

## FRASE AI TEMPLATE BLUEPRINT

# PARAGRAPHS FROM SCRATCH [BB]

*In this blueprint, you'll learn how to use both the FREE and Pro versions of this template, and how this template might fit into your workflow. The next few pages include some sample input and output for the template. Be very careful with your input. Study the following examples and analyze them carefully. Why? So you can achieve better results. In more than 95% of cases, people who get poor output after 3 generations had poor input. That's why it's critical to fully understand what type of input a template expects before you start using it. Join the [Frase Facebook group](#) if you have questions or are struggling.*

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# INSTRUCTIONS AND WORKFLOW SUGGESTIONS

The Frase AI template "Paragraphs from Scratch [BB]" is designed to write multiple paragraphs on a subtopic for a larger main topic using the "bucket brigade" technique. It excels at staying on point for subject matter that the AI knows about. However, for topics the AI knows less about, the "Paragraphs from Keywords" or "Paragraphs from Facts" templates are better suited for the task.

A bucket brigade copywriting technique describes a strategy that involves using a conversational tone to maintain the flow of the copy. You would carry a bucket of water and a human chain to put out a fire. With this strategy, your reader will read the first line, then the next, and then the next.

In regards to workflow use cases, this template is ideally positioned after you create your blog outline with multiple H2 headings. Use the "Paragraphs from Scratch" template to fill out the content for each H2 section.

*PRO Template Note: Do you want to know why the output looks different in the Pro template? It's because I revisited how the bucket brigade technique should be applied and incorporated it more effectively. In short, this pro template should give you better transitions between paragraphs, although they may be contained within paragraphs.*

*Matt Zimmerman*

RankingTactics Founder & CEO

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## RESOURCES TO HELP YOU

The following resources will help you in your content generation workflow while using Frase.

Need Frase? Use code "rankingtactics" and our affiliate [link](#) for a great deal.

### Frase Beginner to Master Course

Includes more than 8 hours of expert training on using Frase from an SEO perspective, creating your own AI template, and a heck of a lot more!

[www.rankingtactics.com/frase-course](http://www.rankingtactics.com/frase-course)

### Frase Pro Templates

Virtually all of my templates have a free and pro version. The free version is found in the Frase community template section. But if you want the best possible output, then get the pro template.

[www.rankingtactics.com/frase-pro-templates](http://www.rankingtactics.com/frase-pro-templates)

# PARAGRAPHS FROM SCRATCH [BB]: EXAMPLE 1

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.*

## INPUT

**Title:** Secrets to Organizing Your House

**Heading:** Store Dry Food in Clear Containers

## OUTPUT: FREE VERSION

If you're anything like me, you spend a lot of time organizing your house.

I mean, who wouldn't?

My wife and I live together, we share a bathroom, and our home office doubles as my bedroom. So naturally, I spend a lot of time cleaning out closets, reorganizing drawers, and making room for all the stuff I accumulate over the years.

But there's something else I do to organize my house.

I store dry food in clear containers.

For example, I keep pasta in glass jars, rice in plastic bags, and beans in metal cans. Why am I doing this? Because I hate wasting space.

When I cook at home, I always use large amounts of dried ingredients. When I go grocery shopping, I often buy small quantities of these same items. But if I bought them in bulk, I'd waste tons of space storing them in boxes and bags.

Instead, I use clear containers to store my dry foods. This saves me both space and money.

Now, here's the question.

How many of you store dry foods in clear containers? If you do, please tell us about it. We'd love to hear about your experiences.

-- Grade: A

-- Comments: I love this. It's very personal and on point with the subheading. Absolutely fantastic. The only reason I'm not giving it a + is because this was the best out of 3 generations and it starts talking about the author and their wife. Is that the direction you want to take the article? You'd probably have to write that way for each additional subheading and I'm not sure if the AI could keep up with that style.

## OUTPUT: PRO VERSION

Dry food storage containers are great for keeping dry foods fresh and free of moisture. And plastic containers are ideal for storing dry foods because they keep out humidity and prevent mold growth.

However, there's one problem with dry food storage containers: they're opaque. This means that you can't see inside them.

This makes it hard to tell whether the container has any food left in it. To solve this problem, use clear plastic food storage containers instead.

Why should you store dry food in clear plastic containers? Because it lets you easily identify the amount of food remaining in each container.

Plus, clear plastic containers are lightweight, so they won't take up too much space in your pantry. They're also dishwasher safe, making cleaning them after every use quick and easy.

Clear plastic food storage containers aren't just useful for storing dry food; they're also perfect for storing spices, condiments, and other small items.

-- Grade: A+

-- Comments: I think this is a great generation which clearly describes the benefits of storing dry food in clear containers. The transitions also sound good

# PARAGRAPHS FROM SCRATCH [BB]: EXAMPLE 2

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.*

## INPUT

**Title:** Vinyl Plank Flooring vs. Wood Flooring

**Heading:** Vinyl Plank Flooring is Waterproof

## OUTPUT: FREE VERSION

If you're thinking about installing vinyl plank flooring in your home, then you may be wondering if it's waterproof.

Well, the answer is yes! Vinyl plank floors are water resistant and highly durable. They're perfect for homes where there's a lot of moisture, such as bathrooms, basements, garages, laundry rooms, and kitchens.

But here's something else you should know.

Vinyl plank floors aren't just waterproof; they're also stain-resistant. So, unlike wood floors, vinyl plank floors won't absorb stains like food, coffee, wine, and grease.

This means that you can use them in areas where you'd normally put wooden floors. And since vinyl plank floors last longer than wood floors, you can save money over the long term.

However, vinyl plank floors are not suitable for outdoor applications. If you live in an area with extreme weather conditions, then you may want to consider installing wood planks instead.

-- Grade: B+

-- Comments: I liked the output. It sounds good and uses the bucket brigade technique in the "but here's something else you should know" part. The only part that it went off the rails was that last paragraph where it says you might want to consider installing wood planks instead of vinyl if you live in an area with extreme weather. That's not true because you'd want to use vinyl plank since it's waterproof

## OUTPUT: PRO VERSION

If you're planning to install vinyl plank flooring in your home, you should know that it's waterproof. This means that it won't absorb water and become slippery.

This makes vinyl plank flooring ideal for homes where there's a lot of moisture, such as bathrooms, kitchens, laundry rooms, basements, etc.

However, if you live in a dry climate, you may still want to consider installing vinyl plank flooring instead of wood flooring. Vinyl plank flooring has some advantages over wood flooring, including its ability to withstand heat, humidity, and wear and tear better than wood flooring.

Also, vinyl plank flooring is usually cheaper than wood flooring. And lastly, vinyl plank flooring comes in many different styles and designs, so you can find one that matches your home perfectly.

-- Grade: B+

-- Comments: I like the output and the transitions, but it doesn't talk at length about the waterproof characteristics of vinyl plank flooring. However, it transitions into recommending vinyl plank for those in dry climates too. I'd probably leave that paragraph in, but I would delete the last paragraph. I'd obviously cover that topic in some other H2 inside the main article.

# PARAGRAPHS FROM SCRATCH [BB]: EXAMPLE 3

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.*

## INPUT

**Title:** How to Swim the Breaststroke

**Heading:** Do a warm-up swim before assuming the core position

## OUTPUT: FREE VERSION

Warm-ups are important for swimmers. They're especially important for breaststrokers who must assume the core position during each stroke cycle.

But there's another benefit to doing a warm-up swim.

When you do a warm-up swim, you become familiar with the feeling of swimming in the water. This helps you learn how to control your body movements as you swim.

This knowledge is critical for learning how to swim the breaststroke.

To begin, stand in front of a mirror and practice moving your arms and legs through the motions of swimming. Then try to mimic these movements underwater.

Next, practice swimming slowly at first. Once you feel comfortable, gradually speed up until you reach your maximum pace.

Finally, repeat the process several times. Afterward, you'll be able to perform the breaststroke faster and better.

Now let me ask you something.

Are you ready to take your swimming skills to the next level? If so, then keep reading.

I'll show you exactly how to swim the breast stroke. And if you're already a skilled breaststroker, then you'll still learn some valuable tips.

Ready? Let's go!

-- Grade: B

-- Comments: *The output is good. It doesn't get too into detail about how to do a warm up swim, which is good since it's probably technical and the AI could struggle. I don't like that portion about the mirror because I don't think it belongs in a section discussing how to do a "warm-up swim". The entire article is about how to swim the breaststroke and not watching yourself in front of a mirror.*

## OUTPUT: PRO VERSION

A warm-up swim is essential before diving into the breaststroke. Here's why.

When swimming the breaststroke, you assume the core position (the position where your body is parallel to the surface of the water). This means that your head is above your shoulders, your arms are straight out in front of you, and your legs are together at the bottom of the pool.

The problem is that most swimmers never practice the core position before diving into the breast stroke. And guess what happens? They end up struggling to keep their heads above water and their arms straight.

To avoid this, perform a warm-up swim. Warm-ups help prepare your muscles for the rigors of the breaststroke. Plus, warm-ups improve your overall fitness level.

Warm-ups include any type of exercise that strengthens your upper body, including push-ups, pull-ups, chin-ups, sit-ups, and crunches. Do these exercises slowly and steadily until you feel ready to dive into the breaststroke.

-- Grade: A+

-- Comments: *I freaking love this output. It sounds great and flows excellent. Top notch output!*

# PARAGRAPHS FROM SCRATCH [BB]: EXAMPLE 4

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.*

## INPUT

**Title:** Why Do Cats Meow?

**Heading:** It's trying to get your attention

## OUTPUT: FREE VERSION

Cats meow. Why?

They're trying to get your attention.

I mean, really.

When cats meow, they're saying, "Hey, I'm here! Come over here and play with me!" They're trying to get your undivided attention.

But if you ignore them, they may start growling at you. And then they may bite you.

If you pay attention to cats, they'll purr at you. But if you ignore them, you'll never hear them purring.

Now imagine if we were talking about humans.

We'd say something like this: "Hey, I'm here! Come over here! Play with me!" We'd try to get our human friends' undivided attention. If they ignored us, we'd eventually stop calling out to them.

So why does cats meow?

It's because cats are trying to get our undivided attention. Like dogs, cats are social animals who rely on us for food, shelter, and companionship. So when we ignore them, they become frustrated and angry.

Humans are just like cats. When we ignore each other, we become frustrated and angry. And when we ignore others, they start meowing at us!

This is why we should always listen to what others are saying. After all, they're trying to get our undistracted attention.

[I cut the rest off because I ran out of space in this review]

-- Grade: D

-- Comments: Okay, this is hilarious. The AI contrasted the reason cats meow with humans, and eventually makes a point that if we ignore humans, they will start meowing at us. I mean, that's fantastic, but not very useful unless I'm writing a humor piece.

## OUTPUT: PRO VERSION

Cats meow because they're trying to get your attention. They're saying, "Hey, I'm here. Come over and play with me."

They're telling you, "I'm hungry. Feed me!" And they're asking you, "Do you wanna pet me?"

That's right, cats meow because they're just plain old social animals. They want to interact with us. They want to connect.

And we should reciprocate. We should give them our attention. We should feed them. We should pet them.

We should let them know that we care. Because they're just being friendly.

-- Grade: A+

-- Comments: The output sounds adorable! I love how it lets us get inside the mind of a cat and share what it's thinking. The use of the bucket brigade technique is also top notch. High marks overall!

# PARAGRAPHS FROM SCRATCH [BB]: EXAMPLE 5

## INPUT

**Title:** Understand Your Risks to Prevent a Heart Attack

**Heading:** High Blood Cholesterol

## OUTPUT: FREE VERSION

If you're reading this article, chances are you already understand the risks associated with having high blood cholesterol.

But if you're still unsure, here's some additional information.

First off, high blood cholesterol is a risk factor for heart disease. The American Heart Association says that anyone who eats too many fatty foods, drinks sugary beverages, smokes cigarettes, and does little exercise is at greater risk for developing high blood cholesterol.

Second, high blood cholesterol causes plaque build-up inside arteries. This buildup narrows the arteries, reducing blood flow through them. Over time, narrowed arteries restrict blood flow throughout the body, which increases the risk of heart attacks and strokes.

Third, high blood cholesterol makes it harder for the heart to pump blood throughout the body. When the heart pumps blood, it pushes oxygen-rich blood out of the heart and into the bloodstream. If there's no oxygen-rich blood available, the cells in the body die.

Fourth, high blood cholesterol leads to inflammation in the lining of the artery walls. Inflammation weakens the wall, making it susceptible to rupture. Ruptured arteries cause heart attacks and strokes. So, if you have high blood cholesterol, you may be at greater risk for heart attacks and strokes.

-- Grade: C

-- Comments: I'm not to happy with this output because it doesn't flow well. The first, second, third, fourth, is just so choppy and doesn't fit well with what using the bucket brigade is all about.

## OUTPUT: PRO VERSION

If you're at risk of heart disease, you should consider lowering your cholesterol level. This is especially important if you already have heart problems.

Why is this so important? Because high blood cholesterol can cause plaque buildup inside arteries. Plaque buildups narrow the passageways through which blood flows. And narrowed arteries restrict blood flow, causing chest pain, shortness of breath, fatigue, and other symptoms.

To prevent these symptoms, you must lower your cholesterol level. Fortunately, there are many ways to lower your cholesterol level. One of them is by eating foods rich in omega-3 fatty acids.

Omega-3 fatty acids help reduce triglycerides (a type of fat) and raise HDL ("good") cholesterol. These fats also help keep LDL ("bad") cholesterol down.

The food sources of omega-3s include fish oil, flaxseed oil, walnuts, soybeans, and some meats. However, most Americans eat too little of these foods. So supplementing with omega-3s may be necessary.

There are two main types of supplements available. They are called EPA and DHA. Both contain omega-3 fatty acids, but one has slightly different benefits than the other.

Both supplements work well together. Studies show that taking 1 gram per day of either EPA/DHA reduces triglyceride levels by 30% and raises HDL cholesterol by 10%.

If you decide to take omega-3 supplements, talk to your doctor before beginning any diet regimen. He or she can advise you on whether you need to lose weight prior to taking the supplements. Also, discuss any medications you are currently taking. Some drugs interact negatively with omega-3 supplements.

Finally, remember that omega-3 supplements aren't magic pills. They won't cure your heart condition, nor will they prevent heart attacks. Instead, they just help improve your overall health.

-- Grade: A+

-- Comments: The output is killer (no pun intended). It's on point for the entire length of the generation, which is very impressive. Obviously, if you didn't want all of the output, you could just delete the portions you didn't want.



# PARAGRAPHS FROM SCRATCH [BB]: EXAMPLE 6

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.*

## INPUT

**Title:** How to Train for a Marathon

**Heading:** Try Running a Half Marathon First

## OUTPUT: FREE VERSION

I bet you're wondering if running a marathon is really possible.

Well, it is!

There's no doubt that running a marathon is physically demanding. But there's nothing stopping you from training for a half marathon first.

If you're thinking about running a marathon, then you already know that it requires months of intense training. So why not try out a half marathon first?

Running a half marathon is just as challenging as running a full marathon. The only difference is that you run fewer miles per week. If you train properly, you'll easily finish a half marathon in 6 weeks.

But here's the catch.

You must train at least 3 times per week. And you must exercise intensely each session.

For example, you could run 5 miles every day, or you could jog 10 minutes at a fast pace followed by 30 seconds of sprinting. Or you could alternate between jogging and walking for 20 minutes. Whatever works for you.

Remember, you can always switch back to running a full marathon later.

Now let me ask you something.

Are you ready to take on the challenge?

-- Grade: B+

-- Comments: I like the flow and it's in line with what a bucket brigade technique requires. I do see some duplication in the "there's no doubt" and "if you're thinking about running" paragraphs. It's redundant. But other than that, the output is good.

## OUTPUT: PRO VERSION

If you're thinking about running a marathon, you should try out a half marathon first. Why? Because it gives you a taste of what it takes to run a full marathon. And it helps you prepare mentally for the challenge.

Running a half marathon is a great way to test your physical endurance. Plus, it's a lot cheaper than training for a full marathon.

Plus, if you decide to train for a full marathon, you'll already have some experience under your belt. This means you won't have to spend months learning how to run long distances. Instead, you'll be able to pick up tips and tricks along the way.

Now, there are pros and cons to running a half marathon before a full marathon. On one hand, you'll learn a lot about yourself during the race. On the other hand, you may find yourself injured after completing the half marathon.

However, if you decide to run a half marathon before a marathon, you'll save a ton of cash. Plus, you'll be prepared for the mental challenges of running a full marathon.

So if you're thinking about running marathons, consider running a half marathon first.

-- Grade: A

-- Comments: I thought the output was great, but I'm not giving it an A+ simply because it feels like the word "marathon" is overused. I might manually edit it. Otherwise, the output is very good and the transitions using the bucket brigade technique are stellar.

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*Visit my resource page to find lots of juicy  
tips and secrets to getting the most out of  
Frase.*