Blogs

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Blog Brief Template

This is a really thorough article about developing content briefs.

Blog Title	Descriptive and must include focus keyword
URL	• Grab keywords from title to create an easy-to-find URL • Should be self-descriptive • Try take out stop words (and, the, but, can, etc) from title and keep larger keywords. • Try avoid numbers
Identify User intent	What is the user expecting to find by reading this blog?
Context/ Pitch/Big idea	• No piece exists in a vacuum, so the brief must offer practical contextual information. (naturally refers to other related JFP blogs) • The info required changes depending on format—for example, what a writer needs to create a blog is different from what they need to produce a video script. • If you're briefing a keyword-based piece, this section would include primary and secondary keywords, search intent, and a list of internal links to and from other relevant content.
Focus Keyword	This should be in your title, body copy, and meta data. There should only be one focus keyword per blog. There should never bees 2 blogs using the same focus keyword (this causes cannibalism)
Supporting Keywords	List at least 5 secondary keywords that will help support your content in ranking
Blog Objectives	Each new piece must fit within the larger narrative of JFP. This brief clearly illustrates the company's goal for the piece, its unique take on the topic, and how the company itself and its products/services fit into the story.
Competing blog articles	List URL of good quality URLs that we can glean from

Internal links	List internal links to blogs and other pages owned by JFP that would support your writing. Try to aim for at least 5 internal links. Search for existing JFP blogs on Google –-> In the search bar type in “site:jesusfilm.org/blog/ [insert topic]”
External links	Find at least 3 external links (non-JFP URLs) that would support your content points.
Audience	Believer (needs to be more specific) All briefs should start from the audience, since they are the reason you’re creating something in the first place. This version begins by summarizing who the audience is, their jobs-to-be-done, and what they should take away from the piece.
Technical Level	Beginner/Entry-level
Blog Content Type	E.g. how-to guide
Blog Deliverables	~2,500 word article, images, videos, etc
Blog Outline	Link to the blog outline when it is completed
References (external links)	
Content Category (i.e. missional living)	
Call to action	

Blog Template: Comparisons

> This is a template for writing "comparisons" for blogs. Use these section to organize and optimize your blog writing.

Title

- I.e. [ABC] vs. [XYZ]: Which [Item] is Better?
- E.g. Difference Between KJV and NKJV Bible Versions

Introduction

- Brief overview of the items being compared
- Mention your JFP subtly, if applicable
- Explain not what you’re going to cover, but what readers will get out of your post

ABC vs. XYZ at a glance

[Create a comparison table with key features and ratings]

Feature	ABC	XYZ
Feature 1	□□□□□	□□□□
Feature 2	□□□	□□□□□
Feature 3	□□□□□	□□□
[Best for]	[User type/use case]	[User type/use case]

Etc	Etc	Etc

Key Differences

1. Difference 1

- Explanation for Competitor 1
- Explanation for Competitor 2

2. Difference 2

- Explanation for Competitor 1
- Explanation for Competitor 2

3. Difference 3

- Explanation for Competitor 1
- Explanation for Competitor 2

Feature Comparison

Feature Category 1

- Competitor 1: Description
- Competitor 2: Description
- Our take: Brief analysis

[Optional: Add image, video, social media embed, or screenshot to illustrate real life reviews and experiences]

Feature Category 2

- [Competitor 1: Description
- Competitor 2: Description
- Our take: Brief analysis

[Optional: Add image, video, social media embed, or screenshot to illustrate real life reviews and experiences]

Feature Category 3

- Competitor 1: Description
- Competitor 2: Description
- Our take: Brief analysis

[Optional: Add image, video, social media embed, or screenshot to illustrate real life reviews and experiences]

User Experience and Interface

- E.g. Comparison of user interfaces
- E.g. Ease of use for different user types

Customer Support and Resources

- Comparison of support options
- Available resources (documentation, tutorials, community)

[Optional: Add image, video, social media embed, or screenshot to illustrate real life reviews and experiences]

Use Cases

When to choose ABC

- [Scenario 1]
- [Scenario 2]
- [Scenario 3]

When to choose XYZ

- [Scenario 1]
- [Scenario 2]
- [Scenario 3]

Alternatives to consider

- Introduction to your brand's offering
- How your product/service compares to the competitors discussed
- Unique selling points of your brand
- Call-to-action to try or learn more about JFP

Final thoughts

- Summary of key points
- Recommendations based on different user needs

Blog Template: Expanded Definitions or Topics

> This is a template for writing "Expanding on definitions or topics" for blogs. Use these section to organize and optimize your blog writing.

Title

- What is [Concept]? [Brief/Quick/Detailed] Explanation
- E.g. What is Salvation? A Thorough Explanation
- Start with “what is/are” questions
- Establish credibility
- Add context

Introduction

- 1-2 sentence definition, including bolded keywords (helps to earn visibility in Google).
- Keep it short

Why [topic] matters

Explain the importance and relevance of the concept in 2-3 paragraphs.

How [topic] works

Provide a concise explanation of how the concept functions or its process.

What are the key features of [topic]?

List and briefly explain the main features of the concept.

Feature 1

Short explanation and example.

Feature 2

Short explanation and example.

Feature 3

Short explanation and example.

How to use/approach [topic]

Provide practical advice on how to use or implement the concept.

Audience question 1?

Address 3-4 frequently asked questions about the concept, based on audience research. Provide concise answers upfront for more chance of appearing in a SERP feature.

Audience question 2?

Address 3-4 frequently asked questions about the concept, based on audience research. Provide concise answers upfront for more chance of appearing in a SERP feature.

Audience question 3?

Address 3-4 frequently asked questions about the concept, based on audience research. Provide concise answers upfront for more chance of appearing in a SERP feature.

Final thoughts

- Summarize key points in 2-3 sentences.
- Encourage readers to implement or learn more.

Blog Template: Lists & Listicles

> This is a template for writing "lists or listicles" for blogs. Use these section to organize and optimize your blog writing.

Title

- I.e. [Number] [Topic] [Tips/Ways/Techniques/Tools/Reasons] for [Desired Outcome/Audience]
- E.g. Top 10 Christian Bibles Study Resources to Grow Your Faith

Introduction

- Keep it short
- Establish trust and expertise in 2-3 sentences
- Explain not what you're going to cover, but what readers will get out of your post

1. [Benefit-Focused List Subheading]

E.g. Capture trending traffic by stealing Top Stories keywords from your rivals

Explanation of the first point.

Include:

- why it's important
- how to implement
- real-world example or case study

[Add image, video, social media embed, or screenshot to illustrate the point]

2. [Benefit-Focused List Subheading]

Explanation of the second point, following the same structure as above

[Optional: Add a relevant quote from an expert or statistic to support your point]

[Optional: Add a “Pro tip” related to this point to make post even more actionable and break up text]

3. [Benefit-Focused List Subheading]

Explanation of the third point.

[Optional: Include a step-by-step mini-list if this point requires a process explanation]

1. Step one
2. Step two
3. Step three

...

X. [Benefit-Focused List Subheading]

Explanation of the final point in your list

Conclusion/Wrapping up

- Summarize the key takeaways from your list.
- Add one or two final, actionable tips that readers can implement immediately.
- [Optional: Include a question to encourage comments and engagement]
- Add a call-to-action or link to a related resource.

CTA

Example CTA:

Want to learn more about growing your faith? Check out these related articles:

- ?????
- ?????
- ?????

Blog Template: Writing a Beginner’s Guide

> This is a template for writing "Beginner guides" for blogs. Use these section to organize and optimize your blog writing.

Title

- I.e. [Topic] for [Beginners/Noobs/Dummies]: The [Complete/Essential/Ultimate] Guide
  - E.g. A Simple Guide To Reading and Understanding The Book of Matthew
- Reinforce why they need to know this
- State that it’s for beginners/Noobs/new users, etc
- Keep it simple (use shorter sentences and keep fletch reading score)

Introduction

- Hook sentence or interesting fact to grab attention
- Encourage readers that the topic is manageable
- Provide a quick overview of what they'll learn

What is [topic] and why is it important?

- Clear, concise definition
- Brief history or background (if relevant)
- Key concepts or terminology

- Explain the significance of the topic in simple terms and give real-world applications.

What are the key components of [topic]?

Component 1

Explain the first key component

Component 2

Explain the second key component

Component 3

Explain the third key component

What are the benefits of mastering [topic]?

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

Key things to know about [topic]

Best Practice 1

- Explanation and implementation tips
- Examples

Best Practice 2

- Explanation and implementation tips
- Examples

Best Practice 3

- Explanation and implementation tips
- Examples

How to get started

Step 1:

Provide detailed instructions for the first step

Step 2:

Provide detailed instructions for the second step

Step 3:

Provide detailed instructions for the third step

Common mistakes to avoid with/in [topic]

Mistake 1:

Explain the mistake and how to avoid it

Mistake 2:

Explain the mistake and how to avoid it

Mistake 3:

Explain the mistake and how to avoid it

Top tools for [topic/audience]

- [Tool 1]: [Image/screenshot/video/quote/review]: [Brief description]
- [Tool 1]: [Image/screenshot/video/quote/review]: [Brief description]
- [Tool 1]: [Image/screenshot/video/quote/review]: [Brief description]

Helpful resources to learn more

- [Resource 1]: [Brief description]
- [Resource 2]: [Brief description]
- [Resource 3]: [Brief description]

Wrapping up

Summarize and offer a couple of unheard tips, quotes, or insights. Offer some final encouragement, and link to further resources:

Further Reading

- [Related article 1]
- [Related article 2]
- [Related article 3]

Blog Template: Writing a How To / Detailed Guide

> This is a template for writing "How To's" or "Detailed Guide" for blogs. Use these section to organize and optimize your blog writing.

Title

I.e. How to [*Achieve Desired Outcome*] in [*Number*] Steps

E.g. How To Become More Confident Of The Bible's Accuracy

Tips

- Mention the desired outcome - Audiences desired goal/objective
- List the number of steps

Introduction

- Hook to grab reader's attention
- Write in a way that connects with your audience
- Show you understand the problem e.g. personal experience/anecdote, or analogy
- Present the problem this guide will solve
- Show proof you have the solution
  - Tree of thought (concept is from prompting, but can be used for writing)
  - Chain of thought (concept is from prompting, but can be used for writing)
  - (link to external sources, quote others, use logic in your explanation

You can also include:

- Who is this guide for?
  - Describe the target audience and their skill level
- What you'll learn
  - [Key takeaway 1]
  - [Key takeaway 2]
  - [Key takeaway 3]

Why You Can Trust Me/Why I Am A Reliable Source

Use the PSP (Problem-Solution-Proof) formula to establish credibility

- Problem: Show you understand the issue
- Solution: Briefly present your solution
- Proof: Demonstrate your experience and success in solving the problem

Step 1: [present tense verb]

- Detailed explanation of this step
- Tips or best practices for this step
- Common pitfalls to avoid
- [Add images, videos, embeds, or screenshots to illustrate the step]

Step 2: [present tense verb]

- Detailed explanation of this step
- Tips or best practices for this step

- Common pitfalls to avoid
- [Add pro tips, images, videos, embeds, or screenshots to illustrate this step]

Step 3: [present tense verb]

- Detailed explanation of this step
- Tips or best practices for this step
- Common pitfalls to avoid
- [Continue with additional steps as needed]
- [Add pro tips, images, videos, embeds, or screenshots to illustrate this step]

Final thoughts

- Quick summary of the process taught in the post
- Reinforce the benefits of following this guide
- Encourage the reader to take action

Next steps

- Suggest related topics or advanced techniques to explore
- Call-to-action for further engagement (e.g., subscribe to newsletter, check out related products)

Blog Template: Writing Thought-leadership & Opinion Copy

> **This is a template for writing "Thought Leadership or "Opinion" blogs. Use these section to organize and optimize your blog writing.**

Title

- I.e [Provocative/Contrarian Title: State Your Main Argument]
  - E.g. What does it mean to “carry your cross”? Are You Doing It?
- Use a provocative, contrarian, or surprising statement (not click-bait)
  - Check out stfo.io
- Include non-typical language and to capture attention
- It is important to show credibility (especially with opinions pieces)

Introduction

- Open with a hook highlighting a familiar scenario or common belief in your industry
- Briefly state your contrarian or thought-provoking stance
- Hint at the risks or flaws of the topic

Outline the current state of things

- Describe the prevailing wisdom or practice right now
- This is one of the few times where you can use industry jargon or familiar phrases. It’s a good way to create a shared experience and platform your expertise
- Give examples of how things are typically done

Tease the immediate risk

- Describe a significant, immediate risk of the common practice
- Tease the impact on a real-world person/brand/industry/thing example to illustrate the point – but withhold the details of how it happened until later on

Outline the problem

[Problem 1] Start building in more tangible evidence

- Make a bold, declarative statement in the H2
- Describe the problem from different angles so readers can get to grips with your argument
- Include metaphors, analogies, or thought experiments to make your point more readable

[Problem 2] Start building in more tangible evidence

- Make a bold, declarative statement in the H2
- Curate compelling data, stats, or visuals to support your argument
- Return to your real-world example/case study from earlier and tell the full story of why/how they were impacted
- Feature quotes from others who share similar views

Dive into the far reaching implications

- Make a bold, declarative statement in the H2
- Broaden the scope to discuss how this practice affects entire groups/tribes/industries/countries etc.
- Discuss the potential long-term negative effects of the practice
- Draw comparisons with related concepts or scenarios
- Use hypotheticals or projections to illustrate your point
- Include tweets or quotes from industry leaders to add credibility

Suggest the counterintuitive solution/alternative approach

- Make a bold, declarative statement in the H2
- Propose a better way of doing things
- Explain why it works, despite seeming counterintuitive
- Offer actionable tips/a framework for implementing your suggestion
- Encourage experimentation and adaptation

Address objections

- A rhetorical question, or bold, declarative statement in the H2
- Anticipate and address potential criticisms of your approach
- Use analogies or comparisons to make your point more relatable
- Reinforce the benefits of your solution

Final thoughts

- Summarize your main points
- Reinforce your central/counterintuitive argument
- End with a thought-provoking statement/question

Further Reading

- [Related article 1]
- [Related article 2]
- [Related article 3]

Blog Writing Guidelines and Checklist

Resources

What makes quality content? - Blog

Blog Writing Templates

- Brief
- Writing a How To / Detailed Guide
- Writing a Beginner's Guide
- Writing Thought-leadership & Opinion Copy
- Expanded Definitions or Topics
- Comparisons
- Lists & Listicles

Checklist

Writing Guidelines	**Description**
Who is the intended audience	• At the very least must be believers. • What are they expecting, what do they like/dislike, what content suits their needs best, etc. Write to them specifically.

Use only 1 <h1>	• <h1> mean "title" • <h1> is a title. Like a book, there should only ever be one title for each blog post
Use <h2> for sub headings	There should be several <h2> subheadings for every blog piece
Use <h3> for sub-sub headings	<h3> should be used for sub-sub headers (optional)
Link out to at least 3 external resources	• Link out to websites that are not JFP properties • e.g. Authors, bible verses (e.g. Bible Gateway), other relevant blogs, etc. • These external links should open in a new tab (done automatically)
Link to at least 5 internal resources	Link to JFP content e.g. videos, blogs, etc. Try to drive traffic to other blogs. Must NOT open in a new window. Search for existing JFP blogs on Google –-> In the search bar type in "site:jesusfilm.org/blog/ [insert topic]"
Include a featured image	A featured image is the image that is used to be shown on the blog page (represents the blog you wrote). Get legally free images to use: Pexels.com , Unsplash.com
Include at least one other image or video	Include other relevant images or video within the blog post to help break up the content and provide supplementary media. This exudes the 'featured' image.
Word count	Try to write at least 2000 words. More words allows for better understanding of context. Allows for more natural inclusion of relevant keywords. This is dependent on the blog type. E.g. a listicle blog would not need 2000 words
Make it scannable for easy reading	You should use consistent formatting throughout, break up long paragraphs for better readability, and use bold text to highlight key points. Use numbered lists and bullet points. Keeping reading level between grade 3 to 9. Use Hemingway Editor for gauge.
Include bullet points or numbered lists	Every blog post should include at least one list (bullets or numbers). Important for skim-ability.
1st paragraph/Intro	The first paragraph needs to identify what the blog is about and what the users should expect to get from it. Very important. Keep intros fluff free. Keep it short and focus on establishing your expertise or the post's value.
Answer real user questions:	Find and answer relevant questions people are asking about the topic. Use keyword research provides from SEOs.

Title should be descriptive	Longer titles that are more descriptive resonate better with users. It provides clear context before the user has to start scrolling.
Offer content variety	Use examples, case studies, or statistics to support your points, and add visuals to break up text and illustrate concepts.
Be objective	Maintain an objective tone throughout. Present facts and features without bias.
Write YOUR opinions in YOUR voice	While you represent JFP, it is important to share your personal view. This is important for SEO because it differentiates our content from others. Don't be afraid to show personality through your own style of writing. People trust people, people don’t trust companies.
Back up your opinion with evidence	Challenge conventional wisdom, but back up your claims with data, expert opinions, and case studies. Your opinion matters but it should have proof. (Credibility)
Use analogies	Draw comparisons between more tangible topics to help readers understand complex ideas. Jesus used parables, we use analogies.
Encourage engagement	Use pull quotes to encourage social sharing of your key points.
Offer practical tips	Give readers actionable steps to implement your ideas, even if on a small scale.
Trustworthiness	Incorporate the problem-solution-proof formula to establish credibility, prove why your tips work, and why you/JFP should be trusted. Try to create credibility.
Try include IRL experiences	Try to center first-hand experience through personal anecdotes, quotes, reviews, or interviews. This adds value for readers making decisions.
Include a CTA	List posts (especially tool based ones) are inherently actionable, and will make a reader want to go away and do something. Show them the way, with an unmistakable CTA. E.g. sign up for email.

Guest Post Guidelines for Guest Authors

Your “About the Author” bio

- **A short bio**: Please keep this to 70-75 words max. Imitate the style of any you see on the JFP blog page.
- **A hi-res image of yourself**: It should be a square. Dimensions: minimum 300x300 pixels.

The basics

- An ideal length for a typical blog post is **2,000-2,500 words or more**.
- Your blog **title should be descriptive and specific**. Readers appreciate a title that clearly indicates what is being covered in the post. Avoid teaser titles.
- Create a **brief introductory section** (3-4 paragraphs max) with a final “thesis statement” at the end.
- Who the speaker is (through context clues) and the target audience should be immediately apparent. A concluding sentence at the end of the blog is encouraged.
- **Provide statistics** (if applicable) and **cite your sources (hyperlinks preferred)**. Include credible, external sources to link to on the web that support your argument.
- Aim for simplicity and **skimmability** of your blog post.
- **Write at a 6th-8th grade reading level** and no higher. Use the **Hemingway app**. Show you’re a real person, *not AI*, by including anecdotes and real-life examples.
- Break up your post into several **sections, with headings and subheadings** to clearly convey (no teasers) what each section/subsection covers. Each section/sub-section header should be

easy
to scan in the table of contents.
- Create plenty of white space by **avoiding lengthy paragraphs**.
- Include **bulleted and/or numbered list** for important points.
- Keep your **topic focused and on track** from beginning to end.

General content guidelines

- **An overall theme/topic will be provided**. Cover the theme in your voice and style, lending it an angle
that’s unique to you. Niche is good! We will help shape the content to align well with our content
calendar and blog strategy. We will also suggest bolded content and callouts (quotable, will appear in
large red text).
- Allow user intent to guide your content. Consider:
  - Who is your audience? What is the audience's question/problem? Your blog should provide
  answers.
  - Why should readers care about this content? Ensure you hold their interest.
  - Focus not only on what you want to say, but what the audience needs/wants to read. Use the
  keyword research provided.
- If appropriate, we may provide keywords to include during the drafting and revision process. We will also look for opportunities to link to other Jesus Film Project blogs and internal links from your blog post.