

BLUF WRITING FOR BLOG POSTS

A QUICK GUIDE TO CLEAR, SEO-FRIENDLY CONTENT

WHAT IS BLUF?

BLUF stands for Bottom Line Up Front. It's a writing method that starts with your main point, then adds context and details. Originally used in the military, it's now popular in content writing for its clarity and effectiveness.

WHY USE IT?

- Keeps readers engaged
- Improves SEO and clarity
- Helps your content rank in featured snippets
- Builds trust by delivering value fast

HOW TO WRITE WITH BLUF

Step 1: Identify the Bottom Line

What's the main takeaway? Make it clear and specific.

Step 2: Lead With It in Your Intro

Use the first 1–3 sentences to state your point. Don't bury the lead.

Step 3: Support with Details

Add context, examples, or instructions after the main point.

Step 4: Keep Paragraphs Tight

Stick to one idea per paragraph. Cut anything that doesn't serve your message.

Step 5: Match Your Brand Voice

BLUF is about structure, not tone. You can still write with personality.

BLUF TEMPLATE FOR BLOG WRITING

[Bottom Line] Start with your main takeaway or message.

[Why It Matters] Add 1–2 sentences of context or relevance.

[Supporting Details] Use short paragraphs or bullets to expand.

[CTA or Next Step] End with a clear call to action or summary.

Quick Example

Bottom Line: Our new wellness journal helps you build better habits—without the overwhelm.

Why It Matters: Small, consistent changes are easier to stick with than drastic routines.

Details: Each page guides you through daily prompts, reflection space, and progress tracking in under 10 minutes a day.

CTA or Next Step: Start your habit-building journey today—shop the journal now.