

Blog Post Template #1: Listicle or Solution-Oriented Post

This is a versatile template; one that I personally use often. Readers love lists and skimmable content that's easy to consume. Depending on the subject and length of your blog post, some sections may need to be longer and some sections may not be relevant. Feel free to adjust the template to suit your needs.

Here's an example of a listicle or solution-oriented blog post: [10 Summer Self-Care Tips for People-Pleasers](https://livewellwithsharonmartin.com/summer-self-care-people-pleasers/) (https://livewellwithsharonmartin.com/summer-self-care-people-pleasers/)

1. Introduction (1-2 paragraphs)

You immediately want to grab the reader's attention. You can connect with them by asking a question, sharing an antidote or interesting fact. Here you're introducing the problem that the post will address.

Have you ever felt...?

Over sixteen million Americans suffer from depression!

2. Topic sentence(s)

In one or two sentences, summarize what the reader will learn from your blog post.

This article will help you identify the symptoms of major depression and provide you with five strategies for improving your mood and energy.

3. Define the problem (1-5 paragraphs)

Explain in more detail how and why this issue is important and how it's causing the reader distress.

Depression is a disease of the mind, body, and spirit. It has the potential to impact all areas of your life -- emotions, relationships, physical health, work, and productivity. The good news is that depression is very treatable; with proper mental health treatment, most people can effectively manage their depression. However, one of the struggles in treating depression is that the symptoms of depression (such as low energy, hopelessness, or insomnia) make it hard to do the things that will make you feel better.

4. Strategies or tips

Here you will present specific ways to remedy the reader's problem either in short paragraphs or a bulleted list. Be sure to explain why each strategy or tip might be helpful.

- *Spend time in nature....*
- *Challenge your distorted thoughts...*
- *Socialize with your friends...*

5. Summary (1-2 sentences)

Review what the reader has learned from your post.

Depression is a common mental health problem that can affect your mind, body, and spirit. Spending time in nature, challenging your distorted thoughts, and socializing with friends can be helpful strategies for alleviating symptoms of depression and helping you improve your mood and energy.

6. Hope (1-2 sentences)

Offer hope by reiterating that change is possible, giving motivational tips, or empathizing with their struggle. You may want to combine this with your summary into one paragraph.

Depression is a very treatable mental health problem; people do get better! It does take practice and patience, however. When you're putting a lot of time and energy into making positive changes, be sure to take extra good care of yourself and treat yourself with loving kindness.

7. Resources

If appropriate, list additional resources such as a crisis hotline, books you recommend, self-help groups, other blog posts, etc.

To learn more about natural remedies for depression, I recommend [The Best Book about Natural Remedies for Depression](#) by Dr. Jane Doe.

To find a qualified mental health professional in your area, contact The World Depression Association. Or if you're feeling suicidal or are in crisis, please call The Depression Hotline at 1-800-111-1111.

8. Call to Action

Invite the reader to connect with you further. Popular calls to action are joining your email list, scheduling a consult, sharing your blog post, or buying a product.

To learn more about depression, join my mailing list and receive weekly updates, tips, and resources.

Blog Post Template #2: Round-Up Post

A round-up is a way to compile multiple blog posts into one post. It's a great way to bring more traffic to older posts and it's useful for readers to have multiple posts on a topic altogether in one place. Common types of round-ups include best-of lists, favorite tools or posts, and expert round-ups.

Here's an example of a round-up blog post: [Top 10 Article about Codependency and Self-Esteem](https://blogs.psychcentral.com/imperfect/2017/12/top-10-articles-about-codependency-and-self-esteem/)
(<https://blogs.psychcentral.com/imperfect/2017/12/top-10-articles-about-codependency-and-self-esteem/>)

1. Introduction (1-2 paragraphs)

You immediately want to grab the reader's attention. You can connect with them by asking a question, sharing an antidote or interesting fact. Here you're introducing the problem that the post will address.

2. How the round-up will help the reader

In one or two sentences, summarize what problem the round-up will solve or what the reader will learn from this blog post.

3. List the blog posts

Link to 5-10 blog posts on the same topic. They can be on your blog or on other websites. Include a sentence or two about the benefit of each link. For maximum impact, include an image to accompany each link.

4. Summary or conclusion

Summarize what the reader learned or how they benefited from this post.

5. Call to action

Invite the reader to connect with you further. Popular calls to action are joining your email list, scheduling a consult, sharing your blog post, or buying a product.

Blog Post Template #3: Share a Media Interview

You can maximize the impact of a media interview by writing a short blog post to highlight it. This also works great if you host a podcast or YouTube show.

Here's an example of a blog post that showcases a media interview: [Learn More about Codependency](https://sharonmartincounseling.com/codependency-podcast-counseling-san-jose/) (https://sharonmartincounseling.com/codependency-podcast-counseling-san-jose/)

1. Introduction (1-2 paragraphs)

Entice the reader with a question or sentence or two that describes the problem you'll be helping them solve. Tell the reader what the interview is about and who the interviewer and interviewee are.

Are you tired of worrying about what everyone else wants and needs? Do you feel like no matter how hard you try and how much you accomplish, it's never good enough? If so, you'll want to tune into my interview with Elizabeth Cush, the host of The Woman Worriers podcast. We recently had a fabulous conversation about the connection between anxiety, codependency, and perfectionism.

2. What's covered in the interview

Highlight the main issues discussed in the interview. You can do this in paragraph or list format. Remember, don't share too many details because you want them to listen to the interview for the meat of the conversation.

Listen to this episode of Woman Worriers to learn:

- *How society sets up women to be codependent*
- *How people-pleasing fuels resentment — and what happens when you ignore your negative feelings*
- *Why learning to set boundaries is so important — and so difficult*
- *Why “How do I feel?” is a critical question*
- *The communication skills you need to regain balance in your life*

3. The interview

Embed or link to the interview.

4. Summary/Conclusion

Summarize what the reader learned or how they benefited from this post.

5. Call to action

Invite the reader to connect with you further. This could include subscribing to or reviewing the podcast, joining your email list, scheduling a consult, sharing your blog post, or buying a product.