

1. Actionable guide
2. Opinion
3. Curated List
4. Story
5. Credible Talking Head

What type of article?

Start here

h/t - Nicolas Cole., [Endless Idea Generator: How to Never Run Out of Content Ideas](#)

What "idea" am I communicating?

Step 2

1. **Explanation** (When/Where/How/What/Why Something Happens)
2. **Habits** (To Achieve A Destination, Goal, Or State Of Being)
3. **Mistakes** (Keeping You From Achieving A Destination, Goal, Or State Of Being)
4. **Lessons** (Learned In Pursuit Of A Destination, Goal, Or State Of Being)
5. **Tips** (That Can Help You In Your Own Pursuit Of A Destination, Goal, Or State Of Being)
6. **Stories** (That Symbolize Or Explain Some Aspect Of The Pursuit Of A Destination, Goal, Or State Of Being)
7. **Timely Events** (That Are Relevant To The Target Reader's Knowledge, Awareness, Or Pursuit Of A Destination, Goal, Or State Of *Being*)

h/t - Nicolas Cole., [Endless Idea Generator: How to Never Run Out of Content Ideas](#)

1. **Self-expert.** I am the expert
2. **Industry experts.** Sharing info, insights, opinions from industry experts
3. **Personal opinion.** But well-vetted and articulated

Why listen to me?

Step 3

h/t - Nicolas Cole., [Endless Idea Generator: How to Never Run Out of Content Ideas](#)

Create an outline

Step 4, simple 1-X-1 format

- **Introduction.** Hook the reader, set up the story, keep it brief
- **X supporting ideas.** 3 is a good starting point, varies for actionable guides and curated lists
- **Conclusion.** Recap, callbacks, keep it brief

1. How to...
2. The Biggest Lie/Truth...
3. Only 1% of People Will ...
4. The Art of...
5. An Honest/Authentic Guide...
6. The Myth That...
7. ... is Not Worth It
8. Don't Listen To...
9. ... In x hours/x day/ x month
10. Why *insert big names – company or individual*...

Pick a strong title

Aim to strike emotion, urgency, or massive benefit

h/t - Kathy W., [How to Write Scroll-Stopping Titles](#)

Curated by Jason Gutierrez