

How To Write Almost Anything

BEFORE YOU WRITE A SINGLE THING GET THE FOUNDATIONS RIGHT

You need to do your research. Know your audience. Know what they need to hear. Know the core messages you want to consistently communicate across all your marketing content. Need help with that? Go to my free Core Messages course:

worditute.thinkific.com/courses/create-core-messages

Step 1 - PLANNING

By the end of this piece of content what do you want the reader to:

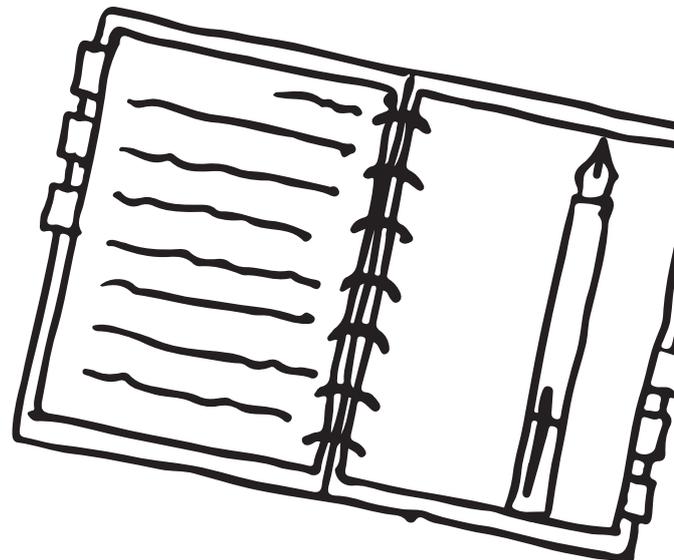
- ♥ Know
- ♥ Feel
- ♥ Do

Step 2 - GET IT OUT OF YOUR HEAD

Your first draft doesn't need to be pretty, flawless, or even coherent. Just get the points out of your head and into writing.

Step 3 - CLOSE IT OUT

If they read all the way to the end, you've got a seriously engaged audience member there - don't waste their attention. What do you want them to do next? Make them an offer. Give away something free. Or point them in the direction of something they can buy.



Step 4 - ADD THE OPENER

Write a few attention-getting headlines, and decide which one you want to use. Use emotive words to make your content sound irresistible.

IMPORTANT

Even if this isn't a blog post, it still needs a headline. The opening sentence of your Facebook posts act as a headline. So does the subject line of your email.

For help getting and keeping your reader's attention go to:

writewithworditude.com/blog/get-and-keep-your-readers-attention

Step 5 - POLISH AND PROOF

Now's the time to pass through your content several times to make sure it's clear, engaging, and error-free. For tips to help you proofread like a pro go to:

writewithworditude.com/blog/five-simple-steps-to-flawless-web-copy



This step-by-step process works for emails, blog posts, social media posts... anywhere you need to write content to communicate with your audience.