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

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

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**Content Writing Masterclass**

***Harness the Power of  
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Keep) More Clients and  
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***DAY 1: THE ART OF DRAFTING***

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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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**Hi, I'm Stefanie.**  
Copyblogger's Editor-in-Chief

***My approach to teaching ...***

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**Many continuing  
education courses  
use a college/university  
style of teaching.**

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# **Information Overload Theory Forgettable**

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**Minimal**  
**Practical**  
**Memorable**



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***My goal:***

***You'll regularly use everything  
we cover over the next 5 days.***

*Even though ...*

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**You'll never stop learning  
how to write well.**

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**Writing is a practice.**

**Like yoga and meditation.**

**You don't "achieve" or "accomplish" yoga.**

**You don't "achieve" or "accomplish" meditation.**

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**“You never become a great actor.”**

**Process → Evolution**

**Skills → Growth**

**Confidence → Improvement**

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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**

***How to Use This Workshop***

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## *What Is Drafting?*

**How you develop your idea into content others will care about too.**

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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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# **Pre-Writing and Research: Leave Enough Time for This**

**You'll get other content ideas  
during the drafting process.  
SAVE THESE FOR LATER!**



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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 \_\_\_\_*).

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**Your Content Idea —>**

**Who Does This Serve?**

**What Do They Need?**

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**You write for one person's:  
problem, need, or desire.**

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**Your Content Idea** —> DRAFT HERE <— **What do they need?**

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# What does that person ... ?

- **Think**
- **Feel**
- **See**
- **Do**

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# What does that person ... ?

Thinking	Seeing	Ideas
Feeling	Doing	

The diagram consists of a large rectangular grid divided into four quadrants by a horizontal and a vertical line. The top-left quadrant is labeled 'Thinking', the top-right 'Seeing', the bottom-left 'Feeling', and the bottom-right 'Doing'. A light gray silhouette of a human head in profile is centered over the intersection of the lines. To the right of the main grid is a separate, smaller rectangular box labeled 'Ideas' at the top. A vertical line runs down the left side of this box, leaving space for writing. The 'copyblogger' logo is printed in the bottom right corner of the 'Ideas' box.

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# Quick Example

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**Your Content Idea —>**

***Things professional writers don't write***

**Who Does This Serve?**

**What Do They Need?**

**???**



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**Immediate obstacle:**

**Wouldn't be helpful.**

**Too many different topics, styles,  
and audiences for it to work.**

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**So, who do I serve?  
What do they need?**

**Nonfiction writers who want to build  
writing businesses.**

**Advice for growing sustainable  
creative careers.**

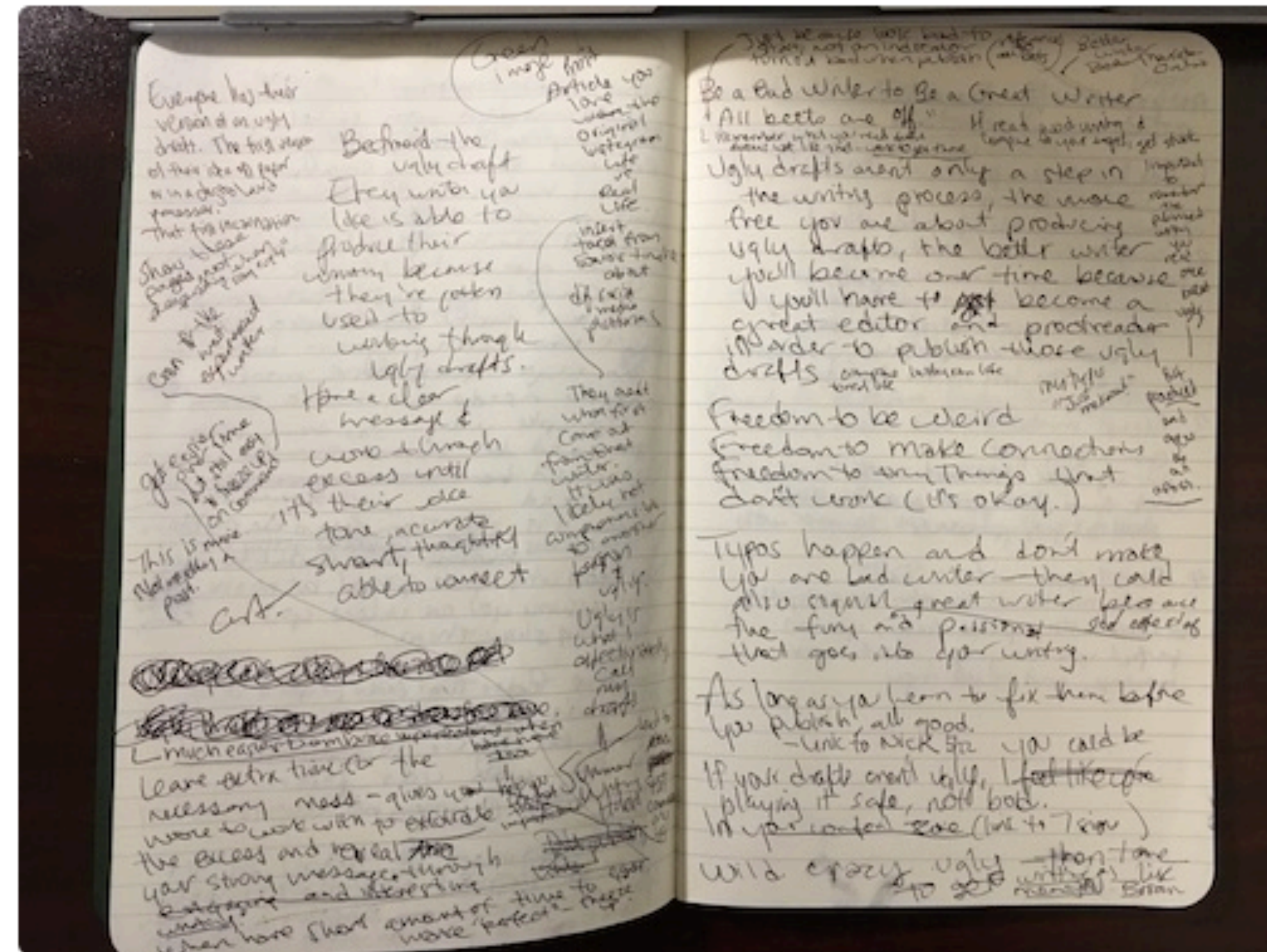
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**Your Content Idea** —> **DRAFT HERE** <— **What do they need**

Things professional writers don't write —> New ideas <— Advice for growing sustainable creative careers

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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.

## What does that person ... ?

- **Think**

- *I want more clients.*

- **Feel**

- *I'd be great to have clients who respect my time and work.*

- **See**

- *I see other people have thriving creative careers. How?*

- **Do**

- *I'll take any writing work that comes my way.*

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# **7 Phrases Professional Writers Don't Use**

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<https://www.youtube.com/user/RevisionFairy>

<https://www.youtube.com/watch?v=vwGdnKoXnZA>



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**Time for Questions!**