

Article Templates: Top 10 and Pain Avoidance

(1) **Top 10 List/Tip Articles:** Everyone likes content they can read quickly. Why not create top 10 lists/tips (or any number of “top” things) related to your niche area of expertise.

- * Title: Your “Top ” article title should include keywords relating to the type of article you are creating plus the words “Top” and the number of list items.
- * Opening Paragraph: Introduce your reader to the topic and sell the benefits of reading the list/tips.
- * Create Numbered List
- * Sub-Headline each list item or tip: Create (1) paragraph description of each list item/tip.
- * Closing Paragraph/Conclusion
- * Resource Box

Example Article: [Article Writing Strategies to Get Into Zen Flow--7 Tips](#)

(2) **Pain Avoidance Articles:** Most people will do more to avoid pain than they will to seek pleasure. You can use this psychological trigger as the basis for a series of articles that show how to avoid pain associated with various issues within your niche.

- * Opening Paragraph: Introduce the pain to your reader and sell the “pain relieving” benefits of reading your article.
- * Relieve the Pain: Give real-world solutions to the pain in 3-10 paragraphs.
- * Supporting Paragraphs: Offer reasons why your offered solutions relieve the pain (1-2 paragraphs max).
- * Closing Paragraph/Conclusion: Reinforce why your reader is in pain, how to relieve the pain and why it’s in their best interest to follow your advice.
- * Resource Box

* **Key Insight:** Everyone experiences pain in some form, whether it be physical, psychological, emotional, financial, etc. Articles that help people cope or eliminate pain deliver real value. As the expert author, you are the pain problem solver.

For more information on the Pain Avoidance Article Template, visit the EzineArticles Blog: <http://Blog.EzineArticles.com/2008/04/the-pain-avoidance-template.html>