

BE BEST WITH YOUR WRITING SKILLS



EBOOK
NEW EDITION

**STEP BY
STEP
CONTENT
WRITING
GUIDE**

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Step by step content writing guide

Hey guys

Today I am going to tell you about content writing. So if you want to learn about the strategy of writing good content then, it's the best guide which is going to help you now.

Content writing is the most important skill which helps you to grow more in the future. It's the most trending job in the market, every business demands a content writer. Business requires several hands, and one of the most important hands is of the - Content writer. Due to interesting copy, a business gets the limelight in the market. That's why a successful businessman spends most on the copywriter or content writer.

Content is a form of information that helps others to educate, provide knowledge and entertain, motivate, inspire, convince or persuade also. Your content should be like an explosive when it comes in front of people. Suddenly blast with infinite compelling words so that - people directly turn things into action.

It's a very important thing for any content. Every time a value bomb is necessary, you should be able to recognize the problems and provide better solutions within time.

Well, let's see - how can we become a good content writer?

Step by step instructions for content writing

Content writing is not easy as we think - it's just a writer. A content writer puts great effort to make an attractive copy, and an attractive copy is only possible when you have great experience in this field. It requires knowledge to understand the audience, patience, skills to add on an informative article, passion to do better enough. Always listen to your audience carefully, then only you can understand the pain. The more you listen to them, there will be more chances to get close to each other. In this way, your audience cares about you because you are caring for them. The basic skills required to be a good content writer is -

- **Originality** - a person should write original content so that people get to know their tone and way of expressing things. Try to be simple, understandable, authentic, and provoke thoughts with your content.

Don't copy or paste the content, it can ruin your image as a content writer. Be original one!

- **Accuracy** - Try to bring exactness in your content, don't make it like a web of spider. Express your thoughts in a precise way, you can use examples from personal life. Through this way, you can help them to understand better. Because people usually correlate the things if it comes up from their personal life. It's an easy way to give rise to recreation and accuracy in your content. This will drive crazy the mind of people.
- **Research ability** - Try to research every topic first then start writing. When you research for any topic then only you can understand that - what are the things generally people looking for? On which things you have to do work, focus on your audience because the content is for them not for themselves. Try to research the topics and get more details about it and understand the tone of other writers too. You can bring your ideas to other content also, let the audience understand your thought process.
- **Speed and vocabulary** - If you can write a long-form of content more often. Then no doubt you are an amazing content writer but there is a difference between long content and valuable content. Valuable content needs time to bring enough value to the audience. If you have good skills grammar, vocab then you can make up good momentum because lots of people face issues in handling this. So as soon as possible, try to resolve this kind of problem. Because a customer doesn't expect grammar and vocab mistakes from you. As well as, try to do lots of practice by reading lots of books and magazines and write a lot. So that you can easily improve your speed of writing and vocabulary. It's a fundamental thing on which you have to work first before jumping into this field.
- **Be creative** - When anyone reads your content if the satisfaction coming out from their face. Then you had written a good copy. Satisfaction is something very vital and you can only satisfy others if you have enough creativity to explain things.

For example - Mr. Bean never speaks much but then also people feel entertained. Why?

Due to his innocence and funny act, sometimes there is no requirement to spell words, just expressions are enough to make others happy.

Similarly, there is no need of saying a single word because your writing is enough to judge your mind. Try to find creative solutions for problems. Bring creativity in writing by exploring more.

- **Go with your niche** - You should know who are you gonna serve?

If you know who is your target audience then only you can do best with your stuff. Hard work is not enough, a sharp mind and understanding of the market is also an important thing. A person without knowledge of the niche can't do much better, no matter how many skills they own today.

Without knowing about the niche, you can't grow properly, so if you have an interest in anything else then first of all check the interested and targeted audience. Find out one by one and follow them up, analyze, and research about it. Bring them close to you by building relationships with them, then start work for them.

- **Come up on social media** - Social Media is one of the important tools for the brand.

Because people who know the real essence of social media are the one who is ruling on the world. Most of the time people spend on social media to grab the opportunity.

No doubt everything lies there, the brands and entrepreneurs always keep on the eyes to catch their trap. Once you get in then surely you can't get out of that trap because they have enough things to grab the attention. A brand owner knows everything that what a person wants and how they can be agreed?

Our morning starts with social media and ends with that. On such platforms, you can show up yourself and tell your audience about your skills and knowledge. Connect with those who require such types of people who can help in writing great content. After connecting with them you can show your work and can easily prepare your testimonials. This will enhance your brand value, work quality, and response from clients. So, try to utilize social media for connecting with other brands, everyone is there the only thing you need is - keep your eye on everything.

- **Writing like you are speaking** -

Whenever a person reads a book, they prefer to read alone. That's why if you are writing something then assume that - you are writing for one person. Try to talk with your words, whenever you write then you must be feeling that - you are talking to your reader. It will help your reader to convince them easily that - what you wanna say?

Use the words "you" instead of "I" and "my". These words help you to bring the feel of closeness.

- **Create a powerful title** -

The title of your content must be impressive and attractive. A perfect title can drive the mind of your audience crazy enough to read the whole written content. Like for

example - most of the time you have seen that the owner of restaurants always catches the attention of the delicious headlines in their restaurants. That's why whenever we see such a stunning headline, we can't control ourselves and have a visit there.

That's why focus on your headline if you want to make your blog post viral. It's better to research the most viral headlines and then capture any from them.

- **Read a lot -**

That's an important part of content writing. A content writer prefers reading more than writing. Because your mind can only write anything when you have a good collection of thoughts. These thoughts only come from reading different books, it will help you to learn about the tone of other writers.

Warren Buffet said - " I just sit in my office and read all day ". He spends most of his time reading in the office.

That's why if you want to be a good content writer, you should have a habit of reading daily. The more you read, the more content you can consume and the better you can write.

These are some of the important things which you should keep in mind before starting content writing. The simple tips for making exciting writing then you have to do is -

- Choose active or appropriate words
- Choose precise or simple words
- Choose concise phrasing
- Give priority to visual because the mind tends to grab visual much better than written content.

What is the duty of a content writer?

The duty of a content writer is very crucial in any firm. Because they are the only people who highlight their brand or company every day by setting up good blogs, content, or other write-ups. They have a responsibility to manage everything and attract more audience towards the brand, so we can't ignore these people.

Let's have a look at more -

- They have a crucial responsibility to create unique and attractive eye catchy content and provoke people to get to know more about the business. The content writer has to manage all the required content daily. That's the reason they have to be patient so that they deal with all the stuff within the duration.
- Repurpose of the content. Because in each platform there are a lot of requirements to present things. We can't post the same things in every place, that's why they handle all the necessary things required for repurposing the content. They have to keep their eyes on the reach and visibility through the audience. Only written material does not matter, the contents must be readable, valuable, and authentic. So that - people take interest in reading and give a good comeback.
- Writing content within a deadline - if you have your brand then it's important to do work before time. It's a fundamental thing to make customers happy and satisfied. That's why a content writer should finalize their task before the time for better results from their consumers. Or if you are working in any firm then it's significant to make your boss appeased.

What is the future of content writers?

The future of content writers is very remarkable. Because nowadays, people are shifted from their job to businesses. No one is going to take the responsibility of writing long written content the whole day. If you haven't experience then it may take lots of time to create considerable content.

At this time, people hire content writers to do this job. A content writer from beginner to experienced depends on your choice, the experience requirements are set by you. But be ready to pay for their efforts because an experienced content writer can't work on minimum earnings. So if you want to let them work, then you should be able to give what they say to you.

That's why no doubt that - these skills have not the scope. No doubt you can work as a freelancer, it's the other best way of earning with content writing.

A person having content writing skills can be -

- Content writer
- Content manager
- Content executive
- Content associate
- Freelancing

Conclusion

Now I am going to summing up the content writing guide with my thoughts here -

Everyone wants to be something better in their life but not everyone does. Why?

The only thing which they miss in their life is - the habit of taking action. No matter what you are, who you are. If you thinking that - yes, maybe this opportunity can bring a lot of benefits in the future. Then don't think much and grab it now. Because "opportunity never knocks on the door ", they come and go but never wait for someone to open the door.

Similarly, try to get every opportunity because everything happens for a reason. If you can't think of that purpose then you can't do much with your life. The time runs with a great speed, the only thing you have to do is to manage according to you. The people who understand the real essence are the ones who can do anything in life without any support.

Motivation is something important to accelerate the speed of our life. So keep doing this.

"Write like no one is reading, dance like no one is watching "

So bring these content writing skills to enable your future.

Thank you

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