## Post Title - This is where you write an eye-catching headline.

This is where you'll want to write your introductory paragraph. In three to five sentences, tell the reader what this article is about. You might share why you wrote it or what you hope to accomplish by writing it.

I often start this section with a question like, "Have you ever tried to \_\_\_\_\_\_\_\_\_\_\_ and couldn't find the right tool?" Then I say, "Me too, so I researched the top ten tools for \_\_\_\_\_\_\_\_\_\_\_\_\_ and here they are. This should save you some serious time and frustration."

Another way to start this section is with an anecdote like, "When I was a kid, I used to love to play around with the tools my dad kept in the garage. It's amazing what you can create with enough electrical tape, wood glue, and left over hardware from the mayonnaise jar on the shelf.

The only problem was that I usually forgot to put the screwdrivers, wrenches, and pliers away until I heard my father ranting about how he could never find the tools he needed."

There are dozens of ways to start this section, the point is that it should be short, somewhat entertaining to capture the reader's attention, and tell him what to expect in the paragraphs below.

## First Heading - Try to use your main keyword in this heading if you can and format it as at least a Heading 3.

**1) First Item on Your List** - This is the first item on your list. You should make it's name bold, and well-spaced from the content around it for maximum readability. You can number it or not. If there is no particular priority assigned to the items on your list, I wouldn't number them so as not to create any confusion. If you do choose to number them you can go from 1-10 or backwards Letterman-style from 10-1. Both approaches are fine.

**2) Second Item on Your List** - If your list is made up of items like web tools, software, or physical products, you'll need to describe the features, why you chose this one, and why your reader should consider choosing it.

**3) Third Item on Your List** - If your list is made up of reasons, tips, or advice, you should explain where you learned this information and how it has made a difference for you. Then share why you believe that it will make a difference for your reader.

**4) Fourth Item on Your List** - Why does this item belong on your list?

**5) Fifth Item on Your List** - Do you use it personally?

**6) Sixth Item on Your List** - What problem does it solve for you?

**7) Seventh Item on Your List** - What are the three best things about it?

**8) Eighth Item on Your List** - What drawbacks have you or others experienced?

**9) Ninth Item on Your List** - How will it benefit the reader to know about this?

**10) Tenth Item on Your List** - Be brief and to the point so your reader can quickly absorb the benefit of your writing and move on the the next item.

This is your wrap-up paragraph where you sum up all that you've said. Here you should restate the purpose of the article from the first paragraph and describe how sharing your list addresses this purpose.

This should be a short paragraph of three to five sentences in length. You can use it to announce upcoming topics, offers, or events.

You can also use it to deliver a call to action where you ask the reader to do something like subscribe, like, share, register, purchase, or come back again.

***Finally use this last sentence to ask for comments. Ask your reader what his or her experience has been or if they know of anything that should have been included in this list. Then ask them to share a comment and join the discussion. I usually place this paragraph in italics to set it apart a bit.***