

The 'Expert Author' Article Template

Use the 5-step template below and its logical order to construct an engaging and effective 400 - 500 word article about any aspect of your therapy.

Focus on 1-3 main keywords for your article - these are the keywords you want prospects and clients to type into Google to find your article.

Remember, this article should 'promote' your experience, expertise and unique therapy methods without the content being too 'selly'. Use 2-3 short lines at the END of your article to tell the reader WHAT TO DO NEXT (eg. visit your website, contact you via email/phone, subscribe to your newsletter, etc..)

1. Purpose of Your Article = Your Conclusion

Your conclusion should include your 'Call-To-Action' – e.g. Sign up for your newsletter



2. Article Key Points (x3)

KP 1 – Includes Details/Case Study/Facts/Testimonial & Optional Summary

KP 2 – Includes Details/Case Study/Facts/Testimonial & Optional Summary

KP 3 – Includes Details/Case Study/Facts/Testimonial & Optional Summary

3. Summary

Very concise and clearly stated i.e. 'To summarise' or 'In Summary'

4. Attention-Grabbing & Descriptive Headline

Includes main keyword(s) and targeted at your ideal client

5. Opening Paragraph

Tells the reader what your article is about - Addresses the 5 w's ; <i>why, who, what, when, where</i> .