



Hello there!

This is an excerpt from [Plug & Play Blog Posts](#), available in the [Karma Store](#) (where you can set your own price!) There are 20 more blog post templates in the full package.

I hope you make a most excellent post from this template, and if you do, [give me a shout-out on Twitter](#), and I'll give you a virtual high-five!

- Kris

(PS – Also check out [The IttyBiz Freebie Vault!](#) There's lots of great stuff in there.)

# THE “BEST PRACTICES” POST

One of the most popular kinds of posts in the universe, this one you have seen everywhere. From Cosmo’s *150 Best Sex Tips Ever* to *12 Amazing Tips For Grilling The Perfect Steak*, the “top tips” article has long been a staple of the publishing industry, regardless of media.

These posts are crazy easy to write, too – because so many people have written on this kind of topic before, you could do a simple Google search on “tips for (thing)” and come up with 100 of them, and cherry-pick the ones you like the most. So if you’re stuck for ideas, that’s a shortcut.

But! You probably don’t want to be like everybody else, do you? Most “top tips” articles are atrocious. Sure, they get clicks, but people also leave when they’re lame. Because of the powerful draw of the topic, there are so many bad articles out there that your reader is likely to be jaded.

So... how do we get around this? You have options. 😊

1. **Thin-slice your topic.** Make it more specific, so you don’t look generic like all the other posts. Make “*12 Amazing Tips For Grilling The Perfect Steak*” become “*12 Amazing Tips For Grilling The Juiciest Steak Possible*” and focus exclusively on tips related to juiciness.
2. **Add something interesting.** If you see a tip and you can spin it to make it more interesting or unique, it will catch more of the reader’s attention. “Use a digital meat thermometer” becomes “Use a high-quality thermometer”, and then talk about how to spot a quality piece of gear.
3. **Make it yours.** “*My 12 Best Tips For Grilling The Juiciest Steak Possible*” allows you to get personal about it, throw in more opinion and personal stories, and it positions you as more of an expert and a friend. This is especially good for strengthening loyalty in warm audiences, like your mailing list.

These posts work best with a number in the title, and some snazzy word thrown in to add a little spark. "Amazing", "Best", "Pro"... you get the idea. (And if you're stuck on a word, go search for tips again - you'll see plenty of inspiration in the search results.)

# SIMPLE POST STRUCTURE

## Introduction

These posts usually open with one of the following:

1. "We all want to have (result)... but it can be hard to know what to do"
2. "Sometimes it's hard to get (result)... (followed by descriptions of the challenges)"
3. "When I do (thing), I get (result) - and people ask me how I do it."

## Setup

This can be its own section, or you could wrap it into the introduction. It also typically includes one or more of the following:

1. "But how do you do it? That's the question."
2. "I'm going to give you my/the best advice I've collected on..."
3. "In my experience, these are the tips that matter the most"
4. "Here was my selection process."

## Thing #1, #2...

Being a tips article, this part is pretty straightforward. A header that (usually) starts with #1, #2, etc. to improve readability, and preferably is interesting to read. "#3 - Start with a pre-heated grill" is more interesting than "Make sure the grill is hot". Use active voice, not passive voice in these.

Pictures are especially good here - either in every section, or in every two or three sections, as they help break up all the text. Sort for good-looking pictures here - if it's too "stock photography" here, people will often tune out.

(Pictures you take yourself can be amazing in a post like this, as can handwritten things or drawings, even if they're ugly - and especially if they're

ugly. They just seem more real.)

## **Wrap-Up**

This is a good place to repeat that your readers have plenty of ways to improve their results, and that these tips will help them succeed. You can also communicate some version of “now you know what you need to know to do it right”, and that can neatly wrap up the post.

## **Optional - Encouragement / Direction / Next Steps**

As always, at this point, you can decide what angle you want to take with your close, depending on your goals for the post. You could give encouragement to your readers as they try to follow your tips. You could ask them to give *their* favorite tip in the comments, if you have them. You could give them specific direction (homework, assignments, what order is best for starting). You can link them to something else to read or buy to keep them on your site longer.

If you have any other related articles, this is a fantastic place to link to them. Because these posts are extra-good for sharing or bookmarking, you can also encourage readers to do so.