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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/

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/

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/

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/

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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/

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/

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/

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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/

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/

- 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/

- 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/

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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CONTENT WRITING MASTERCLASS

A live coaching program hosted by
Stefanie Flaxman

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Stefanie Flaxman

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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)