Here is a simple formula you can adapt to, for all the articles for all the

topics. It's pretty general. It's more general than the previous formula.

It's just a way to structure the content.

1. **Why the user reads that?**  
   Here we make empathy (you already doing it good :)). It can have one of the following or all of them
   * Give motivation to read the rest
   * State the current situation that the reader can appeal to... and feel like you're writing to him
   * State the problem
   * State the implications of the problem
   * The Benefits the user will get
   * What will they avoid
   * What's the outcome/result
   * Agitate
2. Really quick mention of the solution. In marketing it's called Soft Sell.   
   You don't agressively tell them that they should use it. You just mention it btw...
3. The Article itself - It's the body of the article. You can use here:
   * Theories and Concepts
   * History and Science
   * Diagrams
   * Stories
   * Analogies
   * Metaphors
   * Other Content
   * *Quick Formula That Can sit here:*
     1. Introduce a generic solution
     2. Write Qualifications for the best solution (What makes the best XXXX)
     3. Write about our solution.
4. Hard Sell our Solution. State why they must use it.
5. Recap everything and state again the benefits and the outcome after applying the solution