



## GUIDE

# How to write a blog post using storytelling

Storytelling structure for crafting irresistible blog posts.

The secret of storytelling lies in structure and language. For a successful blog post, you have to adapt the language to the customer and the structure of the storytelling to the customer's problem.

Before you start writing your blog post think about:

## Define your hero

First, define your hero, aka your customer. The more precise the picture of your customer is, the greater the chance of arousing his interest with your blog post.

### **Define your customer as best you can::**

*How does he inform himself?*

*In which environment does he work?*

*What language does he speak (what are his buzzwords or no-go's in your industry)?*

## Post Title: Focus on the problem

Post titles should always reflect the problem you're solving. Sometimes you may be able to allude to the solution as well, but this is a problem first approach.

### **Titles for this template include terms like :**

*"How to," "10 Steps," "3 Secrets," "5 Tips," or "The Ultimate Guide to \_\_\_\_."*

**Ideal length of a blog:** 2,000 to 2,500 words.

Now you have your hero and a problem focused title, it is time to start writing your post:

## Storytelling blog post structure

### Part 1: Identify the problem

The first step to write a better blog post is to write your lead, the hook of your story where your job is to grab the attention of the reader.

How do you hook your reader? Identify a problem that your reader desperately wants solved.

**Length:** one to three paragraphs.

#### How to identify a problem?

**Urgency:** Think of the deadlines and coming events, changes in the industry. Make sure it sounds urgent.

**Relevance:** Find out what problems your customers are having and identify an issue that affects as many customers as possible.

**Save costs:** If you offer a solution to a problem that saves your customers money, you're sure to get 100% attention.

### Part 2: Make the problem personal

The next step is to make the problem personal, either by making the problem seem even worse or by telling your unique story in relation to the problem.

You're bringing your fresh take on how to solve it because, yes, you've been there, too.

**Length:** two or five paragraphs.

#### To summon the emotion to tell your story use:

**Empathy**, because empathy is a feeling that creates a deep connection. Empathy strengthens client relationships. By empathising with our customers' situations and experiences, we can improve our customer relationships and make a positive impact.

### Part 3: Tell a solution story

Now that you've talked about the problem and made the problem personal, talk about how the solution to that problem was discovered.

**Length:** three to five paragraphs.

**Note:** You're not giving the solution to your problem yet, just talking about how one person, maybe you, discovered the solution.

This is a great place to use **Authority**. So, what proves the credibility of your brand? Case studies, customer testimonials, or your own story about how you discovered the solution to the problem.

## Part 4: Solve the problem in a step-by-step guide

At last! This is where you finally explain the solution to your reader's problem.

What the mentor needs most is a plan, because you need to convince your client that your plan offers the best solution to their problem.

### How to keep interest until this point?

*Most people start their post with the solution. However, that's a huge mistake. Make sure that you don't get into the solution, the core points of your post, until you're halfway through the article.*

**Length:** *minimum of three paragraphs, depending on your post length*

## Part 5: Call-to-action (CTA) — time for conclusion

The element that brings you sales and therefore must not be forgotten. Your blog post should definitely end with a call-to-action. Tell your customer exactly what next step you expect them to take. Assimilating your call to action with your conclusion is a smart way to tie up your blog with purposes.

### You have to show customers how to put their problem solving into action. A call-to-action must be clear, such as:

*Buy now*

*Book a consultation*

*Call now*

*For retailers: Buy a product*

*For consultants: Book an appointment*

*For agencies: Arrange an audit*

**Length:** *one to three paragraphs.*

## Part 6: P.S. You're not quite done

A blog post is never finished until you've added a question to stimulate discussion. Think of one insightful question that will move readers to reflection, and also hopefully engagement in a communal reflection with other readers in the comments.

### Examples:

*What are your thoughts on [topic of the blog post]?*

*What challenges have you faced in relation to [the topic]? Let's discuss possible solutions together.*

*How has [the topic] personally affected you or your work?*

*Remember, the key is to make the questions open-ended, inviting readers to share their thoughts and engage in meaningful conversations.*

**Length:** *one or two sentences.*

## Create content for success

Creating a compelling and impactful blog post doesn't have to be a daunting task that consumes an abundance of resources and time.

At Demodia, we bring together the art of storytelling with our extensive expertise in content creation. We can guide you on how to harness the potential of storytelling leaving a lasting impression on your customers. Schedule an appointment with us today and discover the impactful role storytelling can play in your business.

Just go to [demodia.com](https://demodia.com), to hire a coach that will show you how to increase the effectiveness of your content creation and find an easier way to grow your business.

Contact Demodia today for [a free consultation](#)  
[info@demodia.com](mailto:info@demodia.com) | [demodia.com](https://demodia.com)



E-mail [info@demodia.com](mailto:info@demodia.com) Web [demodia.com](https://demodia.com)