EARNCOME

OUTLINES
AND
OUTCOMES

How To Create Popular, Profitable Pieces Of Content That Help Get Results For Your Audience

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Introduction

How To Create Popular Pieces Of Content To Help Get Results For Your Audience

You need a lot of content for your audience. But that raises a few questions which are common among content creators like you and me...

1. What types of content pieces should I create for my audience?

2. How should I outline those pieces so they are easy to follow?

3. What should I include in my content so it is helpful to my audience?

That's what you're after: creating content that helps your audience. That's where this guide comes in: it will help you help your audience. ☺

Here you'll get the framework and best practices needed for you to quickly and easily create 10 popular types of content that lead to successful outcomes for your audience.

This guide includes outlines for:

- Tutorials
- List articles
- FAQs
- Cheat sheets
- Checklists
- Planners
- Dos and Don'ts
- Case studies
- Interviews
- Mistakes

Let's get right to it…

LESSON ONE
Tutorials

DEFINED: A tutorial is where you teach someone how to complete a specific process or achieve a specific goal. As such, tutorials are organized in a chronological, step-by-step format.

OUTLINE: Here's the basic framework for a tutorial article...

A. Introduction

B. Step 1

C. Step 2

D. Step 3

E. [Other steps as needed]

F. Conclusion

Now let's delve a little deeper into each section and talk about what should appear:

A. Introduction

Your introduction should provide an overview of the steps your readers are going to be learning about (e.g., "In Step 1 you'll discover… then in Step 2 you'll learn about…).

The key to a good introduction is to **build anticipation** for what the reader is about to learn. In other words, "*whet the reader's appetite*" a bit by focusing on the **benefits of the tutorial**.

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You can even stir up a little curiosity about what the reader is going to learn. A good way to do this is by telling readers what they'll learn or what benefits they'll get, but don't tell them HOW. This works particularly well when you go against your reader's assumptions.

For example, many dog owners are very familiar with chemical flea treatments. So, you can showcase a benefit and make them a little curious with a line like this: "You'll find out how to get rid of your dog's fleas without using harmful chemicals."

B. Step 1

Now for the bulk of your content – here's where you start sharing the actual step-by-step process.

You list the step and then explain how to complete the step.

Best Practice: it's important that you understand the level of your reader so that you can supply the right amount of information.

For example, if your readers are intermediate-level, and you provide detailed beginning-level information, your readers are going to get bored. On the other hand, if you provide intermediate-level information to beginners, they're going to be confused and overwhelmed.

Point is, know your audience and write to their level.

C. Step 2

Here you continue on listing the next step, along with an explanation of how to complete the step.

Best Practice: whenever it adds value to the tutorial, go ahead and insert some sort of graphic to help people understand this particular step.

For example, let's suppose you're teaching marketers how to make a PayPal payment button. You can provide screenshots for each step,

which makes it easier for readers to implement the information.

D. Step 3

Again, you list the step and explain how to complete the step.

<u>TIP</u>: If you just list the typical step-by-step process, your content isn't going to stand out from similar tutorials and guides. You can make your content more unique **by creating a formula around an acronym** and then listing the steps of your formula, **or even by using alliteration** for each step (where each step starts with the same letter).

For example, let's suppose you're teaching people how to set up a website. You might use alliteration, where every step starts with the letter "s" like this:

- Step 1: Select a Domain Name

- Step 2: Secure Hosting

- Step 3: Set Up Your Website

- [And so on.]

Alternatively, you could create an acronym and call it the S.E.T.U.P. formula, where each step starts with a letter in the acronym. In this case, the steps might look something like this:

- Select a Domain Name

- Evaluate Hosting

- Transfer Files

- [And so on.]

To use alliteration or acronyms, you can search for verbs that start with your desired letter. For example, in the alliteration above, I searched Google for

"verbs that start with s" in order to make it easier to brainstorm steps with the correct corresponding letter.

E. [Other steps as needed]

Here you continue on, listing any other steps as needed to complete the process.

F. Conclusion

Your conclusion should summarize what the readers just learned, and then provide a call to action.

TIP: Create an intriguing conclusion, so that anyone who didn't read the tutorial in depth will want to go back and do so. This means sharing the benefits of what the reader just learned.

> *E.G., "You just discovered how to save hundreds on your heating and cooling bills…"*

As for the call to action – be sure to **choose just ONE primary call to action**, especially for short content. If you have longer content (such as a course), then you can insert a different call to action within each lesson.

> *For example, you might insert a call to action to purchase a related product that's designed to help the reader complete the process faster, easier or cheaper. Or you might insert a call to action that simply encourages readers to take action on what they just learned so they make progress toward an objective...*

> *"Now that you know how to create a step-by-step tutorial, your next step is easy: put this information to work for you as soon as possible for your next blog article, newsletter content, lead magnet, or even paid product."*

Now a few parting thoughts…

Wrapping Up

And there you have it – now you have an outline and framework for creating your own step-by-step tutorial. This framework works whether you're creating a quick 500-word tutorial, or an in-depth tutorial guide, course or other longer piece of content. So go ahead and put this framework into action to create a high-quality tutorial for your readers.

END OF EXCERPT

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