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Content Writing Masterclass

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

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Find More from Stefanie

copyblogger.com/author/stefanie-flaxman/

youtube.com/user/RevisionFairy

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Content Writing Masterclass

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

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Save your questions for the end of each session.

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

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CONTENT WRITING MASTERCLASS

Schedule:

DAY 1: The Art of Drafting

DAY 2: Better Writing ... Faster

DAY 3: Edit and Proofread Like a Pro

DAY 4: How to Fix 10 Cases of Dull Writing

DAY 5: Live Q&A with Stefanie

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***A roadmap for creating
content.***

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

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***The PATH to
becoming a
better writer.***

Drafting vs. Outlining

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A RUSH TO STRUCTURE

***Give yourself the space
to explore ideas in an
unorganized way.***

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

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

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

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***Set Yourself Up to
Do Your
Best Work***

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HABITS

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

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Put your phone in the other room.

**Now is the time to focus on your
craft and use the right language.**

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**Drafting helps you uncover
your **Main Message****

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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.**

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

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Select Your Content Type

ATTRACTION

Discover your content platform.

AUTHORITY

Demonstrate your expertise.

AFFINITY

Form a deeper connection with your audience.

ACTION

Guide your audience to a desired outcome.

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Headline Drafts: 4Us

USEFUL

UNIQUE

ULTRA-SPECIFIC

URGENT

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

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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.**

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Headline Drafts: 4Us

USEFUL

UNIQUE

ULTRA-SPECIFIC

URGENT

10 Healthy Breakfasts for Busy Professionals

serves a specific group

10 Nutritious Breakfasts for When You Only Have 10 Minutes

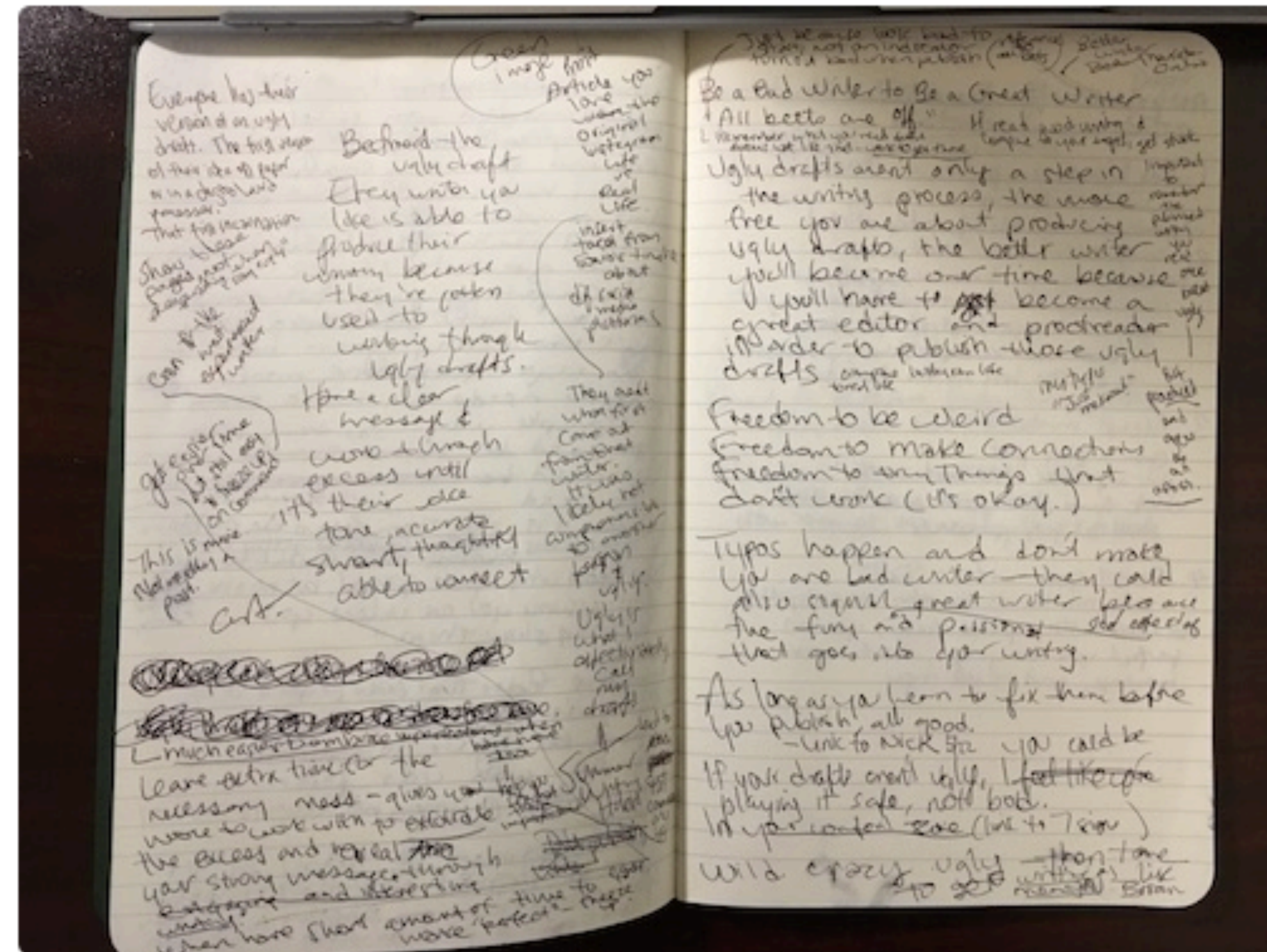
serves a specific group's needs

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

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

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



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.

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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 something.

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

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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?

WHY: Why should they continue reading this particular article?

HOW: How you are going to help them in ways they won't find elsewhere?

SUPPORT: Write thoughtful and thorough points that support your **Main Message** and construct a complete piece of content — *which is not an encyclopedia article.*

CONCLUSION: 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).

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

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Two Examples

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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

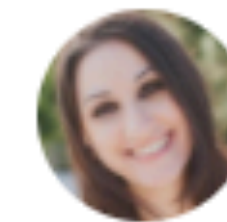
<https://copyblogger.com/like/>

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Menu

What Happens When Your Humanity Befriends Your Knowledge



written by
Stefanie Flaxman

posted on
February 26, 2018



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

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

– The Streets,
“Let's Push
Things Forward”

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**Turn Off the Wrong People to
Attract the Right People**

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Here's an example that combines all of the content types:

ATTRACTION

Discover your content platform.

AUTHORITY

Demonstrate your expertise.

AFFINITY

Form a deeper connection with your audience.

ACTION

Guide your audience to a desired outcome.

Attraction Content
Authority Content
Affinity Content
Action Content

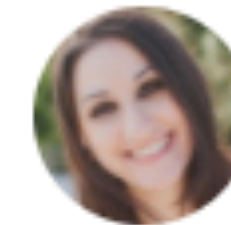
<https://copyblogger.com/become-a-freelance-writer/>

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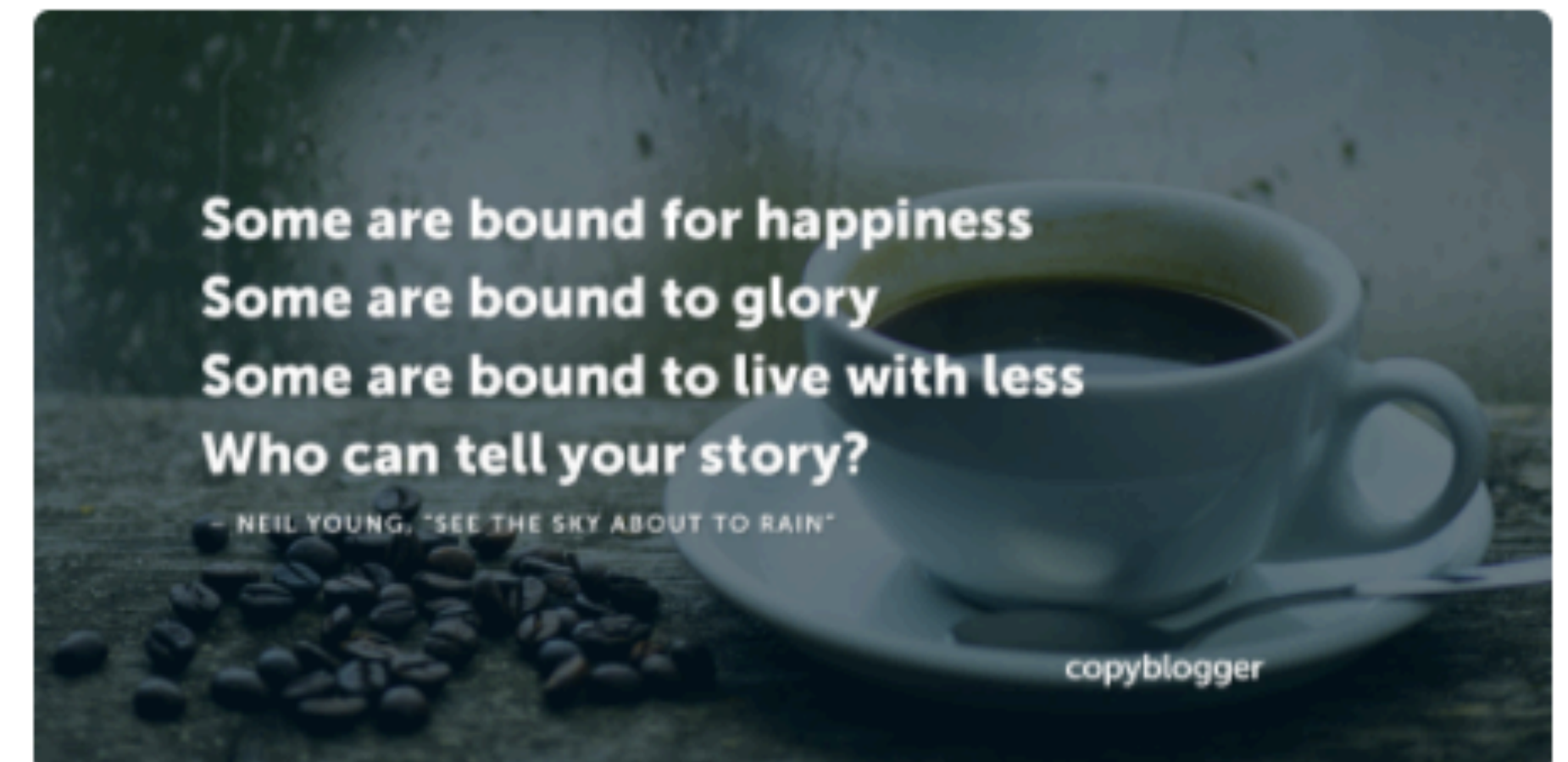
Menu

30 Sure-Fire Steps to Become a Successful Freelance Writer



written by
Stefanie Flaxman

posted on
July 22, 2019



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Time for Questions!