

eBook Article Template

Title:

(hint: answer to a customer question. Example title - “Step-by-step to your first eBook.” The customer question in this case could be, “What steps are involved with writing an eBook?”)

Opening paragraph:

(hint: what will I learn at the conclusion of this article?)

Major point I:

(hint: start with the basic concepts. Definitions, terms, etc. Remember, you’re writing for someone who knows nothing about what you’re saying. Make things as simple as possible.)

Major point II:

(hint: give the reader more detail about the answer. Anecdotes about your customers, example of solutions to problems.)

Major point III:

(hint: give the reader some key takeaways to remember. How does this apply in real life to him or her?)

Conclusion and call-to-action:

(hint: now that the reader has learned from you, what should he or she do next? Include a brief summary of what you’ve taught.)

