**Buyer’s Guide Writing Instructions**

Section 1: Definitions/Explanations

**Main Introduction:**

You can start an introduction off a number of ways. Sometimes I like to tell a story that relates to the topic the reader is about to read. In the case of this kind of guide, you can tell a story about your experience with the products in this niche in a way that displays your expertise and knowledge on the subject. You can also come right out and get down to the specific details and let your readers know exactly what they are in for. You can do this by telling them what specs are important in the product category you are covering with the “Best of” post and what a buyer should and should not look for when purchasing one.

**Introduction Price Range:**

I would list all of the “recommendable”products in this price range. Ultimately, the goal here is to list at least 3-4 different products and even more if possible (and if applicable.) The more you list, the longer and more thorough your guide will be.

**Technical Specs:**

For the specifications, list the important specs. I like to put mine in a decent-looking table so that they are easy for the readers to read.This will obviously range from product to product, but, for example, with a product like a treadmill you would list the motor’s horsepower, the treadmill track length and width, and a few other specifications that are important to treadmills. It’s important to list specifications so that people can differentiate between the products you list.

**Overview:**

Just give a really solid rundown of what your buyer should expect to receive if they purchase that product. You’re not writing a full review that details every aspect of the product, but you are highlighting the main things to like and dislike about the product.

**Conclusion:**

Once you have all of your products up with their overviews, you’ll want to wrap it up and provide an overview of the state of the market for your products. I then like to tell my readers that if they have any questions or comments that they should post them below in the comment section, or email them to me directly (and provide your email address or link to the contact page on your website)

Section 2: Article Template

Article should be formatted something like this

**Main Introduction**

**Best *(Product Name)* Over Specified Price Range**

1. Introduction

Product #1:

1. Technical Specs
2. Overview (should be approx 200-300 words)
3. Photos

Product #2

1. Technical Specs
2. Overview (should be approx 200-300 words)
3. Photos

Product #3

1. Technical Specs
2. Overview (should be approx 200-300 words)
3. Photos

Product #4

1. Technical Specs
2. Overview (should be approx 200-300 words)
3. Photos

Product #5

1. Technical Specs
2. Overview (should be approx 200-300 words)
3. Photos

Conclusion:

**Best *(Product Name)* Under Specified Price Range**

1. Introduction

Product #1:

1. Technical Specs
2. Overview (should be approx 200-300 words)
3. Photos

Product #2

1. Technical Specs
2. Overview (should be approx 200-300 words)
3. Photos

Product #3

1. Technical Specs
2. Overview (should be approx 200-300 words)
3. Photos

Product #4

1. Technical Specs
2. Overview (should be approx 200-300 words)
3. Photos

Product #5

1. Technical Specs
2. Overview (should be approx 200-300 words)
3. Photos

Conclusion:

**Please send all articles in one email in individual .doc form to the email above.**

**If you have any questions please contact me.**

**Thanks and I look forward to reading your article.**

**Maddie**

**Consider Including:**

|  |  |
| --- | --- |
| **Video(s) Custom or Other** |  |
| **Comparison Table** |  |
| **Infographic** |  |
| **Google Document (spreadsheet/calculator)** |  |
| **Testimonials** |  |
| **Other** |  |