

The Blog Post Structure Guide

Good posts are structured before they are written. The writing feels hard when the structure is missing, because you are making two kinds of decisions at once: what to say and where it goes. This guide separates them with a **five part spine** that works for a personal blog, a LinkedIn post, a team publication, or a company content programme. Master the spine and you can write fast without writing thin.

FOR INDIVIDUALS

A repeatable outline for posts that build your professional reputation instead of just filling your feed.

FOR TEAMS

An editorial checklist that makes peer review fast and specific, so feedback stops being looks good or silence.

FOR COMPANIES

Content standards that keep twenty writers sounding like one publication, with an evidence policy that protects the brand.

01 The five part spine

PART	JOB IT DOES	TEST IT MUST PASS
Headline	Makes one specific promise to one specific reader.	Could anyone else have written this exact headline? If yes, sharpen it.
Hook	First two or three sentences: proves the promise is real and the writer is worth thirty seconds.	Does it contain something concrete: a number, a scene, a claim someone could dispute?
Spine	The argument in two to four moves, each with its own subheading. This is the post.	Read only the subheadings. Do they carry the argument alone?
Evidence	Each move earns belief: data, a worked example, a named experience.	Every claim has a source the reader could check or a story specific enough to be checkable.
Turn	The ending gives the reader one thing to do or one thing to disagree with.	Is the last paragraph an action or a position, not a summary?

02 Headline formulas that keep their promises

A formula is a starting shape, not a finish line. Each of these works because it makes a checkable promise. Fill them with your topic and pick the one whose promise you can actually keep.

FORMULA	EXAMPLE
The specific number	Five sentences that make any cover letter worse, and what to write instead
The named mistake	The resume line that quietly tells hiring managers you have never measured anything
The contrarian take, backed	Networking events are a waste of time for most introverts. The data agrees.
The process reveal	How I prepare students for English interviews in four weeks, session by session
The direct question	What would you refuse to do? Why every mission statement needs a no.

03 The hook gallery

The hook has one job: prove the headline promise is real within three sentences. Concrete beats clever, every measured time.

HOOKS THAT HOLD

"Last semester, 34 of my 40 students used the same adjective in their self introduction. The same one."

"A client rewrote one line of her LinkedIn profile. Recruiter messages tripled in a month."

"I have read 212 cover letters this year. I remember four. Here is what those four did."

HOOKS THAT LEAK

"In today's fast paced world, communication is more important than ever."

"We all know that first impressions matter."

"Have you ever wondered about the power of storytelling?"

Each one could open ten thousand different posts, which is exactly the problem.

04 Outline before you draft

Draft only after every line here is filled. A post that cannot be outlined in seven lines is two posts, and forcing them together weakens both. Split it and you have next week's post already scoped.

Who is the one reader, and what changes for them after reading?

Headline: the promise in one line

Hook: the concrete thing that opens (number, scene, disputable claim)

Spine: two to four subheadings that carry the argument

Evidence: one source or story per move

Turn: what the reader does or disputes at the end

05 For teams: the editorial checklist

Peer review fails when reviewers respond to taste. Point them at structure instead. A reviewer runs this list in five minutes, and every item produces feedback the writer can act on.

- ☐ Headline promises something specific, and the post delivers exactly that thing.
- ☐ The hook contains at least one concrete element within the first three sentences.
- ☐ Subheadings alone tell the story in order.
- ☐ Every claim carries evidence or is clearly framed as the writer's position.
- ☐ Paragraphs run four sentences or fewer, and one idea each.
- ☐ The ending is an action or a stance, not a recap that begins with in conclusion.
- ☐ Read the first sentence of every paragraph aloud. Any sentence you stumble over, the reader abandons.

06 For companies: standards that scale voice

One writer has a voice. Twenty writers have a lottery, unless you write the standards down. Three documents do the work, and none needs to be long.

- **A voice sheet, one page.** Five adjectives you are, five you are not, and three example paragraphs rewritten from off voice to on voice. Writers copy examples far more reliably than they follow adjectives.
- **An evidence policy.** What may be claimed with citation, what requires internal data sign off, what is never claimed. This is brand protection at the paragraph level, and it is what keeps legal out of your publishing calendar.
- **A cadence you can keep.** Publish weekly forever rather than daily for a month. Audiences forgive modest frequency; they do not forgive disappearance. Choose the cadence you can sustain during your busiest quarter, not your quietest.

07 The content calendar worksheet

Plan a month at a time, one row per post. The reader column is the discipline: if two rows serve the same reader with the same promise, one of them is redundant. If four rows serve four unrelated readers, you are running four publications by accident.

WEEK	WORKING HEADLINE	THE ONE READER	EVIDENCE YOU ALREADY HOLD
1			
2			
3			
4			

08 The revision pass, in order

Revise structure first, sentences second, words last. Reversing the order wastes effort polishing paragraphs that get deleted. One pass each: does the spine hold, do the paragraphs earn their place, do the sentences read aloud cleanly. Three passes, then publish. Perfection past that point is procrastination wearing a nicer shirt.

- **Pass one, structure:** subheadings only. Reorder or delete moves until the argument stands alone.
- **Pass two, paragraphs:** each paragraph earns its place or leaves. Watch for two ideas sharing one paragraph; give the second its own or cut it.
- **Pass three, sentences:** read aloud. Shorten anything you stumble on, replace any word you would not say to a colleague.

A NOTE FROM THE CLASSROOM

My writing students publish real posts on real blogs, and the biggest jump in quality never comes from better sentences. It comes the week they start outlining, because suddenly their evidence has somewhere to go. One student rewrote the same messy draft three times before outlining it in seven lines and finishing in an hour. The hour was possible because the thinking was already done. Structure is not a constraint on your voice. It is the thing that makes your voice audible.

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TAKE IT FURTHER

Copy Checker analyses your draft for clarity and structure, and Mic Check tunes your writing voice across formats. Free, no signup: careercomms.com/tools/copy-checker