



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 “THEMED MISTAKES” POST

We’ve all seen those posts that detail the terrible mistakes people can make when engaging in an activity. Great. Those get clicks and shares. But you know what can get MORE clicks and shares? *Themed* mistakes. They’re more interesting because they’re more specific, and potential readers are less likely to write them off as fluff.

Let’s just take a look:

- 13 Mistakes To Avoid In Your Next Launch
- [13 Rookie Mistakes To Avoid In Your Next Launch](#)
  
- 7 Interview Mistakes That Could Cost You The Job
- 7 Highly Preventable Interview Mistakes That Could Cost You The Job
  
- 12 WordPress Plugins That Slow Your Blog Down
- 12 “Expert Recommended” WordPress Plugins That Actually Slow Your Blog Down

If there’s a theme, there’s a story. And that story may be something truly noteworthy (like the “expert recommended” plugins that secretly cripple your site speed), or it may be something mundane but at least matchy-matchy, like “rookie” mistakes.

The theme angle is about giving one extra dash of specificity and thin-slicing. It’s one extra reason to find the post interesting enough to read, and... it has the added side benefit of making the post easier to write. You have something to focus on.

Basically, what you’re looking for is mistakes of a certain kind, or mistakes that happen for a certain reason - because someone who is a total beginner, or someone thinks they’re too expert, or an artist doing something engineering-y, or vice versa.

Rookie is a great word to use in this kind of post. You could also use newbie, or beginner, or go to the thesaurus if you want to get fancy. Ideally, you want a word that

has punch but isn't too dramatic. "Embarrassing"? Perfect. "Humiliating"? Not so much.

Think of your topic area. Then think of typical mistakes people make because they... \_\_\_\_\_. Whatever goes in that blank? That's your theme. And if you find you've got a lot to say on this kind of topic? Do one a month until eternity. God knows there are enough mistakes to go around.

# SIMPLE POST STRUCTURE

## Introduction

These posts can get an above average number of shares, so you're more likely than usual to get cold visitors - ones that don't already know you. So a little bit of implied introduction can be good in the beginning. Don't be like, "Hi, I'm Biff, and I'm a personal trainer!" or anything, but "I've been a personal trainer for 13 years. I've seen a lot of bros come and go" can do a lot to orient a new visitor and assure them you know your gluteus from your brachialis.

## The List Of Things

When you're listing your things, you generally want your tone to be consistent with the one you usually use. Don't spontaneously be an ass, or you'll come off as mean. (The only exception to this is if you're using this post as your thrice-a-year [opposite branding](#).) If you're usually nice, be nice. If you're usually direct, be direct.

If you want to get really fancy or in-depth (or if you have a small number of items on your list) you can make each point a two-parter - include the mistake, as well as the corresponding right-way-to-do-it. You can also use these posts as sneezer pieces - each item can link out to another post you've written. Alternatively, you can write articles on a component of each mistake over time and gradually interlink them with this piece.

If you can manage to work images into some (or all) of your list items, so much the better. It will make it easier to read and boost shareability.

## Wrap-Up

You've got some options when it comes to wrapping up this kind of post - namely, you can wrap it up, or not wrap it up.

If you're going the "not" route (which fits well if you're taking a light or more humorous tone), you can simply wrap an elegant enough close into your final "mistake" point. ([See how I did that here.](#))

If you're going the formal wrap-up route, standard angles are available to you: telling people they don't have to make these mistakes, telling people they'll be in a better position now that they know, asking people to consider how many of these they might be making now (if applicable). Since this is the list-y-est of list posts, you don't have to put too much in here. You're just signing off.

## Optional - Encouragement / Direction / Next Steps

There are two popular things to do here. One, you can link to other posts - of the same mistakes variety, or more positive in tone. Or you can link to your products or services. These articles are often written with sales in mind - you write out all the mistakes and then you link to your handy solution.