

FAST Know, Like, Trust Blog Post Framework

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SO, YOU WANT TO PUBLISH A BLOG POST.
NOW WHAT?

Adding a few key elements can help you increase clicks, captivate readers, and even build a steady readership. Try making a few tweaks to your article's format by following the tips outlined below.

ESSENTIAL ELEMENTS

- + HIGH RESOLUTION IMAGES
- + HELPFUL VISUALS
- + CLICK-FRIENDLY HEADLINE
- + BULLETED & NUMBERED LISTS
- + SHORT PARAGRAPHS
- + STRONG CALL TO ACTION

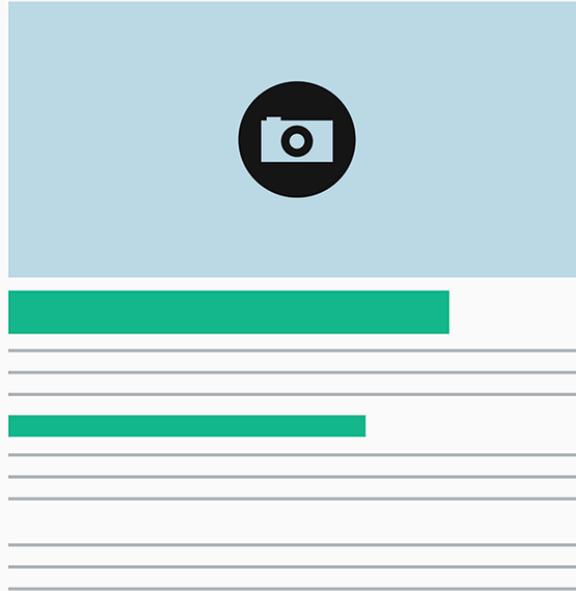


HIGH RESOLUTION IMAGES

WHY? Articles with images get 94% more views than those without. High resolution photos are engaging and visually appealing.

HOW TO FIND AND ADD GREAT IMAGES

- + Download free, high-quality photos licensed for commercial use from Unsplash or Death to the Stock Photo.
- + Use a large featured image and 1-3 images per every 500 words.

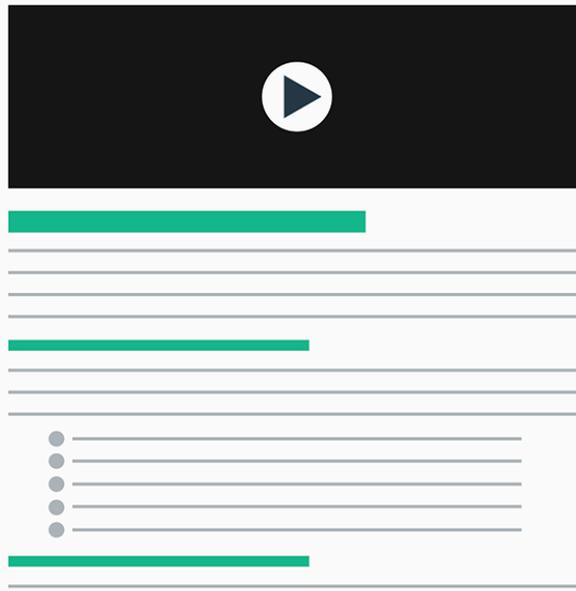


SHORT PARAGRAPHS

WHY? Short paragraphs and white space encourage the user to continue reading. They motivate the user to finish the full article, even if the topic is complex.

HOW TO ORGANIZE PARAGRAPHS

- + Aim for 2-6 sentences per paragraph. Embrace white space — it makes lengthy articles look less overwhelming.
- + Add headings every few paragraphs. Use H2 headings to organize main ideas and H3s to highlight supporting points.

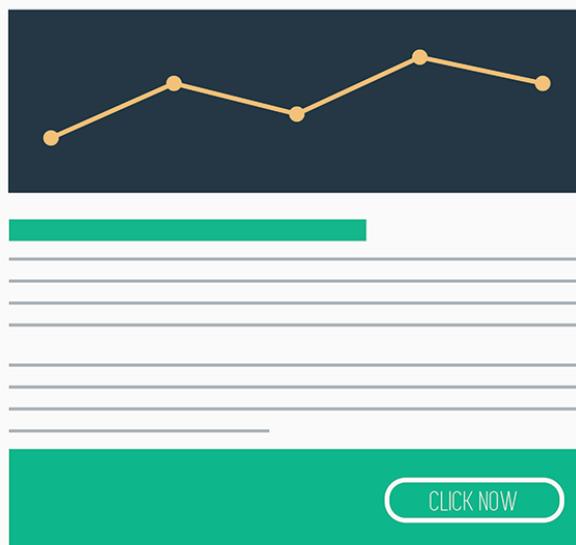


BULLETED & NUMBERED LISTS

WHY? Readers — especially readers on mobile devices — are conditioned to read top-down instead of left-right. Lists help them skim the content and find important information quickly.

HOW TO FORMULATE LISTS

- + Use lists to add white space throughout.
- + If you have a step-by-step guide in your article, try outlining it with a numbered list.
- + When you have a group of similar ideas, thoughts, or examples, consider presenting them with bulleted lists.



CLICK-FRIENDLY HEADLINE

WHY? 8 out of 10 users will read a headline, but only 2 out of 10 will go on to read the article. Your title will attract readers or deter them.

HOW TO WRITE COMPELLING HEADLINES

- + Go to coschedule.com/headline-analyzer and use their tool to analyze your title's length, power words, sentiment, and more.
- + Experiment with variations of your original title until you find the right fit.



HELPFUL VISUALS

WHY? The brain processes visual information 600,000 times faster than it decodes text. Help your message stick with visuals.

HOW TO ADD STUNNING VISUALS

- + Along with images, include visual elements such as charts, graphs, videos, quotes, and social sharing options.
- + Not a designer? No problem. Websites like Canva can help anyone create and customize visuals.



STRONG CALL TO ACTION

WHY? A call to action prompts users to do something. It's the "what's next?" of your article and can increase blog followers, leads, social interactions, and customer engagement.

HOW TO URGE THE NEXT STEP

- + A CTA doesn't have to be an ad. It can encourage comments and shares, gain subscribers, or offer additional content, like an educational eBook or infographic.

To create **FAST Know, Like, Trust blogs**, start at the top of the list and work your way down, checking things off as you go.

1. What's the Big Idea?

2. What's the Key Point/Discovery?

3. Understand what the end result must be:

- Who will be reading it?
- What are the keywords?
- What do you want your audience to take from it?
- Do you have specific research or data that you need to include?
- What kind of questions does that data beg to be answered?
- What call to action (CTA) will you be using?

4. Figure out what you DO know/List what you have to mention.

5. Figure out what you DON'T know.

For example, on a post about using outlines, I might have written:

- Who started blog outlines?
- Why?
- What were they hoping to achieve?
- How many different outlining techniques are there?
- Are outlines effective or can they be limiting
- Are there glaring holes in a accepted theory that need challenging?
- How can I help my readers believe me, as opposed to just telling them?

6. Organise your content in logical order.

Access the **FREE One Page 'FAST Know, Like, Trust Blog Post Framework Wall Guide'** as your guide.

7. Create sub-headlines based on your list.

Sub-headlines should tell your story + move your reader through to their destination.

8. Refine and curate your sub-headlines and content.

Reorder and cut, where necessary, to organise your content.

9. Start writing your draft

Bonus tip. [Dismantle the curse of perfectionism!](#) :)

Headline	
Opening	Featured Image
Sub-Headline	
Content A	
SHARABLE QUOTE/FACTOID/IMAGE/GRAPH	
Sub-Headline	
Content B	
CALL TO ACTION 1	
Sub-Headline	
Content C	
SHARABLE QUOTE/FACTOID/IMAGE/GRAPH	
Conclusion/Takeaway	
CALL TO ACTION 2 Opt-In/Offer	
Discussion Question and Boilerplate Invite to Comment/Share	
Related Posts	
COMMENTS FEED	

Problem/Discovery/Big Idea:		
Audience:	Where are they on the awareness ladder?	
Goal:	Educate Goodwill Authority	
Headline:		
Featured Image:		
Opening:		
Sub-Headline:		
Content Part 1:		
Sharable Quote/Factoid/Image/Graph:		
Content Part 2:		
CALL TO ACTION #1:		
Sub-Headline:		
Content 3:		

Sharable Quote/Factoid/Image/Graph:		
Content Part 4:		
CONCLUSION/Takeaway:		
CALL TO ACTION #2: Offer/Link to Offer:		
Invitation for Feedback/Discussion Question Invite to Comment		
Boilerplate/ Invitation to Share:	Templated	
Related Posts:	Automatic	
Comments Feed:	Automatic Monitor/Engage	

Effective Blog Post Types:

1. List-Based Post
2. How-to/Tutorial (Goodwill) Post
3. Thought Leadership/Authority Post
4. Case Study Post
5. Curated Collection Post
6. The (Practical and Actionable) Checklist Post
7. Podcast Post
8. Newsjacking Post (Insights and Perspective)
9. Predictions and Trends Post (Insights and Perspective)
10. Behind the Scenes Post
11. Infographic Post

Top 14 Blog Post Best Practices (plus one BONUS tip):

1. Write a dog-whistling attention-grabbing headline (use power words)
2. Use headings and subheadings
3. Choose relevant/engaging (legal) images (native or 'low-on-cheese' stock photos, well planned and designed 'text-as-an image', work well here also)
4. Break up your paragraphs
5. Pick, and remain consistent, with a readable font (and font size) – consider visual hierarchy (large headline, smaller sub-headline, quote in quotes, italics and contrasting colour, johnson boxes)
6. Offer a “table of contents”
7. Embrace white space
8. Use relevant data and numbers where appropriate (3rd party validation)
9. use lists/bullet points
10. add emphasis (the right way)
11. include a block quote or two
12. find other ways to draw attention
 - i) Videos
 - ii) Infographics
 - iii) Slideshows/testimonials/case studies/virtual scenarios
 - iv) Podcasts
 - v) Tables
 - vi) Charts and graphs
 - vii) Embedded social media (e.g. “click to tweet” buttons)
13. Caption your images
14. Follow the framework and make it easily readable, consumable and *organically* shareable – we want the reader to want to share it
15. **[bonus tip]** consider outbound links – preferably to a strategic business partner – but overall they should simply be **helpful and relevant**

RULES WHEN WRITING BLOG POSTS AND ARTICLES ...

Make the posts short until you become more effective at writing them:

Aim for around 750 words. 1000 words is good. 1500-2000 is good also – though make it pure VALUE.

Write the post and then go back and tighten it up.

It is recommended you let it ‘simmer’ overnight and re-read it.

Have a friend or family member read it.

Reading it aloud helps you pin point where you might be off topic or rambling.

Use short paragraphs:

Try to stick to 2–3/3-4, sentences.

Vary the length of paragraphs from 1 sentence.

And 2-3/3-4 sentences as prescribed above.

If there are too many wordy sentences, the content looks too dense and feels a chore to read. Readers will give up and move on.

Notice how newspapers usually follow this rule.

Learn to love writing short sentences:

As a general rule, avoid compound sentences.

A period gives the reader a natural stop—and a sense of progress as they pass one milestone after another.

To quote a common copywriting axiom:

“Short sentences make the copy read fast.”

Use simple words/friendly and helpful tone:

Don't be tempted to use big or industry words and jargon.

This must be avoided at all costs – unless you are writing for peers. Even then, avoid obscure acronyms, buzz-words and jargon.

Use natural conversation, friendly language.

Your goal is to communicate, *not to impress* your readers with my vocabulary and writing skills.

Opening/Lead Paragraph:

This is key.

If you take too long on the wind-up, you will lose readers. You have to get into the premise of the post and make it relevant to your readers.

After the headline, this is the second most important component of your post.

Relevant [LEGALLY SOURCED] Image:

Blog post's use images for the same reason newspapers and magazines do!

You want to pull your readers into the post itself. Pictures do that.

Native images or images that interrupt are good – 'non-cheesy' stock photos are ok – though they must be curated carefully.

Personal Experience:

Where relevant, share a story/personal experience. Why?

Because readers connect with stories.

The more honest and transparent you can be, the better – but only if it helps the audience – not with the intention to simply talk about yourself.

Don't attempt to paint yourself as perfect or be afraid to show vulnerability.

Many popular and embraced posts generally come out of some form of failure and redemption journey.

Main Body:

Everything to this point has been an introduction.

Always try to make my main content scannable.

Use bullets, numbered lists— consider a mix both in longer posts.

Bullets makes the content more scannable and accessible to readers.

Call to Actions:

Get good at Call to Actions.

Call to actions should sit firmly in your overall marketing strategy for your target audience (best buyer) and the relevant product/solution.

Where feasible, drive sign-ups and opt-ins to your community based platforms/CRM's.

Provide internal links:

You can't say everything in one post.

That's what links are for – to take them on a journey.

Link to other posts where you have developed the thought in more detail – or to some form of other asset (goodwill and value) that advances the reader closer to their destination.

Be genuinely helpful to my readers and you will organically increase page views, session times and 'know, like, trust'.

■ END