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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 3: EDIT AND PROOFREAD LIKE A PRO

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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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TRUST
THE PROCESS

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A RUSH TO STRUCTURE

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

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Leave Enough Time

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

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

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Write every day *(even if only for 20 minutes).*

Publish on a schedule that allows you to share your best work *(regularly, once a ____).*

<https://copyblogger.com/digital-sharecropping/>

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What Is Editing?

***(Why isn't my writing complete
when I'm finished writing?)***



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**Editing is the process of
clarification and differentiation.**



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Generic —> Specific

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Correct Unintentional Errors (Actual Mistakes and Confusing/Ineffective Phrases)

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Add Your Perspective, Values, and Qualifications

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**Persuade Someone to
Choose You
(Over a Competitor)**

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Two Examples

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<https://copyblogger.com/present-proofreading/>

Change your speaking voice

When you proofread your text out loud — either from the beginning of your article to the end or *[from the end to the beginning, like I do](#)* — don't use your speaking voice.

Choose surprising sounds:

- Whispering (Where are my [ASMR](#) peeps at?)
- High tones
- Low tones
- An unexpected accent
- Billie Eilish

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**“Not getting”
is different from
“Confusing/Ineffective.”**

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**Does this detail
disqualify my advice?**

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Late Night TV Talk Shows

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Late Night TV Talk Shows

Jimmy Fallon

vs.

Jimmy Kimmel

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People have preferences.

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They both operate at the

intersection of

Who They Are

+

Who's In Their Audience

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They both **serve,**
but they serve from
their **points of view.**

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Choices You Make During the Editing Process

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<https://copyblogger.com/edit-your-own-writing/>

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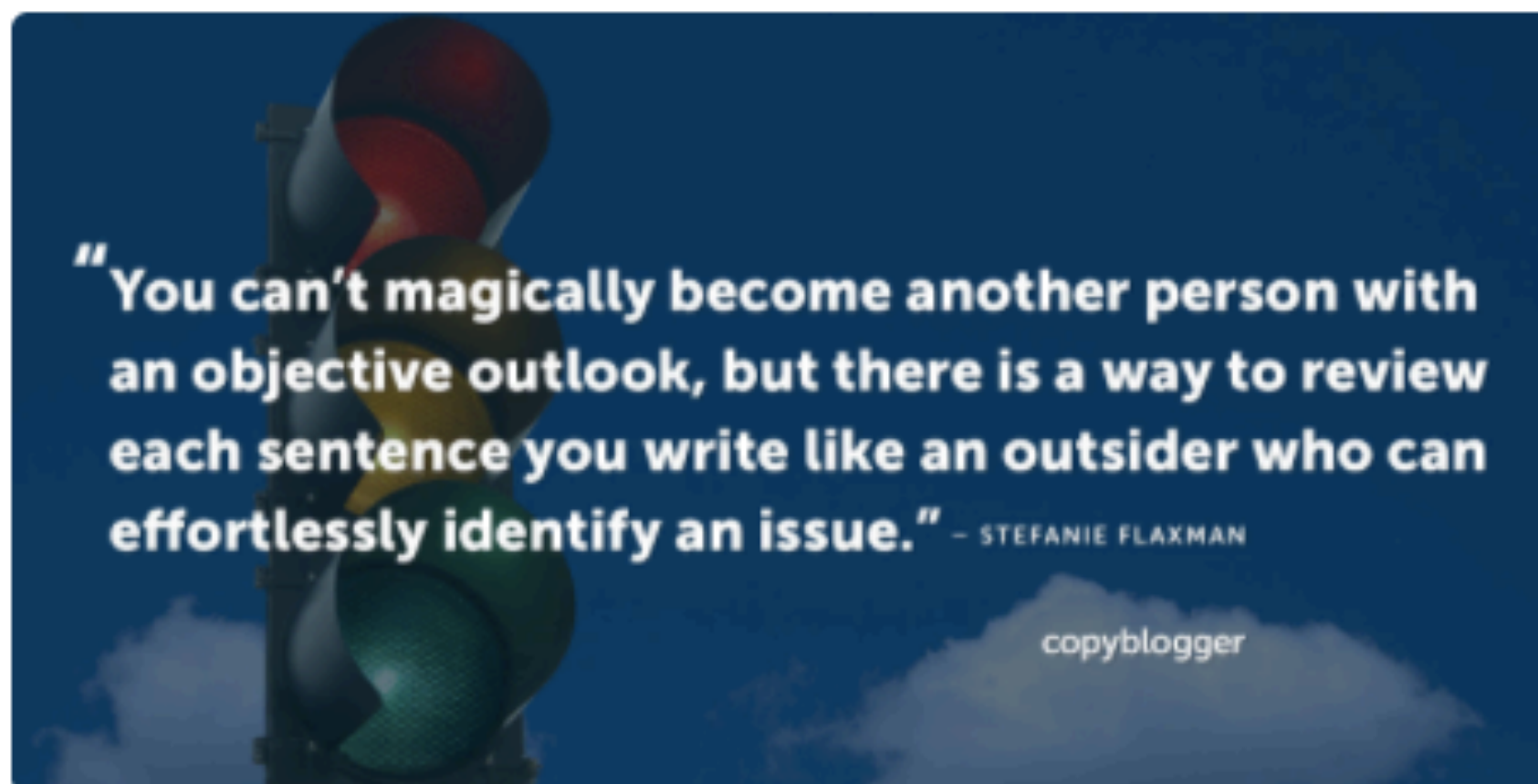


Meticulously Edit Your Own Writing: The Traffic Light Revision Technique



written by
Stefanie Flaxman

posted on
February 5, 2020



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Next Class Topics? Feedback?

Editing

Managing a Content Calendar

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

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BIG EDITING 3 (BE3)

**WHEN YOU THINK YOUR WRITING IS COMPLETE,
THESE ARE MAJOR CHECKS TO:**

CLARIFY

DIFFERENTIATE

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1. Locate Your Goal

Identify how the article **serves both your audience and your business.**
That statement won't go directly in your text most of the time,
but it helps influence the message you'll communicate.

Your introduction should support your goal. It's your chance to
answer the **unofficial question** going through
every reader's mind when they look at the beginning of an article:

“Why should I care?”

When you present a taste of the most important information
right away, it gives the reader confidence that
they'll get even more of what they're looking for if they **keep reading.**

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2. Customize Your Message

When you have a goal in mind for a specific piece of content, it's important to remember that other people in your niche might have the same goal for a piece of content *they* create.

That's okay.

It should drive you to infuse your content with all the **special qualities only you can provide**.

Is there something about your topic that's difficult for most people to understand, but you have a simple way of explaining it?

Educate in entertaining and enjoyable ways.

3. Eliminate Distractions

Use the “Fifth U” that pertains to editing the body of your copy:
unmistakable.

You never want your reader to guess or have the thought:
“I don’t really follow. Is he trying to say ___?”

If a reader strains to comprehend your message, she won’t have any
motivation to **share your writing with others.**

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Worried about Over-Editing?

How Do You Know When to Publish?

You want to do your best work,
but not obsess over your writing to
the point where you don't publish anything.

If you find yourself obsessing, check to make sure your article:

Serves Your Ideal Reader in a **Clear** Way
that **Differentiates** You from Competitors.

If it does, publish and move on to keep learning.

Find out more about **Growing from “Good Enough”** here:

<https://copyblogger.com/good-enough/>

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Proofreading

<https://copyblogger.com/proofreading-pointers/>

EXAMPLE BELOW from Copyblogger 3/25/2020:

At the end of your posts, [*let readers know how to take the next step*](#) — whether it's subscribing to your blog, following you on social media, or emailing you to set up a consultation.

The end of your post is a chance to expand your relationship with your readers by letting them know how they can [*stay connected*](#).

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Time for Questions!