

Content format cheat sheet

Length, structure, and the one rule for each format. Guidelines, not laws.

	FORMAT	TYPICAL LENGTH	STRUCTURE	THE RULE
01	Articles	800 to 2,000 words	Headline, intro, descriptive sections, examples, conclusion	Useful beats long. Clear beats clever.
02	LinkedIn posts	100 to 300 words	Hook, idea, development, takeaway	Write like a smart person talking to other smart people.
03	Newsletters	300 to 800 words	Subject line, preview text, hook, main idea, call to action	Give people a reason to open the next one.
04	FAQs	30 to 75 words for a simple answer, 75 to 200 for a complex one	Question, direct answer, supporting detail	Answer the question. Then stop.
05	Product updates	50 to 150 words for a small update, 150 to 400 for a medium one	What's new, what changed, why it matters, what to do	Don't tell users what you built. Tell them what changed for them.
06	Social media posts	20 to 250 words, depending on the platform	Strong opening, one idea, takeaway or payoff	One platform. One idea. No warm-up.
07	Sales snippets	Headline: 5 to 12 words. Supporting copy: 20 to 60 words. Call to action: 2 to 5 words	Problem, value, proof, action	Make the value obvious.
08	Article ideas	A few lines per idea	Working title, core idea, audience, intent, angle	Don't generate topics. Find reasons to publish.