

ESTD



2016

PERFECTLY planned content

BLOG TEMPLATE

Introduction - 1-2 paragraphs

FIRST HEADING

Content

- Use bullet points
- When you can
- To guide the reader's eye
- Down the page

SECOND HEADING

Content

Remember to keep paragraphs short - 2-4 sentences max. We don't want a wall of text for your reader to wade through!

THIRD HEADING

Content

FOURTH HEADING (IF NECESSARY)

Content

Call To Action - "book a call/schedule a meeting/contact me today/download my freemium" (where applicable)