

GLOW UP, GYRL

# 15 Blog Post Formulas

To create compelling and clickable blog posts.

glow up, gyrl



# 15 Blog Post Formulas

Use these 15 formulas to create compelling and clickable blog posts. Each formula represents a different type of blog post.

## 01

### How To Guides and Tutorials

Guide your readers step-by-step through a particular process, showing them how to achieve a desired outcome.

## 03

### Listicles

Create a very large list of items that are relevant to your readers.

## 02

### Checklists

Help your readers remember everything they need to about a particular subject by creating an in-depth checklist.

## 04

### Case Studies

Show your readers how you or one of your customers achieved success during a specific timeframe.

## 05

### Profiles and Interviews

Profile or interview someone who would be of interest to your readers.



# 06

## The Expert Roundup

Gather a large number of opinions from experts on a particular subject and compile them into a single post.

# 07

## Reviews and Comparisons

Review a product or compare two different products and let your readers know which one is better, and why.

# 08

## Quote Roundup

Gather a large number of quotes that are all related to one topic and compile them into a single blog post

# 09

## Resource Roundup

Provide links to a large number of resources that are all related to a specific subject.

# 10

## Behind The Scenes / A Day In The Life

Take your readers behind the scenes of your life and business, giving them a snapshot of what a particular day looks like.



# 11

## Data-Backed Posts

Either do original research and write about it or write something based on research done by others.

# 12

## Inspirational Stories

Tell your readers an inspirational story that is related to your business and furthers your business objectives.

# 13

## Frequently Asked Questions

Answer questions in your blog post that you are frequently asked either in person or via email.

# 14

## Top Takeaways

Provide your top takeaways from a particular book, conference, podcast, movie, or other item.

# 15

## Beginner's Guides

Create how-to posts that guide beginners through a particular set of actions or process.