/Beginner_Friendly_Anti_Inflammatory_Diet_For_Moms_2544.pdf

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