

TEAM APPLICATION GUIDE



KEY CONCEPTS

All great content starts with great writing. Whether it's a video script, interview questions, social media caption, ad copy, website headlines, or (of course) blog posts, the discipline of writing is the most foundational element of content creation. In this month's training, I share 10 tips, strategies, and principles that will help you captivate and motivate your audience with your content.

1. Watch for what makes you click, watch and listen.
2. Starting well matters more than finishing well.
3. Start with 'You'.
4. Answer the WIFM.
5. Ask a question.
6. Find common ground.
7. Tell a story.
8. Don't beat around the bush.
9. Don't bury the lead.
10. Make your written content scannable and visual.

APPLICATION STEPS

1. Which of the ten strategies shared above challenged your preconceived thoughts about creating engaging content the most? Why?

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2. Search for an article or blog post that resonated with you recently (i.e. something you shared with someone else). In light of what you learned in Session 4, re-read that article or blog post. Ask yourself:

- a. How many of the ten strategies were used to make that piece so compelling?
- b. What initially “hooked” you? The headline? The featured image? The opening paragraph?
- c. What aspects of that content made you read to the end?
- d. Using the ten strategies, how could you make that content even more compelling?

3. Revisit your content well (or your drafts folder on your computer). Write (or rewrite) the opening paragraphs of a blog post (<100 words) using at least six of the ten strategies we explored in Session 4.

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4. Create an outline of an article using only a headline (H1), subheading (H2), and section headings (H3).

5. In reviewing content you've written in the past, which of the ten strategies are you the most skilled at? Which strategies do you struggle with?