



THE BIG BOOK OF IDEAS *for* WRITING MASTERY

*101 Tips, Rules, Guidelines, Insights, Ideas,
Suggestions, Examples and Lists*



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Introduction

Your Go-To Guidebook For Writing Mastery

No matter what business you're in, you're going to need to create a lot of content. This includes blog posts, emails, lead magnets, infoproducts, webinars, videos and more.

Would you like to make this content creation faster, easier and better? Then you're reading the right guidebook, because you're about to discover 101 tips, ideas, steps, templates and hacks for writing like a pro. We'll cover everything from idea generation to research to writing to revision (and everything in between).

Let's jump in...

Part One Ideation

The goal for this step is to choose a popular topic. Check out these ideas...

1. 5 Tips for Brainstorming a Topic

Your first step in choosing a topic is to start brainstorming. Keep these tips in mind:

- Set aside at least 20 minutes of uninterrupted time.
- Brainstorm freely without censoring yourself.
- Don't evaluate ideas at this stage – just get them down on paper.
- Think about what's important to your audience. What do they need to know?
- Think about your area of expertise. What are you most qualified to teach?

Next...

2. How to Brainstorm Topics by Looking at Your Own Life

If you're part of your own target market, then a natural place to look for ideas is your own life. Ask yourself these questions:

- What are your biggest niche-relevant challenges?
- What is your favorite part of the niche?
- What mistakes have you made?
- What strategies have you used or pioneered?
- What has worked for you in reaching a goal?

- What are you uniquely qualified to teach?

Next...

3. How to Brainstorm Topics by Looking at Others' Lives

If you need more topic ideas, then look to your friends, family and colleagues. In addition to the previous questions, ask yourself the following questions (and/or ask your friends):

- Where do they get stuck?
- What would they like to learn more about?
- What do they do in the niche that no one else does?
- What are their desired outcomes? (I.E. Goals, results.)

Next...

4. How to Look to Your Competitors to Develop Ideas

Check out your competitors, especially the big ones who invest resources in determining what your market wants. You can see what they're publishing in their newsletters and blogs, what sort of products they're promoting on their sites, and what they're posting on social media.

TIP: Check niche magazine covers at newsstands, as magazines with big circulations also invest a lot of time and money determining what sort of content will help their magazines sell. Pay attention to both trendy topics and timeless ones.

5. A Clever Way to Uncover Topics

Another good way to help you brainstorm topics is by using keyword tools (like WordRecon.com, WordTracker.com, or your favorite tool). Simply enter in your broad keywords (like "weight loss"), and you'll get all sorts of ideas of what your market wants to know more about on that topic.

6. How to Use Social Media to Brainstorm Ideas

There are multiple ways to use social media to generate topic ideas. These ways include:

- Seeing what your competitors are posting (and what's getting a lot of interaction).
- Reviewing hashtags.
- Posting content on your own pages to see what gets traction.
- Joining groups and following pages to monitor discussions.

Next...

7. Asking Your Market for Their Ideas

Still another way to get topic ideas is to simply ask your market what they want. You can do this informally, such as by posting questions on your social media pages. (E.G., "What types of [niche] information would you like to know more about?") You can also survey your audiences more formally, such as by developing a multi-question survey and using a tool like SurveyMonkey.com to collect responses.

8. Uncovering Topics on Q&A Sites

People in your niche are constantly asking questions, and each of these questions is a potential topic for an article, report or even a course. You can uncover these questions by visiting question and answer sites such as:

- Yahoo.com Answers
- Quora.com
- JustAnswer.com

Look for questions that come up repeatedly, as that's a sign that there's demand for that type of information.

9. Using Your Own Content to Brainstorm Topics

If you have an established business and have been posting content for some time, then look at your traffic logs and sales records to see what's popular. You can then create content on a similar topic, expand on it, or repurpose it.

For example, let's suppose you have a blog post that's really popular. You might expand this post to create a lead magnet.

Another example: perhaps you have a popular report listing 10 tips. You can take each of these tips and expand on them to create 10 new articles, or even a full course.

10. Utilizing PLR to Brainstorm

Another way to think up plenty of topic ideas is to look at the private label content you already have on hand, as well as checking out what topics PLR vendors are selling. In particular, pay attention to the biggest PLR sellers, as they'll usually focus on selling content that's in-demand. Aren't familiar with PLR? Visit Earncome.com/done-for-you/ or search Google.

11. 2 Questions to Ask Yourself When Brainstorming

As you do your research and brainstorming, you can start thinking ahead by asking yourself these questions:

- What format would be best to present this information? For example: video, tools (like a checklist), a report, an article, etc.
- What additional topics would someone want to know about? In other words, brainstorm highly related topics for future content. Never think of a piece of content in isolation.

Next...

12. Using the Marketplace to Brainstorm

A good way to find out what people want is to look at what they're already

buying. To that end, take the following steps:

- Visit marketplaces like Udemy.com, ClickBank.com, JVZoo.com and Amazon.com. Look for bestsellers in your niche. Hint: Look at sales letters, bullet points and chapter / module titles for lots of ideas.
- Look at paid advertisements on Facebook, Google, and on niche sites. If marketers invest money over time to promote a particular infoproduct, that's a sign that the topic is in demand.

Now the next step...

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