

copyblogger

**Content Writing Masterclass**

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

copyblogger



## **Find More from Stefanie**

[copyblogger.com/author/stefanie-flaxman/](https://copyblogger.com/author/stefanie-flaxman/)

[youtube.com/user/RevisionFairy](https://youtube.com/user/RevisionFairy)

copyblogger

**Content Writing Masterclass**

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

***DAY 4: HOW TO FIX 10 CASES OF DULL WRITING***

copyblogger

**Save your questions for the end of each session.**

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

***Feel free to give specific details to get a more specific answer.***

copyblogger

# **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**

copyblogger

**When you think your writing is complete,  
the most important thing you can do is  
pretend you are a reader and question  
your choices.**

copyblogger

**TRAIN YOURSELF TO HAVE  
A CRITICAL EYE**

**For each sentence,  
ask yourself:**

***Is this what I want to say?***

copyblogger

# 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/>



copyblogger

# **CREATE YOUR OWN PUBLISHING CHECKLIST**

**1. Punctuation**

**2. Proper Names**

**3. Active Voice**

**4. Customer Service Headaches**

**5. Spelling**

**6. Phrases**

**7. Word Choice Errors**

**8. Confusion**

**9. Details**

**10. Excess/Repetition**

**BONUS. Unicorn Vomit**

copyblogger

# **Adult Content Disclaimer**

## **Skip #5**

copyblogger

# 1. Punctuation



copyblogger  
@copyblogger



How to Write Content That Resonates with Stefanie Flaxman



How to Write Content That Resonates, Featuring Stefanie Flaxman - Copyblog...  
Copyblogger's Editor-in-Chief, Stefanie Flaxman, joined host Darrell Vesterfelt this week to talk about translating the traffic that comes to your... Continue ...

[copyblogger.com](https://copyblogger.com)

copyblogger

# 1. Punctuation



## How to Write Content That Resonates, Featuring Stefanie Flaxman



written by  
Darrell Vesterfelt

posted on  
March 16, 2020



copyblogger

## **Occasional vs. Frequent Mistakes**

***Frequent mistakes can prevent readers from choosing you as a resource.***

## 2. Proper Names

Daryl → Darrell

Alan → Allen

Stephanie → Stefanie

Copyblogger

CopyBlogger

Copy Blogger

copy blogger

## **2. Proper Names**

**Guests you interview**

**Sources you reference**

**Influencers you'd like to view your content**

## 2. Proper Names

**People make split-second decisions.**

**Don't lose credibility.**

**Optimize engagement.**



# 3. Active Voice

**Click here to automatically be registered.**

**Click here to register automatically.**

**Click here to automatically register.**

copyblogger

# 4. Customer Service Headaches

Thursday, March 25, 2020

Is it Thursday, March 26, 2020  
or  
Wednesday, March 25, 2020?

copyblogger

# 5. Spelling

reply → replay

pubic relations → public relations

# 6. Phrases

**For the last 20 years, Stefanie has been developing writing and editing techniques that transform decent drafts into persuasive and shareable **works of art**.**

**For the last 20 years, Stefanie has been developing writing and editing techniques that transform decent drafts into persuasive and shareable **content powerhouses**.**

copyblogger

**Next Class Topics?**

**Feedback?**

**Generating Content Ideas**

# 7. Word Choice Errors

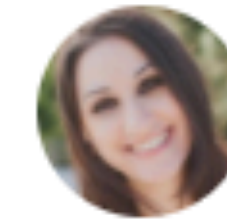
<https://copyblogger.com/fix-word-choice-errors/>

**Compliment vs. Complement**

**Premiere vs. Premier**

**Effect vs. Affect**

## Stop Making These 12 Word Choice Errors Once and for All

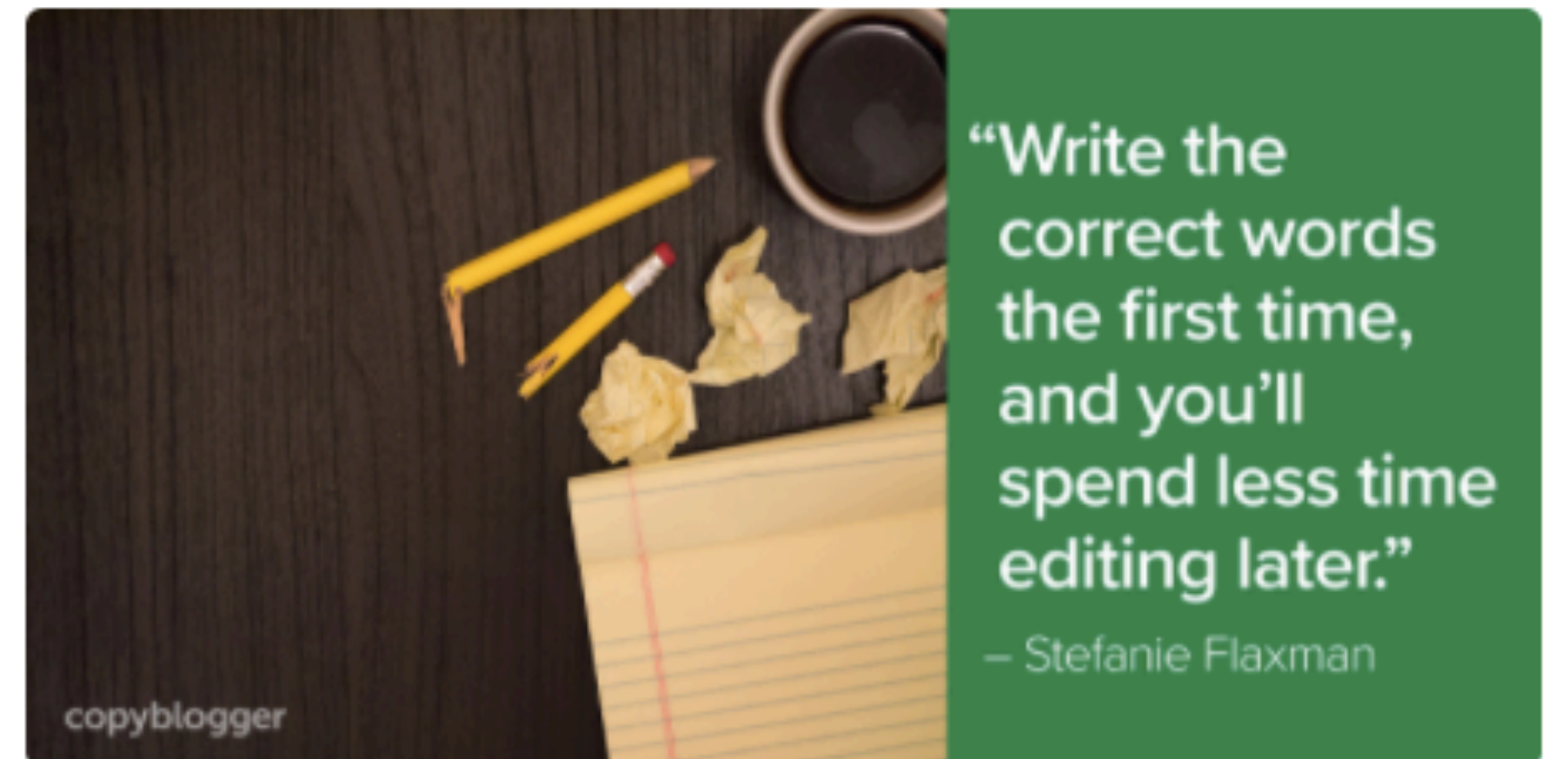


written by

Stefanie Flaxman

posted on

July 12, 2017



# 8. Confusion



## How to fix it:

- Make your intentions explicit.
- Present options.
- Continue the conversation.



## How to fix it:

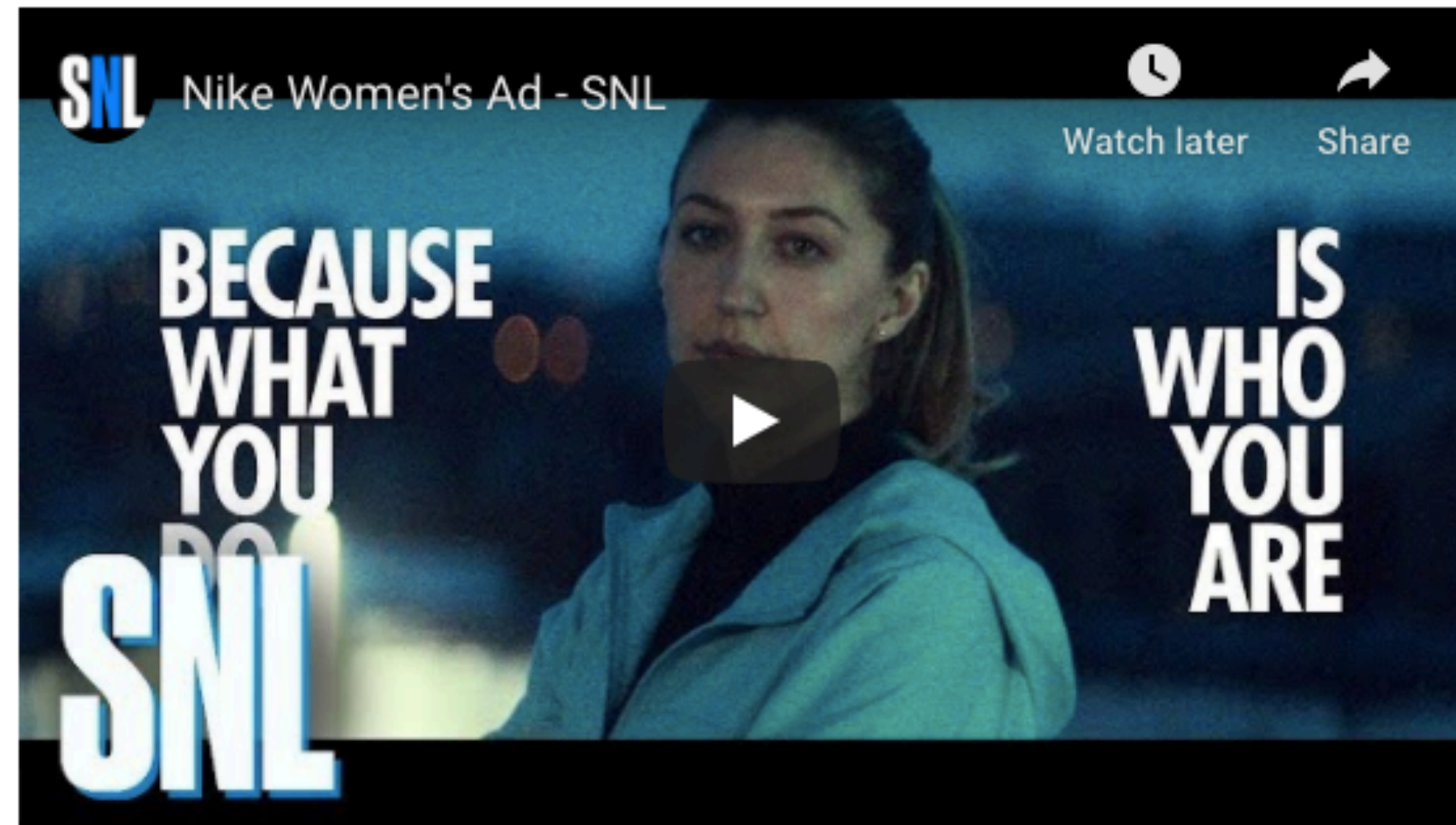
- Direct readers to your best content.
- Present options.
- Continue the conversation.

copyblogger

# 9. Details

<https://copyblogger.com/personal-not-self-indulgent/>

Here's an example from a *Saturday Night Live* sketch, which appeals to women who wear leggings when relaxing rather than exercising.



The clip mentions the reality show *Vanderpump Rules*. It's more powerful to add that specific name instead of a vague phrase like "trashy TV."



# 10. Excess/Repetition

**You often need to elaborate on a point to express yourself clearly, but one thing that makes editors salivate is spotting two sentences that repeat the exact same information.**

**The words in the sentences may be different, but the writer reveals nothing new.**

\*\*\*

**You often need to elaborate on a point to express yourself clearly, but one thing that makes editors salivate is spotting two sentences that repeat the exact same information.**

**You write the same thing twice.**

# **10. Excess/Repetition**

**Content is not a novel.**

**Hold attention with a concise message.**

# **10. Excess/Repetition**

**Your content should be as long as it needs to be.**

**Once it's as long as it needs to be, don't make it longer.**

copyblogger

# BONUS. Unicorn Vomit

<https://copyblogger.com/colorful-writing/>

## How to Add Color and Richness to Your Writing ... Without Making Us Want to Barf



written by

Sonia Simone

posted on

June 14, 2017



copyblogger

**Time for Questions!**