

# BLOG POST GUIDE



## LIST POST

An easy way to write quick posts that include lots of practical information

### EXAMPLES

8 go-to Pacific destinations  
5 ways to rock a cardigan in winter  
3 statement pieces for your closet  
10 chocolate recipes to die for  
Our 5 fave high heel trends in 2023  
7 reasons you NEED this new tool  
4 benefits of going gluten-free  
6 lunchboxes your kids will love

### INCLUDE

*Introduction paragraph* - share the post's purpose and why it matters  
*Bullet point list* - include info on each point to solve the problem  
*Conclusion paragraph* - wrap up the post with a call to action to get readers to act.

## QUESTION POST

Build a post around a commonly asked question and provide the answer

### EXAMPLES

How to clean your coffee pot  
Why you can't skip moisturising  
When's the best time to buy a car?  
What does a 304 error mean?  
Who needs to know about your child's diagnosis?  
How to simplify your tax return  
Where to find the best bargains in...

### INCLUDE

*Introduction paragraph* - pose the question and provide some context  
*3-4 paragraphs* - break down the question into bite-size sections  
*Conclusion paragraph* - wrap up the post with a call to action to get readers to act.

## COMPARISON POST

Compare two products/solutions to help with decision-making

### EXAMPLES

MYOB or Xero? 5 key differences  
Midi v maxi - battle of the dresses  
How to choose your ideal Fiji resort  
Why we prefer Apple over Microsoft  
How do these 3 leading make-up brands compare?  
2023 bento box comparison guide  
90s v 00s - which decade wins?

### INCLUDE

*Introduction paragraph* - discuss the options and why they matter  
*3-4 paragraphs* - compare options and explore pros and cons of each  
*Conclusion paragraph* - wrap up the post with a call to action to get readers to act.

## HOW-TO POST

Improve your readers' lives by showing them how to do something

### EXAMPLES

How to get the most from ChatGPT  
Refreshing your wardrobe in 3 steps  
How to wear a scarf with style  
Ultimate guide to European travel  
How to sell your clothes on eBay  
Your 5-step guide to renovating on a tight budget  
How to camouflage your mum-tum!

### INCLUDE

*Introduction paragraph* - discuss the problem and how to solve it  
*3-4 paragraphs* - share the specific steps involved in doing the thing  
*Conclusion paragraph* - wrap up the post with a call to action to get readers to act.



# BLOG POST GUIDE



## CASE STUDY POST

Share a customer success story and how you helped them

### EXAMPLES

Haw Kat found renewed confidence with [product name]  
Why Xero was the best choice for [business name]  
5x sales in one month - Nate's [product name] story  
How cloud accounting turned [business name] around

### INCLUDE

*Introduction paragraph* - introduce the customer and their problem  
*3-4 paragraphs* - talk about what you did plus obstacles & benefits  
*Conclusion paragraph* - wrap up the post with a call to action to get readers to act.

## DEEP DIVE POST

A longer form post that gets to the heart of a specific issue

### EXAMPLES

Introduction to email marketing for fashion retailers  
Makeup 101: Foundational techniques for a flawless look  
The ultimate guide to creating lunches your kids will LOVE  
How to curate the perfect capsule wardrobe for every season

### INCLUDE

*Table of contents* - outline your subheadings to make it easy for readers to find what they need  
*3-4 sections* - group 3-4 paragraphs into related content sections  
*Multiple CTAs* - divide each section with your call to action.

## OPINION POST

Offer your opinion on a topic that matters to your readers

### EXAMPLES

Why I find automation tools so frustrating (and what I do instead)  
Here's the honest truth about women's fashion in 2023  
I'm not sold on this new kids' craze - here's why  
The best beauty product ever? Find out in our latest review

### INCLUDE

*Introduction paragraph* - introduce your opinion and why it matters  
*3-4 paragraphs* - explain and give reasons for why you think this way  
*Conclusion paragraph* - wrap up the post with a call to action to get readers to act.

## STORY POST

Tell a story about yourself or your business, brand or product

### EXAMPLES

How we decided to shake things up (and somehow start a revolution!)  
A woman; a baby; and an idea: the road to [business name]  
Forty, flirty & fabulous - how we reclaimed a forgotten generation  
Once upon a time...we had a revelation about coffee

### INCLUDE

*Introduction paragraph* - start your story by setting the scene  
*3-4 paragraphs* - take readers on each stage of your journey  
*Conclusion paragraph* - share what you learned along the way and how that's helped you improve & grow.

