



WRITE LIKE A PRO

*Eight Cheat Sheets For Creating Content That
Attracts, Amazes And Assists Your Audience*



The Following Is A Preview Of The
8 Cheat Sheets Included In

Write Like A Pro

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IDEATION CHEAT SHEET

The first step in creating content is to generate ideas. Here's how to do it...

KNOW THE RIGHT WAY TO BRAINSTORM:

- ⌚ Set aside at least 20 minutes.
- ⌚ Be sure you won't be interrupted.
- ⌚ Don't censor yourself while brainstorming.
- ⌚ Don't evaluate your ideas at this stage.



TIP:

As you're brainstorming, think about the sort of topics that your audience is qualified to teach.

- ⌚ What is your area of expertise?
- ⌚ What do people ask you to write about?
- ⌚ What have you helped other people get good results?



TIP:

Start thinking about what format would be best for presenting your ideas. For example, if you're creating a lead magnet, then you might present information as a checklist or a set of tips.

QUESTIONS TO ASK YOURSELF:

- ⌚ What are my biggest challenges?
- ⌚ What is my favorite part of the niche?
- ⌚ What mistakes have I made?
- ⌚ What do people in the niche want to know?
- ⌚ What are their biggest challenges?
- ⌚ What sort of tips, mistakes, ideas would be helpful?
- ⌚ What sort of tools would be helpful?
- ⌚ What personal examples would be helpful?



TIP:

You can ask your market what they want, but don't use this method in isolation (especially if you're creating a paid product). What people say they want and what they actually consume are sometimes two different things.

RESEARCHING TO UNCOVER IDEAS:

- ⌚ Check what your competitors are writing.
- ⌚ Review social media to see what's popular.
- ⌚ Use a keyword tool to track trends.
- ⌚ Use search engines and answer sites. (Ex. Quora.com)
- ⌚ Look at your own content.
- ⌚ Use Google Scholar for brainstorming purposes.
- ⌚ Look for similar courses at Udemy.com.
- ⌚ Survey your market.

BRAINSTORMING RESOURCES:

- ⌚ JustAnswer.com
- ⌚ Quora.com
- ⌚ Facebook.com
- ⌚ LinkedIn.com
- ⌚ Udemy.com
- ⌚ Yahoo! Answers
- ⌚ WordTracker.com
- ⌚ Twitter.com
- ⌚ ClickBank.com
- ⌚ JVZoo.com

Ideation is all about determining what will help others solve their problems, reach their goals, or better enjoy their interests.

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RESEARCH CHEAT SHEET

Once you've decided what to write about, the next step is to start researching the topic so that you know what to include in your piece of content

12 KINDS OF INFO PEOPLE LOVE (THAT YOU SHOULD INCLUDE)

- 🕒 Examples.
- 🕒 Tips.
- 🕒 Variations/substitutions.
- 🕒 FAQs.
- 🕒 Templates.
- 🕒 Lists of needed tools / resources.
- 🕒 Mistakes.
- 🕒 Checklists.
- 🕒 Dos and don'ts.
- 🕒 Ideas.
- 🕒 Steps (how to).
- 🕒 Illustrations to clarify the content.

WILL YOUR CONTENT BE UNIQUE?

You can always teach an entirely new topic. You can teach it in a new way. It's important to include content unique to your audience, including personal case studies, examples, acronyms, and a fresh perspective.

HOW TO FIND POINTS TO ELABORATE ON IN YOUR CONTENT:

- 🕒 Review the chapter titles of popular books in your niche on Amazon.
- 🕒 Search Google.com for pieces of content related to your niche using "how to..." and "ways to..." queries, as well as your niche plus "tips," "tricks," and "hacks."
- 🕒 Scan the lessons included in popular online-related courses at Udemy.
- 🕒 Look at the bulleted lists of benefits on competitive product sales pages.
- 🕒 Visit Clickbank.com and review top performing products in your niche.
- 🕒 Read the blog posts of influencers in your niche.
- 🕒 Set up a dedicated email address to join the mailing list of the person you can find in your niche ... and periodically review your inbox for new ideas.

Note: Be inspired, but don't copy other people's content - wording, structure or uniqueness.

WHERE TO GATHER TOPIC DATA

Note: stick to reputable authority sites when researching your topic. Examples include:

- 🕒 Academic and research journals (see Google Scholar).
- 🕒 Reputable research organizations (like Pew Research).
- 🕒 University sites (like Harvard).
- 🕒 Well-known health and medical sites (like the Mayo Clinic site).
- 🕒 Government sites (like CDC.gov).

WHEN TO GET NOTES:

- 🕒 ThinkExist.com.
- 🕒 WisdomQuotes.com.
- 🕒 GoodReads.com.
- 🕒 Google.com. (Search for niche keywords alongside quotes. E.G., "marketing quotes.")
- 🕒 BrainyQuote.com.



TIP:

Even when you get information from a reputable source, be sure to double-check the facts using another reputable site.

TWO COOL WAYS TO CROWDSOURCE CONTENT:

- 🕒 Ask your audience to submit tips, ideas and other info.
- 🕒 Ask experts in the niche to contribute to your content.

The goal of good content is to share what you know that other people want to know.

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TITLING CHEAT SHEET

Your title can make or break the success of your content. That's why you'll want to check out these titling tips, ideas and templates.

CREATE A BENEFIT-DRIVEN TITLE

The features of your content or product are its "parts." The benefits are what those parts do for the audience. Your title should showcase the content's biggest benefits.

THINGS TO CONSIDER INCLUDING FOR A GREAT TITLE:

- Benefits.
- Specific details.
- Desired result.
- Time frame.
- Target audience.
- Curiosity.
- Emotion.
- Social proof.
- Statistics.
- How I...
- Supported causes.
- Popular brands.
- Number of steps.
- Conflict resolution.
- Practical solutions.
- New insight.
- Faster, easier, better.
- Advanced techniques.
- Shortcuts.
- Simple language.



TIP:

Split-test titles to find out which one that your audience responds to the most! Remember, a good title can boost your subscribers, clicks, traffic and sales.

3 SIMPLE WAYS TO MAKE YOUR TITLE MORE COMPELLING:

- Be specific to be more credible. Simple. Don't round off numbers – be specific instead. E.G., use "47" (specific) instead of "50" (rounding up).
- Make a promise about the help your content can provide. E.G., "Discover What Doctors Don't Want You to Know."
- Speak to YOUR audience. Use industry language. Focus on their experience level and understanding of the content and needs. Talk to YOUR people!



TIP: Insert your content's unique selling point into the title whenever possible.

Create a swipe file. One really good way to brainstorm titles is to look at other creative titles and repurpose them for your means.

Example: "How to Win Friends and Influence People" might become "How to Lose Weight and Feel 10 Years Younger." (Note: be inspired, but don't copy!)

USE THESE TEMPLATES:

- The #1 Way to [Get a Benefit] (e.g., The #1 Way to Lose Weight Safely)
- How to [Get a Benefit]. (e.g., How to Save Thousands on Household Bills)
- The Surprising Way to [Get a Benefit]. (e.g., The Surprising Way to Improve Your Marathon Finishing Time)
- The Crash Course to [Getting a Desired Result]. (e.g., The Crash Course for Your First Year In Homeschooling)
- The Quick and Easy Way to [Get a Benefit]. (e.g., The Quick and Easy Way to Housetrain Your German Shepherd Puppy)

Note: Be sure not to exaggerate your claims ... your content should deliver what your title promises!

Your title should get the attention of those your content can help and is the on-ramp to serving others with your paid products.

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STRUCTURE CHEAT SHEET

Organizing your research and information is key to crafting a great piece of content. Check out these ideas for structuring your content.

7 WAYS TO PRESENT YOUR CONTENT

- FAQ or interview.
- Tutorial (how to).
- Case Study.
- List (ways, keys, etc.).
- Tools / gear / resources (Ex. cheat sheet).
- Review (compare & contrast).
- Interactives (worksheets, quizzes).

2 POPULAR WAYS TO ORGANIZE CONTENT:

1. Chronology or complexity. Organized by step for.
2. Complexity or chronology. Ordered from easy to fast to more complex. Takes longer.

A CHRONOLOGICAL OUTLINE TEMPLATE:

- A Introduction: build anticipation.
- B Step 1:
 - Explain the step.
 - Provide enough detail so the user can follow this step.
 - Offer extra tips.
- C Step 2:
 - Explain the step.
 - Provide enough detail so the user can follow this step.
 - Offer extra tips.
- D Step 3:
 - Explain the step.
 - Provide enough detail so the user can follow this step.
 - Offer extra tips.
- E Repeat steps similar to above.
- F Provide additional best practices/tips so readers can take action.
- G Conclusion: recap the main points. Provide a call to action.

CREATING AN EFFECTIVE OUTLINE

- Start with a single big idea (IE thesis statement).
- List all of your main talking points / ideas.
- Create supporting ideas to explain / enhance.
- Organize by chronology or complexity.
- Insert tips, examples and details.
- Ensure everything supports the big idea.
- Review and adjust as necessary.

HOW TO ORGANIZE A LARGE PRODUCT

If you're creating a large product (like a course), then your structure is going to look like this:

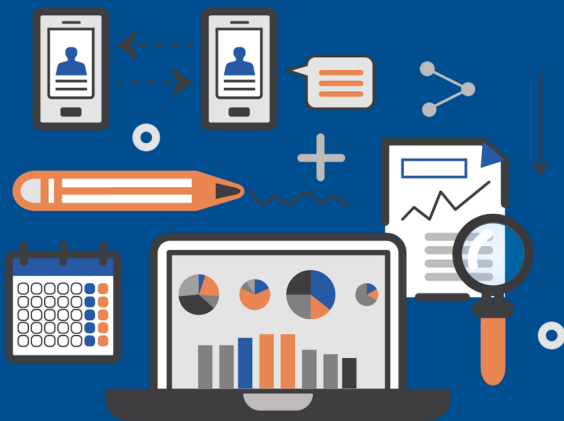
1. The product will have an overall structure.
2. Each lesson or module will have its own organizational structure.

For example, the overall structure may be a complexity structure, while each individual module is chronologically structured. Additionally, each individual module might be presented in varying ways. IE. Some modules might be tutorials, while others might be lists, and still others FAQs.

A solid outline will ensure that you are providing genuine help and value to your audience, AND that the creation process is faster, easier and better.

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WRITING CHEAT SHEET

Here's how to create better content and do it easier and faster too.

3 TIPS FOR PREPARING TO WRITE

- 1 Create a to-do list and/or writing goal (word count, time goal or piece completion) for each day to keep you on track.
- 2 Prep the night before by laying out reference materials.
- 3 Create a routine to prep your mind for writing.

CREATE ENGAGING CONTENT:

- 1 Tell relevant stories.
- 2 Ask thought-provoking questions.
- 3 Arouse curiosity, express empathy, connect emotionally.
- 4 Inject humor (sparingly and cautiously).
- 5 Insert plenty of tips, examples, and citations.
- 6 Use analogies, metaphors and similes.
- 7 Create a fresh hook.
- 8 Develop your own unique voice.
- 9 Keep the focus of the content on the reader.

TIP: Know your audience before you write. Who are they, what are their needs, and what do they want?

ADD VALUE TO YOUR CONTENT:

- 1 Offer tools to help people take action.
- 2 Present intermediate and advanced information, which has a higher perceived value.
- 3 Offer the content in multiple formats (audio, video and text).
- 4 Provide a related, valuable piece of content / bonus / resource.
- 5 Give them an assignment to complete ... so they see results.

HOW TO AVOID DISTRACTIONS

- 1 Shut off your phone, turn off the TV, etc., to avoid distractions.
- 2 Write first, then edit later.
- 3 Create a "no WiFi" zone.
- 4 Use an app like GetColdTurkey.com.

TIP: To write faster and better writing, write first and edit later.

4 WAYS TO OPEN A PIECE OF CONTENT:

- #1 Build Anticipation.
- #2 Open With a Quote.
- #3 Ask a Question.
- #4 Tell a Relevant Story.

An Example Call to Action To Close Your Content:

You need to tell people what you want them to do, and whenever possible give them a good reason to do it.

E.G., "Click here to get the free video that shows you how to perform the exercises you just learned about. Do it now, before this free offer disappears..."



TIP:

You don't need to create all your content totally from scratch. Save time by using private label rights content (PLR). Visit Earncome.com.

Growing your business by helping people get the results they want depends upon you delivering useful content for them to consume and respond to.

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REVISION CHEAT SHEET

Once you've completed the first draft of your content, then it's time to review, revise and polish.

3 WAYS TO PROOF CONTENT

- 1 Do it yourself.
- 2 Ask a friend, family member or colleague to do it.
- 3 Outsource this task to a professional.

 **TIP:** Using two proofing methods will create a better end result.

A STEP-BY-STEP GUIDE FOR OUTSOURCING PROOFING

- 1 Decide what you need – proofreader or editor?
- 2 Find a freelancer using Google or a freelancing site like Upwork.com.
- 3 Do your due diligence by researching potential freelancer.

 **TIP:** Read your content out loud to catch errors.

A STEP-BY-STEP GUIDE TO PROOFING CONTENT YOURSELF

Step 1: Set It As Draft
Catch more errors by marking your content later with fresh eyes.

Step 2: Spot Check With Tools
Use your word processor's spell check and grammar check.

Step 3: Search for Errors Manually

Look for:

- 1 Spelling errors not caught by your spell check (e.g., too versus to).
- 2 Bad sentence structure or grammar errors.
- 3 Bad overall paragraph structure.
- 4 Incomplete ideas / missing data / lack of clarity.

COMMON GRAMMATICAL MISTAKES TO AVOID:

- | | |
|------------------------|------------------------------|
| 1 More vs. much | 1 Fewer vs. less. |
| 2 Too vs. very | 2 Loose vs. lose. |
| 3 Your vs. you | 3 Its vs. it's. |
| 4 There vs. they're | 4 Who vs. whom. |
| 5 Lead vs. led. | 5 Who vs. that. |
| 6 Affect vs. effect. | 6 Compliment vs. complement. |
| 7 Farther vs. further. | |

HOW TO TIGHTEN UP CONTENT

- 1 Ask yourself: How can I make this content piece as a whole shorter, this paragraph shorter, this sentence shorter?
- 2 Ask yourself: Is this part of the content absolutely essential to building rapport, explaining the concept, and/or giving needed detail?
- 3 Ask yourself: Is there any fluff or filler in this section that should be removed or replaced with something more helpful?

Content that is clear, concise and correct will win the trust of your tribe.

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FORMATTING CHEAT SHEET

Now it's time to put the finishing touches on your content, including formatting it. Check out these tips and ideas...

HOW TO FORMAT FOR SKIMMERS

You can format your content for skimmers by highlighting important parts of your text. For example:

- ① Create subheadlines.
- ① Underline text.
- ① Use Johnson boxes.
- ① Highlight text or use a different font color or size.
- ① Boldface your font.
- ① Use captions under attention-getting graphics.
- ① Italicize important information.



TIP: Don't overdo your formatting, otherwise your content will look like a chaotic mess. Be consistent with your formatting.

5 TIPS FOR MAKING YOUR CONTENT EASILY READABLE

- ① Use short sentences.
- ① Utilize short paragraphs.
- ① Transforming paragraph lines into bulleted lists.
- ① Use graphics to break up the text.
- ① Make it easy enough for an 8th grader to read and understand.

Note: Consider outsourcing content design, especially for infographics, magnets, infographics, and paid products.

DOS AND DON'TS FOR SEOING YOUR CONTENT

- ① Do research with a keyword tool to uncover the best words.
- ① Don't stuff your content with keywords.
- ① Don't write for the search engines.
- ① Do sprinkle keywords throughout the content ONLY if you can do so naturally.
- ① Do create quality, shareable content.
- ① Make your website pages user-friendly, responsive and accessible.

HOW TO CONVERT TEXT TO PDF

- 1 Get a word processor with a converter, such as OpenOffice.org.
- 2 Get a PDF converter, such as PDFForge.org, SmallPDF.com, and even Adobe.com.

THE BEST TYPES OF GRAPHICS TO INSERT INTO CONTENT

- ① Infographics
- ① Illustrations
- ① Photos
- ① GIFS
- ① Screenshots

6 KEYS TO MAKING CONTENT MORE ACCESSIBLE

- ① Offer the content in multiple formats.
- ① Provide captions for videos.
- ① Be sure screen readers can read your site.
- ① Ensure people can navigate your site without a mouse (for the sight impaired).
- ① Avoid blinking graphics that can distract or even trigger seizures.
- ① Provide alt-text when posting graphics.






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HACKS CHEAT SHEET

You've been learning how to brainstorm ideas, organize information, write it and revise it. Now check out these hacks to up your game...

7 IDEA STARTERS

- What is the biggest mistake I ever made in the niche?
- What is my biggest success / favorite part of this niche?
- If I could do one thing over in this niche, what would it be and why?
- If I needed a specific result in a specific timeframe, what would I do?
- What are some common misconceptions about this topic?
- What are some key lessons I've learned about this?
- How can others get started or take it to the next level?

 **TIP:** People love behind-the-scenes details, little known facts, insider secrets, unique twists, and uncommon pieces of content.

 **TIP:** You don't need to create all your content completely from scratch. Instead, you can start with a piece of your existing content and repurpose it. Or you can purchase PLR content from a site like www.plr.com.

HOW TO CREATE SUPPORTING CONTENT


- Write something new. (Tell a story, break news, etc.)
- Get positive feelings. (We love feel-good content!)
- Be sure content is easy/quick to consume.
- Make the content easy to share.
- Tell people to share (CTA). (You can even incentivize this.)

8 COMMON CONTENT HACKS

- Sell a product or service.
- Get people to...
- Encourage them to participate in a contest.
- Invite them to a webinar.
- Tell them to view another piece of content.
- Encourage them to call you.
- Encourage them to fill out a form.
- Persuade people to share the content,

7 THINGS PEOPLE WANT TO KNOW

- Case studies.
- Your biggest successes / failures.
- The tools and resources you use.
- What you'd do differently.
- What a typical day looks like.
- Ways to speed up the process.
- Ways to make the process less expensive.

 **TIP:** Get personal with your audience so that you're not just a faceless person behind the screen. Share stories about your life.

3 THOUGHT-PROVOKING QUESTIONS TO ENGAGE READERS

- What do you think?
- What is your favorite way / top tip / best memory?
- Have you ever _____?