

# BLOG POST FORMAT CHEAT SHEET

## CORNERSTONE CONTENT

*Offer resources and value that your readers need, want,  
and will reference again and again.*

**Key Value Propositions: Explain, Teach, Inspire**

### EXPLAINER POSTS

Explainer posts help introduce your audience to ideas, services, and products that relate to your brand.

**Example:** What is Brand Messaging, and Why Does it Matter?

### HOW TO POSTS

Give some knowledge away for free and help humans and search engines understand what you're all about.

**Example:** How to Survive Your Kitchen Renovation

### FOUNDATIONAL TIPS & 101 GUIDES

These posts catch people give you a chance to simplify a complex process or topic for your audience.

**Example:** 10 Things You Can Do Now to Save for Retirement

### ULTIMATE GUIDES

Ultimate Guide posts are an even deeper more comprehensive look at a topic related to your industry.

**Example:** The Ultimate Guide to Planning an Epic Corporate Retreat

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## THOUGHT LEADER CONTENT

*Highlight your expertise and authority by sharing new ideas and perspectives related to your zone of genius.*

**Key Value Propositions: Challenge, Answer, Broaden Perspectives**

### CHALLENGING INDUSTRY NORMS POSTS

Talk about how your business does it differently or bust some myths.

**Example:** Why You Shouldn't Hire a Professional Copywriter in Year One

### PREDICT, REACT, OR REVIEW POSTS

Show your readers that you are ahead of the curve as you share your insights about recent trends, new items, or what's to come in your industry.

**Example:** Have You Heard of Responsive Logo Design?

### GET MORE VALUE POSTS

Share ways to get more value out of a product or service you offer.

**Example:** 7 Ways to Use Magna-Tiles To Help Your Kindergartener Learn

### COMMON QUESTION POSTS

Answer commonly asked questions through a thoughtful blog post to help demonstrate your knowledge and guide your audience to success.

**Example:** When to bring on an interior designer for your new build

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## CONNECTION CONTENT

*Build relationships with your readers as you let them peek behind the curtain and share through storytelling.*

**Key Value Propositions: Understand, Meet, Get Insider Info**

### CASE STUDY OR PROCESS POSTS

Share a look at your process to build trust with your audience, highlight what's special about your work, and demonstrate the results you help people achieve.

**Example:** How Design Got PherDal Onto the SXSW Pitch Competition Stage

### LESSONS LEARNED POSTS

Tell a story about something you learned and how the discovery has fueled your mission or impacted the way you do business.

**Example:** How life changed when I realized I wasn't the problem—diet culture was.

### INTERVIEW POSTS

Depending on your post goals, interview members of your team, your clients, or professionals from related industries.

**Example:** Meet Our Director of Customer Experience (aka the Woman Behind the Care Packages)

### RESOURCE ROUNDUP POSTS

People love a list. Share tools, products, or tips that signal your knowledge, values, and personality.

**Example:** Our Ten Must-Have Kitchen Tools for Meal Planning Success