Blog post template

**Aim of the template:** This document is to guide a SME (Subject Matter Expert) through a series of questions to facilitate the blog post writing process and remove any potential writer block friction a SME may face.

**Goal of the content:** The content of this document will be adapted into a step-by-step guide published on [developer blog.](https://infobip.com/developers/blog/)

**Target audience:** This content is aimed at developers who came to .../developers/blog to learn. Be to-the-point and informative.

**This is an internal document and as such any information should be treated as confidential at this point.**

## Introduction

**What’s the blog post about?**

Does it introduce a new feature, talk about an issue, pain point, discusses pros and cons, presents an idea, etc.

**What is the aim of the blog post?**

Does it provide information on certain subject, argue a point, provide a solution, advertise a feature, show pros and cons, review something, summarize a book/interview/article?

## Main body

1. **Generic part**

Introduce a generic problem/issue/scenario and elaborate on it.

How can the blog’s main topic alleviate the issue/resolve the problem?

If comparing something, what is the biggest difference and similarity between the two subjects.

Are there any most typical use cases?

1. **Detailed dive-in**

Start by referring to the generic part and explain what aspects your content will cover.

TPIS:

* Make sure to divide big chunks of text into meaningful sections.
* The last paragraph should include a summary of the issue discussed. Typically, this would be a reaffirmation of what’s in the introduction.
* If it helps, you can write these two sections: intro and summary right at the end and start with the MAIN TEXT so it’s easier to distil most important ideas to include in there.

## Summary

What did we learn from the post? Be as clear here as possible, don’t use fancy words you would use in main text (oftentimes summaries are used to optimize SEO)