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]

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