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# **How to Transform Your Writing Into Content That Gets Shared**

***7 Ways to Avoid Crickets After You Publish***

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

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**It's difficult to concentrate right now!**

***So, this will be fast and fun ...***

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***Smart content takes a lot of practice,  
but you'll be able to look at your  
work with a more critical eye that  
will help you get better results today.***

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# Immediately Improve Your Writing Process

- Start from wherever you are on your content writing journey
- 7 new ways to approach publishing to **build an audience**
- Questions and Answers

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***Sometimes what we **\*think\***  
we're doing is different from  
**\*what we're actually doing.\******

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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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# **Teaching Writing Is Tricky**

We all have different topics.

We all have different styles.

We all have different audiences.

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# **Toothpaste**

Charcoal Whitening

vs.

Colgate and Crest

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**You don't have to make  
the BEST toothpaste.**

**You have to make  
the RIGHT presentation  
to attract the right people.**

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If Charcoal Whitening toothpaste presented their offer in Colgate/ Crest packaging, their target audience wouldn't recognize the QUALITIES THAT PERSUADE them to buy.

**\*MORE ON THIS IN A BIT\***

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# **1. Don't try to be a good writer**

[copyblogger.com/bad-writer/](http://copyblogger.com/bad-writer/)

Instead, dedicate time to DRAFTING to focus on your presentation.

You need a clear message before you sit down to write.

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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**

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## 2. Grow from “good enough”

[copyblogger.com/good-enough/](https://copyblogger.com/good-enough/)

Aim for remarkable, but not SO remarkable that it prevents you from publishing.

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**I hate everything I create,  
but I publish it anyway.**

It's not up to me to decided what is  
“good” or “not good” — the audience  
decides what resonates with them.

[copyblogger.com/surefire-content/](https://copyblogger.com/surefire-content/)

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**People who understand  
your value need to see YOU.**

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**Think about your favorite content creator,  
media personality, or celebrity.**

**Think about everything you like about them.**

**Then realize, that's just your preference ...**

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**Someone else might dislike them for the exact same reasons you like them.**

**Use that scenario to accept someone will not like you, no matter how hard you try.**

**Move on, and keep demonstrating your value.**

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### **3. Consistency makes you a writer**

[copyblogger.com/weekly-content-plan/](https://copyblogger.com/weekly-content-plan/)

Remind people to Subscribe.

Ask for Likes and Shares,  
when appropriate.

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**4. You don't need to be as "perfect"  
as you *\*think\** you need to be**

[copyblogger.com/bloggging-for-your-business/](http://copyblogger.com/bloggging-for-your-business/)

As long as you are ...

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# **1. Thoughtful**

# **2. Thorough**

Complete content that holds attention and  
persuades someone to  
choose you as a RESOURCE.

[copyblogger.com/fascinating-content-series/](https://copyblogger.com/fascinating-content-series/)

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# Unfolding narrative

Content that someone  
looks forward to seeing.

Content from a real person.

You're just likely more experienced in  
your niche and that's why you have  
something valuable to share.

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# **Bounce back from mistakes as fast as possible**

[copyblogger.com/education/](https://copyblogger.com/education/)

*Copyblogger's*  
**Content Confidence  
Checklist**

**\$7**

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# Checklist Item Examples

Customize your own checklist,  
once you observe and note your  
frequent errors:

- Passive voice
- Incorrect apostrophe usage
- Meta description missing

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**5. FOR A LIMITED TIME**  
**Be your own worst critic**

[copyblogger.com/edit-your-own-writing/](https://copyblogger.com/edit-your-own-writing/)

- Focus on weak parts — put aside the parts you consider complete
- Bring out YOU (strengthen your writing voice)
- Proofread backwards

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## 6. Complementary content formats

[copyblogger.com/micro-audience/](https://copyblogger.com/micro-audience/)

- A new format doesn't have to be overwhelming.
- Audio and video is more forgiving than text.
- Content within this webinar (links) drive traffic to Copyblogger blog.

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## 7. Time-management (boring)

[copyblogger.com/well-paid-freelance-writers/](https://copyblogger.com/well-paid-freelance-writers/)

**The skill that separates successful writers from those who struggle**

- What you're going to be talking about
- How it will help your audience
- Add winning details that persuade someone to share and follow

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A live coaching program hosted by  
Stefanie Flaxman

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A live coaching program hosted by  
Stefanie Flaxman

1. Full access to the four live training calls.
2. Recordings posted each night after our live calls for you to watch.
3. Helpful exercises and worksheets.
4. Live Q&A Call where you can ask Stefanie anything.
5. Lifetime access to the recordings of these calls.

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# Questions for Stefanie?

Type your questions in the Q&A section of the Zoom dashboard.

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**To learn more and sign up:**

**[copyblogger.com/masterclass-content-writing](https://copyblogger.com/masterclass-content-writing)**