Content Writing Masterclass Harness the Power of Language to Attract (and Keep) More **Clients and Customers**

youtube.com/user/RevisionFairy

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Find More from Stefanie

<u>copyblogger.com/author/stefanie-flaxman/</u>

Content Writing Masterclass Harness the Power of Language to Attract (and Keep) More Clients and Customers DAY 2: BETTER WRITING ... FASTER

Save your questions for the end of each session.

You'll get a copy of the slides on the screen.

CONTENT WRITING MASTERCLASS

- DAY 1: The Art of Drafting
- DAY 2: Better Writing ... Faster

- DAY 5: Live Q&A with Stefanie

Schedule:

DAY 3: Edit and Proofread Like a Pro DAY 4: How to Fix 10 Cases of Dull Writing

A roadmap for creating content. A roadmap for creating better content.

The PATH to becoming a better writer. Drafting vs. Outlining

A RUSH TO STRUCTURE Give yourself the space to explore ideas in an unorganized way.

You probably won't use the exact words from your drafts, but that's the SPACE where you grow as a writer.

When you skip steps, you limit your potential for remarkable work.

I'll be using "text," "article," and "blog post" interchangeable: It's the writing you're working on.

Set Yourself Up to Do Your Best Work

HABITS Establish routines and processes, so that creative energy goes to your work.

Put your phone in the other room. Now is the time to focus on your craft and use the right language.

Drafting helps you uncover your Main Message

Pre-Writing and Research: Leave Enough Time for This

When you have trouble writing, it's typically because you haven't performed enough drafting and research.

Every point in your article should reinforce or enhance your Main Message

Select Your Content Type **ATTRACTION Discover** your content platform.

<u>AUTHORITY</u> **Demonstrate** your expertise.

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AFFINITY Form a deeper connection with your audience.

Guide your audience to a desired outcome.

copyblogger Headline Drafts: 4Us **USEFUL**

ULTRA-SPECIFIC

URGENT

https://copyblogger.com/magnetic-headlines/

UNIQUE

Next Class Topics? Feedback?

Headline Writing

The Business of Writing

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Pre-Writing and Research: Leave Enough Time for This

Use the details you uncovered about your audience to create the best headline and content.

Copyblogger Headline Drafts: 4Us USEFUL UNIQUE ULTRA-SPECIFIC URGENT

10 Healthy Breakfasts for Busy Professionals serves a specific group

<u>10 Nutritious Breakfasts for When You Only Have 10 Minutes</u> serves a specific group's needs

10 Nutritious Breakfasts for When You Only Have 10 Minutes (Easy)

https://copyblogger.com/craft-better-headlines/

https://copyblogger.com/bad-writer/

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My handwriting is sloppy. There is no logical order. It's simply what I needed to start *crafting* my thoughts ... and it eventually led to the post you're reading right now.

Headline Draft(s)

Something something something something. Something something something. Something something something.

Something something something something. Something something something. Something something something.

Something something something something. Something something something. Something something something.

Something something something something. Something something something. Something something something.

Something something something something. Something something something.

4U Headline Crafted for Your Ideal Reader

- HOOK: What's the next piece of information you need to communicate to hold your reader's attention?
 - <u>WHY:</u> Why should they continue reading this particular article?
- HOW: How you are going to help them in ways they won't find elsewhere?
 - <u>SUPPORT:</u> Write thoughtful and thorough points that support your Main Message and construct a complete piece of content — which is not an encyclopedia article.
- <u>CONCLUSION:</u> Summarize and reinforce your Main Message in your unique voice that gets the reader to choose you as a resource going forward. Ask them to Subscribe, Like, and Share (when appropriate).

Every point in your article should reinforce or enhance your Main Message

Two Examples

Attraction Content Is The Most Common

Here's an example of Affinity Content (Primary Content Type) that also has elements of Authority and Action Content (Secondary Content Types).

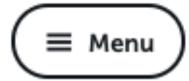


Affinity Content Authority Content Action Content

https://copyblogger.com/like/

"All things being equal, people will do business with, and refer business to, those people they know, like, and trust." – Bob Burg

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What Happens When Your **Humanity Befriends Your** Knowledge



You won't find us on AltaVista cult classic, not bestseller

 The Streets, "Let's Push Things Forward"



Turn Off the Wrong People to Attract the Right People

Here's an example that combines all of the content types: **ATTRACTION Discover** your content platform.

AFFINITY Form a deeper connection with your audience.

<u>ACTION</u> Guide your audience to a desired outcome.

<u>AUTHORITY</u> **Demonstrate** your expertise.

Attraction Content Authority Content Affinity Content Action Content

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■ Menu

30 Sure-Fire Steps to Become a Successful Freelance Writer



Some are bound for happiness Some are bound to glory Some are bound to live with less Who can tell your story?

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Time for Questions!