

# Short form Blog

**600 words**  
**4 headings**  
**2 CTAs**

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**Intro - 100 words**

**What** is the idea? - 100 words

**Why** is useful - 200 words

**How** do you do it - 300 words

**CTA:** Download our eBook

# eBook

**2000 words**  
**10 pages**  
**10+ images**

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**About the eBook**

**2 chapters** Setting the scene

**3 chapters** explain common challenges

**2 chapters** giving answers

**1 outro** explaining other services (CTA)

**Type:**

**Includes:**

- 1.
- 2.
- 3.

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**Structure:**

**Section 1.**

**Section 2.**

**Section 3.**

**Section 4.**

**Section 5.**

**Type:**

**Includes:**

- 1.
- 2.
- 3.

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**Structure:**

**Section 1.**

**Section 2.**

**Section 3.**

**Section 4.**

**Section 5.**

# 20/30/50 Template (What, Why & How)

<b>Heading/Title:</b>	<b>Intro:</b>
<b>What: 20%</b> (e.g. 200/1000 words)	<b>Why: - 30%</b> (e.g. 300/1000 words)
<b>How: 50%</b> (e.g. 500/1000 words)	
<b>1. Step one:</b>	<b>2. Step two:</b>
	<b>3. Step three:</b>
<b>Conclusion:</b>	<b>CTAs, CTCs, Links and Keywords:</b>