

The Writers Block Antidote List

30 Blog Post Templates with Explanations and 120 Examples

1. Top *(Number)* Benefits/Problems of/with 'X'
2. Start a Contest
3. How to Get Started with 'X'
4. The Ultimate Guide to 'X'
5. Predictions Post
6. Things You Might Not Know About Me
7. Why I Don't Do/Use 'X'
8. *(Famous Person Guide)* To *(Blank)*
9. Case Study
10. Product Showdowns
11. 'X' Things You Must Do After *(Blank)*
12. How to *(Blank)* In *(X Number of Minutes/Hours/Days/Hours)*
13. Experiment Posts
14. Pillar Posts
15. *(Insert Desired Benefit)* That No One Talks About
16. Top *(Number)* Myths of 'X'
17. Things I Wish I Had Done Differently
18. Share Your Favorite Tools/Resources
19. Ask & Involve the Reader
20. How to Stay in Shape While 'X'
21. Share Your Thoughts on Industry Changes & Gossip
22. New Product Launch

23. Celebrate An Anniversary
24. Special Announcement Post
25. Year In Review
26. Daily/Weekly/Monthly/Yearly Goals
27. Tips For Beginners
28. Insider Interviews
29. Q&A Blog Post
30. Warning, Don't Make These 'X' Mistakes!

1. Top (*number*) Benefits/Problems of/with 'X'

Numbers sell! Top (*number*) lists are easy for readers to digest and very click-friendly on the search engines. Writing about either Benefits or Disadvantages within your niche is both fun and educational for both you and your readers!

Some examples could be:

- Top 10 Benefits of Daily Blogging
- Top 5 Problems With SEO
- Top 3 Benefits of WordPress
- Top 7 Problems With Email Marketing

2. Start a Contest

Set up a contest for you and/or your readers. Once it's completed, share the results. If you've involved the readers (highly recommended!), you could end the contest with some sort of giveaway.

IMPORTANT: Make sure that the giveaway is relevant and of value to your niche. If you're going to be offering the latest apple product because everyone wants it, you'll get subscribers that won't be of much value to your business (or reading your blog in the long term).

Some examples could be:

- Win 15 FREE T-SHIRTS and Change Your Entire Wardrobe in an Instant!
- Think You Know Bodybuilding? Write an Entry and Win 10 Supplements
- Share Your Favorite Blogpost and Get Featured!
- Share & Win Business Coaching (Valued \$1,000)

3 How to Get Started with 'X'

Write a beginner-friendly tutorial with actionable steps for beginners in your niche. This could possibly be very evergreen content.

Some examples could be:

- How to Get Started with Email Marketing
- How to Get Started with Blogging
- How to Get Started with Meditation
- How to Get Started with Outsourcing

4. The Ultimate Guide to 'X'

Write an in-depth tutorial to your industry and/or a specific part of it that visitors will want to share and come back to use as a reference. This is fantastic evergreen content!

Some examples could be:

- The Ultimate Guide to Blogging
- The Ultimate Guide to Freelancing
- The Ultimate Guide to Writing Reviews
- The Ultimate Guide to Market Research

5. Prediction Post

Share your predictions on upcoming industry changes. What's currently going on? Where do you think they'll lead? Not only will this mark you as authoritative, they're also a ton of fun!

Some examples could be:

- The Future of Cryptocurrency
- Email Marketing Is Outdated. Here's What's Next
- Why 90% of Content Will be in Video-Format in 3 Years
- Pinterest Marketing is the Next Big Hit. Here's Why

6. Things You Might Not Know About Me

These type of personal blog posts are usually a BIG hit among already hooked readers, but also for new readers to get to know you. Everyone loves a good relationship, all marketing is built around it. This is as good of a relationship-builder as it gets! Highly recommended!

Some examples could be:

- My 5 Biggest Secrets
- My Bucket List - Goals to be Accomplished Before Turning 50
- 25 Life Lessons From 25 Years of Living

- 30 Surprising Facts About Me

7. Why I Don't Do/Use 'X'

The title is definitely a hook, and the curiosity and possible controversy tend to not only grab readers attention, but also get them highly engaged!

Imagine a title such as "Why I Don't Use Facebook" is not only a controversy in itself, but creates immense curiosity as well. The title becomes hard not to click!

Some examples could be:

- Why I Don't Do Meditation
- Why I Don't Do Affiliate Marketing
- Why I Don't Do Outsourcing
- Why I Don't Use Facebook

8. (Famous Person) Guide to 'X'

This is a great example of a trendy post that can get you a ton of traffic!

Some examples could be:

- Elon Musk's Guide to Staying Productive
- Bill Gate's Guide to Faster Learning
- Warren Buffet's Guide to Investing
- "The Rock's" Guide to Becoming Fit

9. Case Study

Mark yourself as the leader within your industry by pulling out some shocking case studies that'll both shock your readers AND bring them a ton of actionable value! Some examples could be:

- How I Ranked nr 1 On Google
- How I Increased Website Traffic by 33% In 2 Days
- How a \$5 Ad Made Me \$2,000
- 1 Mail = 10,450\$

Remember to always use numbers when appropriate. They're make things more concrete and relatable!

10. Product Comparisons

Take two products and write a pros and cons list to compare the two. Make it both personal with your opinions and practical, showing their feature differences and what they mean.

Some examples could be:

- Mailchimp VS Convertkit
- Bluehost VS Siteground
- Amazon VS Ebay
- Upwork VS Odesk

You'll be providing your readers a ton of value by solving a possible dilemma for them, and guiding them in their most profitable direction.

11. 'X' Things You Must Do After *(Blank)*

This is a simple and popular type of blog post that'll always peak the curiosity of readers.

Some examples could be:

- 5 Things You Must Do After Waking Up
- 3 Things You Must Do After Work
- 2 Things You Must Do Before Bed
- 10 Things You Must Do After Setting Up Your Website

12. How to *(Blank)* in *(X number of Minutes/ Hours/Days/Weeks)*

Very similar to the Case Study, but with focus on time.

Some examples could be:

- How to Set Up Your Business In 1 Hour
- How to Create An Ad In 15 Minutes
- How to Find Peace in 3 Days
- How to Get Healthy in 2 Weeks

13. Experiments Posts

Everyone loves experiments! Both the journey and the results. But are they worth it? That's what's on everyone's mind. Let the readers know and you'll have avid followers to come!

Some examples could be:

- My 60 Days Social Media Detox Results
- What 30 Days of Eating Vegan Did to my Body
- My 14 Days Cold Showers Challenge
- I Tried Tony Robbins Morning Routine for a Week

14. Pillar Posts

Pillar posts are larger posts (usually 1,000 words and more) that brings a ton of value and prompts readers to share.

These can bring a ton of traffic and value to that traffic, not to talk of the shares. These could be Articles, How-To's, Tutorials, Explanations etc etc. These posts also tend to be and stay Evergreen for quite some time!

Some examples could be:

- A Closer Look at Building a Six Figure Business
- Email Opt-Ins Done Right
- The True Beginner's Guide to Yoga
- Successful Facebook Ads Principles That Always Works

15. *(Desired Benefit)* That No One Talks About

Everyone wishes to stay ahead. At the very least, get in on the 'secrets' that very few know of. This sort of blog posts play on this natural human curiosity. They're both irresistible to click and not read through!

Some examples could be:

- Converting Lead Magnets That No One Talks About
- Daily Habits That No One Talks About
- Weight Loss Principles That No One Talks About
- Productivity Strategies That No One Talks About

16. Top (*number*) Myths of 'X'

Every industry, niche, workplace etc has their fair share of myths that has developed over a longer period of time. Bringing clarity to these myths and misconceptions not only puts you ahead as a leader in your niche, but people also love the “insider” information of debunking!

Some examples could be:

- Top 5 Myths of Full-time Blogging
- Top 10 Myths of Online Dating
- Top 7 Myths of the Paleo Diet
- Top 3 Myths of Running

Remember, this'll likely bring controversy, which is great! Just stay humble and open.

17. Things I Wish I Had Done Differently

Similar to the Experiments Post, people love to see someone else make the possible mistakes before they go ahead and embark on any sort of journey. We're all afraid of failing! This post will feel like a life-saver to many, bring value and peak their interest.

Some examples could be:

- 5 Things I Wish I Knew When Starting My Business
- 10 Lessons I Learned From Losing 50lbs
- Top 10 Lessons Learned in 2019
- 7 Things I Do Differently In Marketing Today

18. Share Your Favorite Tools/Resources

This is a fantastic evergreen post where you can grab your favorite tools from your Resources Page, explain the benefits of them and bring your readers a ton of value! Don't be afraid of using affiliate links, just be transparent with it and always keep your reader in mind.

Some examples could be:

- 3 Tools That Bring 50% of My Traffic
- The 3 Tools That Frees Up My Time
- My Top 5 Must-Have Marketing Tools
- The 10 WordPress Plugins I Can't Live Without

19. Ask & Involve the Reader

Everyone wants to read a blog within their niche that brings value to them, and that they can relate to. What people can relate to even more is when they can actually engage in that blog! Engagement is KEY both for your success and theirs! Allow your visitors to go from readers to contributors by asking and involving them!

Some examples could be:

- What's Your Go-To Marketing Tools?
- Share the Turning Point of Your Business!
- "Why Would Anyone Go Vegan?" - Let's Compile the List Together!
- Your Nr-1 Social Media Platform?

20. How to Stay in Shape While 'X'

Health is all the rage, and it's mandatory not only for joy and success in life, but also for longevity in any business. Depending on your audience, you could exchange "in shape" with "healthy" or "fit". Share your favorite ways that you stay healthy and sane during low-points and long days to bring a personal touch while also helping your readers out.

Some examples could be:

- How to Stay in Shape While Building a Blog
- How to Stay Healthy While Freelancing
- How to Stay Fit While Building a Business
- How to Stay in Shape While Studying

21. Share Your Thoughts on Industry Changes & Gossip

This is a classic when it comes to creating trending posts! We're all naturally curious, but even more so when there are comments from someone who's deep within the field. This is your chance to grab a ton of traffic while also positioning yourself as an authority!

Some examples could be:

- The Truth About Facebook Ads
- Why Paleo Does NOT Work!
- The Big Multi-vitamin Scam
- Where the Future of Blogging is Heading

22. New Product Launch

Here's a great marketing tactic and blog-post idea! Create a pre-launch post of your product/service and give them a big nice taste of what it's all about. Then follow it up with

the launch post itself. This will hype your launch up big time, while also bringing value and preparing them for it.

Some examples could be:

- Announcement: Email Marketing is Dead - The Future of Marketing is Here!
- Launching our Latest Book (Preview Inside!)
- The Ultimate Digital Marketing Course Launch
- Coaching Now Available!

23. Celebrate An Anniversary

Making your blogging personal is key. As with most things in life, there will be ups and down. Share those! It will make you more human and relatable, while also offering solutions to your downs. With an Anniversary post you get to look back at what has been (for your blog, business, service etc), summarize it and share your lessons learned with success earned.

Some examples could be:

- 5 Year Anniversary Summary!
- 3 Years of Coaching Today - Lessons Learned
- 2 Years as Course Creators
- 3 Years Since the Book Release - the Results are In

24. Special Announcement Post

This sort of post could work as a reminder or marketing tool for anything that may be coming up. You'll want to use these posts to write about things that you may not normally write of. Or things that may happen infrequently.

Some examples could be:

- Attention! Blogg-Con is Coming Up!
- We're Getting Featured!
- My First Presentation Happens Next Week
- Our First Ever Webinar!

25. Year In Review

Similarly to celebrating an anniversary, except now we'll be summarizing the entire year in its totality! If you're a business owner, you'll want to summarize the ups and down, and finalize it with the lessons you've learned and grown from. Similarly if you're a blogger, except that you'll likely want to attach your top blog posts while analysing why they became so popular, and what has happened since. These posts tend to be VERY popular for your already existing audience!

Some examples could be:

- 2018 Review - Lessons Learned
- 2017 Ups and Down - What's Happened & What's Next
- 2019 Summarized
- A Look Back at 2016

26. Daily/Weekly/Monthly/Yearly Goals

This is a big one! Similarly to the experiments posts, everyone loves to watch others both succeed and fail, since it gives them valuable feedback on what to do without actually having to do anything. Set some goals while following them up with your progress! This could be daily updates with a monthly goal, or weekly updates with a yearly goal etc.

Some examples could be:

- 25lbs in 50 days - Day 10
- Daily Book Writing - Week 3 Report
- Meditate Everyday Update - Month 2
- My Journey To Running a Marathon Update

27. Tips For Beginners

Everyone loves short, quick, concise and actionable tips from people who've been in the trenches for longer than themselves. This could be all tips from you or summarized from others as well. Bullet-point lists tend to work very well here.

Some examples could be:

- 10 Tips to Start Blogging Today
- 5 Tips for Easier Yoga
- 15 Time Management Methods You're Not Using
- 7 Tips for Successful Marketing

28. Insider Interviews

A perfect opportunity to get viewpoints from inside the niche, that doesn't come from you! Do you have employees? Interview them! Are you getting help from anyone? Interview

him/her! Got any particularly dedicated readers? Interview them! You could make the interview a “behind the scenes” for your own business, or more so about the niche itself from someone else's perspective.

Some examples could be:

- How I Manage My Time (SPOILER: I Don't Do it Alone)
- Blogging Design Tips You Didn't Know Was Important
- An Interview With My Coach
- The Team Shares Their Thoughts!

29. Q&A Blog Post

These posts are SO easy to create while also so valuable! While potentially completely evergreen, they also tend to be trendy at the same time. I recommend asking your audience for question, scouring the comments section or if you don't have traffic yet, google “(your niche) FAQ” and Google will provide you with the most commonly asked questions.

Some examples could be:

- Make Money Online Q&A
- Successful Blogging Q&A
- Freelancing Q&A
- Setting Up a Business Q&A

30. Warning! Don't Make These 'X' Mistakes!

This is a real attention grabber! Completely depending on what you have to say and who your audience is, be careful with using such a strong headliner. While extremely effective, if it doesn't feel justified to the audience it may end up frustrating them for being "click-baited". Make sure to bring a TON of value here and make it worth their time and click!

Some examples could be:

- Warning! Don't Make These Blogging Mistakes!
- Warning! Don't Make These Marketing Mistakes!
- Warning! Don't Make These Business Mistakes!
- Warning! Don't Make These Travelling Mistakes!

Good luck! If you've got ANY questions we'll be in the Q&A!

Love

Robin & Jesper