

## 7 Reasons You Should Be Passionate About XYZ Article Template

**"Knowledge is power, but enthusiasm pulls the switch." – Ivern Ball**

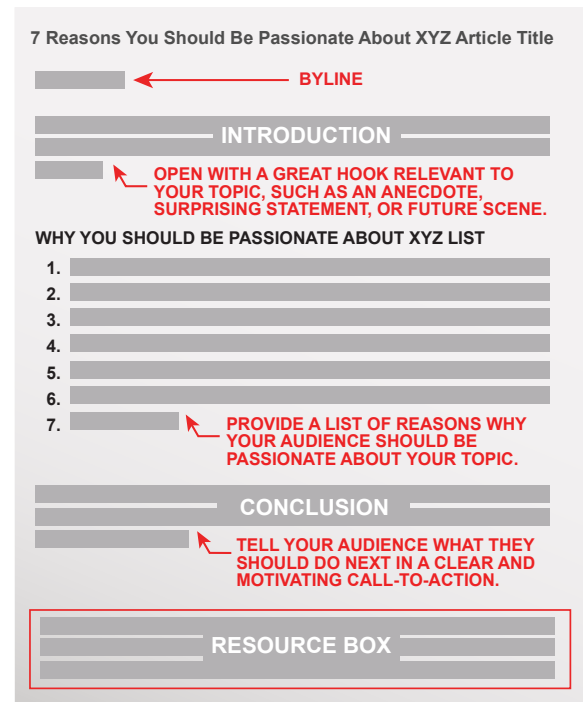
Facts are waiting for anyone to pick them up and share them with others. However, facts are just facts without connection and enthusiasm. It's your conviction, your belief, your immeasurable feelings, and your passion that compels your audience to stop and listen.

It's for that reason you can positively electrify your writing by sharing your passion and connecting readers to the facts.

Give it a try with this article template!

- **Introduction:** Open with a great hook relevant to your topic: a quick anecdote that illustrates a story (dilemma or otherwise), a surprising statement that evokes interest, or a scene that places the reader in the future (either if they do or don't become passionate about XYZ).
- **Ordered List:** Provide a list of reasons why your audience should be passionate about your topic. Consider WIIFM (what's in it for me)? Why is it relevant to your audience and how does it benefit them? Begin each point with vivid power words that charge up your reader and motivates them to act. Share your delight about your topic!
- **Conclusion:** What's the next step? What should your audience do? Tell your audience in a clear and motivating call-to-action with a large dose of passion in your prescription.

Ready to try it? Start writing your own 7 Reasons Why You Should Be Passionate About XYZ article on the next page!



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By: