

1. BLOG TITLE [TITLE TAG]

2. HEADING [H1]

3. IMAGE  
[ALT TAG]

4. FIRST PARAGRAPH - BODY TEXT/COPY

5. SUB-HEADING [H2]

6. SECOND PARAGRAPH - BODY TEXT/COPY – WITH CTA

7. SOCIAL SHARE BUTTONS

8. RELATED POSTS [OPTIONAL]

9. POST COMMENTS [OPTIONAL]



**THE MEDIA FORMULA**