



Tips to help you craft content
that engages, inspires and
keeps your readers coming
back again and again and
again.

Creating Kickass Content

Who am I...and what gives me the right to give you writing/content creation advice?



- I am a 20 year broadcast journalist working in several of Canada's biggest television and radio newsrooms, including CityTV, CBC, and 680News.
- I am also a freelance writer, both in print and online.
- I have been blogging since about 2008...I think, it was so long ago!
- I am a college instructor – teaching Journalism at Sheridan College

The Nitty Gritty

- Write short sentences and short paragraphs
- Spelling and grammar count
- Make your writing readable and scannable – <https://readability-score.com/>
- Be clear & concise
- Use white space
- Get visual

The Nitty Gritty

- Be conversational
- Rock your headlines - <http://www.copyblogger.com/magnetic-headlines/>
- Words matter - <http://www.thepersuasionrevolution.com/380-high-emotion-persuasive-words/>
- Call to action

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.
- **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 Stupid:** You don't need to get all complicated with your content. Just keep it simple

The BASICS

- **CRAPPY FIRST DRAFTS:** You should expect the first version to be a crappy first draft. It is the best way to get to the good stuff.
- **EDIT AND THEN EDIT AGAIN:** 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.
- **READ IT...OUT LOUD!** 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

Resource

- **Grammarly:** I use this tool for most of my writing these days. It helps catch spelling errors as well as grammar issues. [Grammarly.com](https://www.grammarly.com)
- **Readability:** There are several sites that can help you with your readability score. [Readability-score.com](https://readability-score.com) is just one of those sites.
- **Jon Morrow of Boost Blog Traffic:** Jon Morrow <https://smartblogger.com/author/jon/> -offers fantastic resources, including this extensive collection of words - 317 Power Words That'll Instantly Make You a Better Writer - <https://smartblogger.com/power-words/>
- **Headline Analysis:** Analyze the impact your headlines could have on readers. Size up headlines with the Emotional Marketing Value Headline Analyzer <http://coschedule.com/headline-analyzer>

Writing Environment

- Find a space that inspires creation
- Shut down online distractions
- Set a deadline – not when the post/article is DUE but when your first draft needs to be done, when first edits need to be done and when your final/polished draft needs to be done.
- Give yourself time and space
- Plan. Plan. Plan. Plan

Useful Books

- Anne Lamott - bird by bird
- Stephen King – On Writing
- Nir Eyal - Hooked: How to Build Habit-Forming Products
- E.B White & William Strunk: The Elements of Style

The Cheat Sheet and Checklist

I wanted to create a short cheat sheet and checklist for you to use as a reference and resource.

Check out my **BLOG...**

<http://christyalaverty.com/create-killer-content-cheatsheet/>

- **The PDF is downloadable, editable and printable**

WHERE TO FIND ME

WWW.ChristyALaverty.com

Facebook.com/ChristyALaverty

Facebook.com/groups/MediaPRCollectiveForEntrepreneurs

Twitter.com/Imfreckles

Instagram.com/imfrecklestoo