



5-Step Blog Blueprint

Paragraph 1: Lead with the story, the hook, the personal, **specific** part. Think of sitting down with a friend and saying, “Wait until you hear what happened to me....”

Paragraph 2: Give the message; deliver the nugget of gold. In one sentence, what is the point you are making?

Paragraph 3: Pull back the lens and generalize; broaden the message to include others, not just you; quote experts, or support your message with additional material.

Paragraph 4: Circle back to your lead story. What part of your opening story or anecdote stayed with you? How did you apply the lesson from paragraph 2? (This step is optional and may not always fit, but it’s a nice way to reinforce your point.)

Paragraph 5: End with a call to action, a question, or even an open-ended thought-starter.

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