



ARTICLE

INFORM. EXPLAIN. ENGAGE.

EXAMPLE ARTICLE

Why Sleep Matters

By Mia | 20 May 2025 | Health Today



INTRO

Sleep = better you.



FACTS

- Improves focus
- Boosts mood
- Keeps you healthy



WHY IT MATTERS

Good sleep = better life.



TIPS

- Regular bedtime
- Less screens
- Relax before bed



CONCLUSION

Sleep well.
Live well.



GOOD ARTICLES
INFORM & INSPIRE!

PURPOSE



TO INFORM,
EXPLAIN OR
PERSUADE
READERS.

KEY FEATURES



CATCHY
HEADLINE



DATE



CLEAR
STRUCTURE



FACTS



FORMAL
TONE



RELEVANT
TOPIC

TENSES USED



PRESENT SIMPLE



PAST SIMPLE



PRESENT PERFECT



FUTURE (WILL)



MODAL VERBS
(should, must, can)

DO



- ✓ Use facts
- ✓ Be clear
- ✓ Organise ideas
- ✓ Write formally
- ✓ Stay on topic

DON'T



- ✗ Use slang
- ✗ Give opinions
- ✗ Go off topic
- ✗ Make it too long
- ✗ Forget to proofread