

Writing Killer Content

The Personal Touch

Be You

Don't try to be someone else when you are writing. The best way to have your writing shine is to be authentically you.

The online blog/content landscape is a busy one these days so you want to inject some personality into your writing. When you are writing on your own site/blog write in your own voice.

Be Human

You want to inject as much emotion and life as you can into your writing. It is all about the human element. Think about why videos and posts go viral online...it is usually because it made us laugh, cry, mad or happy. It evoked some feeling from us.

K.I.S.S

Keep It Simple Silly. You don't need to get all complicated with your content. Just keep it simple.

Writing Killer Content

The Mechanics

1. WRITE SHORT SENTENCES AND SHORT PARAGRAPHS

Keeping it short helps to keep your reader's attention. Let's face it, there is so much to see online and most people have shorter attention spans these days. There is research that shows most readers only stay on your website for mere seconds. Check out this Hubspot post about it. You want to keep things moving and short sentences and short paragraphs help do that while helping your reader move through the copy.

2. SPELLING AND GRAMMAR COUNT

If you want people to trust what you have to say and think of you as a credible source then you need to get the spelling and grammar part of writing RIGHT. It is so important. If it is not something you are good at use one of the many tools out there to help you.

Writing Killer Content

The Mechanics

3. MAKE YOUR WRITING READABLE/SCANNABLE

You want to write in an active voice rather than in a passive one. It helps keep your writing interesting and in the NOW and it helps give your writing life and energy. You also want to watch out for unnecessary information and words. The word **THAT** often shows up in our writing but can often be left out. Try eliminating the word **THAT** from your sentence. If you can drop the word and the sentence still makes sense then leave it out. Your writing will be tighter without it.

Things to make your content more scannable

- *Short paragraphs
- *Subheads
- *Bulleted lists
- *Bolded text
- *Words in color
- *Links

Writing Killer Content

The Mechanics

4. BE CLEAR AND CONCISE

You don't want to confuse anyone so be clear about what you are saying. Think about all those essays you used to write in school. There was a clear beginning, middle and end and that goes for blog writing or writing any online content too. Be clear about your message. Don't leave anyone guessing. Keep in mind, if you aren't sure what you are trying to say don't expect anyone else to know! Sometimes I feel like people try to write clever content in the hopes of catching the attention of more readers but all they end up doing is confusing people. Be clear rather than clever!

5. USE THE WHITE SPACE

Make sure there is a good amount of white space on your page. You don't want to overwhelm your reader with long, dense copy. Give them some room to breathe. I know talking about the use of white space is a bit strange when I said I was going to give you some writing tips BUT it is a design or layout tool that will help your readers digest the words on the page better.

Writing Killer Content

The Mechanics

6. GET VISUAL

Pictures, graphics, infographics, and video go a long way to bumping up the wow factor of your content. It will engage your reader and give them a better experience. Think of it as that all important value added component. Visuals help to draw the reader in and make it more of an experience.

7. BE CONVERSATIONAL

Think about how you would tell your friend a story and then write it that way (of course leave out the slang and the like!). You want to write the way people speak so try use everyday language. Try to avoid buzz words and jargon. Being conversational will also help you bring in some personality and life to your writing, especially if you are the brand.

Writing Killer Content

The Mechanics

8. ROCK YOUR HEADLINES

A good headline can hook a reader right from the start. It sparks interest and invites your reader to keep reading. Consider these stats from Copyblogger...

80% of people will read your headlines.

But only 20% of those people will read the rest of your content!

See why the headline is as important as the article or post itself. Sub-headlines can also help you tell the reader what the post or article is all about. Beware, don't use click-bait tactics.

9. CALL TO ACTION

This is a great way to get your readers engaging with you. Get them to DO something, maybe you want them join your list, or join your Facebook group or like your Facebook page, or maybe you want them to comment or share an experience with you. Get your audience

Writing Killer Content

The Mechanics

10. WORDS MATTER

There are a number of sites online that can help you with your word selection. You want to choose your words carefully and choose words that are persuasive. Check out some of them in this post on Copyblogger.

Here are just a few...

YOU
FREE

INSTANTLY
NOW

You should also check out The Persuasion Revolution, particularly this post with 380 High Emotion Persuasive Words.

Writing Killer Content

The Basics

1. CRAPPY FIRST DRAFTS:

No one ever writes the perfect post or piece the first time. You should expect the first version to be a crappy first draft. It is the best way to get to the good stuff. So don't expect to write perfectly out of the gate. Give yourself permission to write the crappy first draft. The magic comes out of the editing process.

2. EDIT AND THEN EDIT AGAIN:

Editing takes time. You need to read it over a few times. The first time you are looking for spelling and grammar errors. The next read through you should be looking for flow and structure issues. And then maybe you read it a third time just to make sure you didn't miss anything. You could also find a beta reader to help.

3. READ IT...OUT LOUD!

The mind often makes corrections for us while we read silently to ourselves. When you read out loud it forces you to see the mistakes... or rather HEAR the mistakes. I am not only talking about the spelling and grammar mistakes. Reading out loud helps you hear how your writing flows and helps you discover how readable it really is.

Writing Killer Content

Writing Resources

Grammarly

I use this tool for most of my writing these days. It helps catch spelling errors as well as grammar issues

Readability

There are several sites that can help you with your readability score. Readability-score.com is just one of those sites.

Jon Morrow of Boost Blog Traffic

Jon Morrow offers fantastic resources, including this extensive collection of words - [317 Power Words That'll Instantly Make You a Better Writer](#).

Headline Analysis

Analyze the impact your headlines could have on readers. Size up headlines with the [Emotional Marketing Value Headline Analyzer](#).

Writing Killer Content

The Checklist

Did you check your spelling and grammar

Did you add the human element?

Did you write authentically and in your own voice?

Did you write clearly and concisely?

Did you use white space well?

Did you make your writing conversational?

Did you make your content readable?

Did you get visual?

Did you add a clear call to action?