



CONTENT CREATOR GAME PLAN

**Your Fast Track Guide To
More Traffic & Followers**



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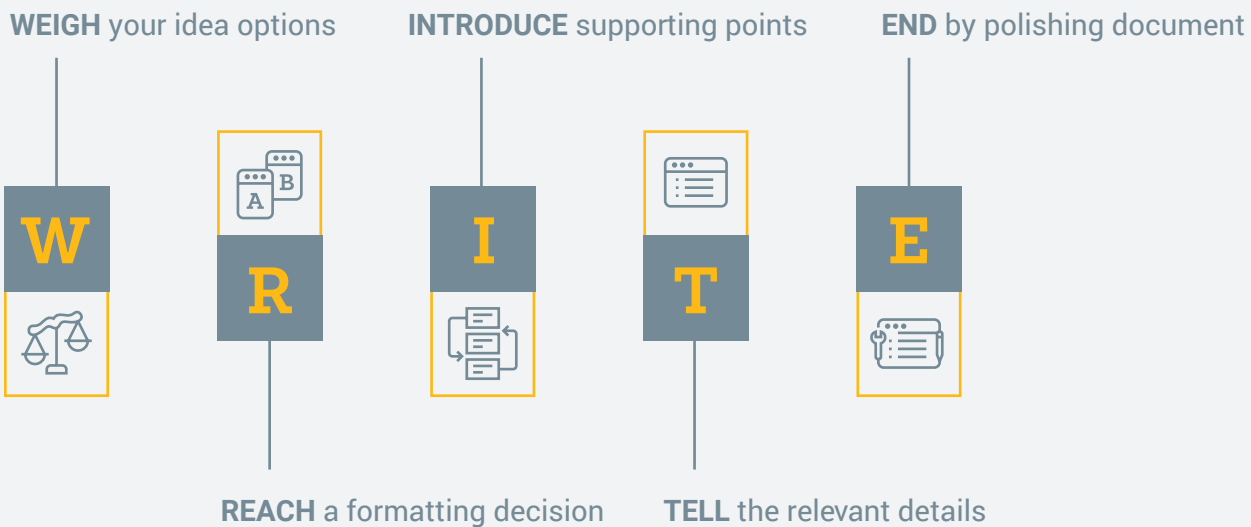
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FAST TRACK FORMULAS



1.1 How To W.R.I.T.E.™ Content

I use the acronym “W.R.I.T.E.” to describe each of the necessary steps for



Let's take a quick look at each of these five steps...

WEIGH Your Idea Options

Every piece of content you create begins with determining what you're going to write about. As a general rule, each piece of content should have ONE primary focus. What will you write about?

While you probably have many ideas to begin with, and we'll cover how to find COUNTLESS ideas this guide, here are four quick ways to find ideas to write about that you can use for any of your articles.

- **Competitor's bullet points.** Find an existing sales page for a product (an e-book, membership site, report, etc.) that is related to yours and look at the way they describe their product or the problems it solves. Usually this will spawn many ideas to use as topics for your own content.
- **Magazine cover stories.** Another method is to look at the covers of magazines related to your niche. This will also yield ideas to write about and fresh ones come with every new issue (Note: You can also check your library for past magazine issues or hunt for them online).
- **Bookstore lists.** Drop by your favorite bookstore (or browse online for every greater convenience at Amazon.com or BarnesAndNoble.com) and search for books within your category/topic. Take note of 1) the subjects of the books themselves and, 2) additional ideas in the table of contents or on the back covers.
- **Guest Post/Article subjects.** Visit your favorite online Guest Post/Article directory like EzineArticles.com or GoArticles.com and look within categories related to your topic for existing Guest Posts/Articles. Many of these will serve as suitable ideas to build lessons upon.

Of course, these exercises are ONLY to find IDEAS. Obviously, you don't want to copy their content or even use a similar format or structure in organizing your content, just use these methods to brainstorm ideas to write about.



R EACH a Formatting Decision

Next, you'll want to decide how you'll organize the content of your lesson. While there are many different methods of doing this, I personally recommend one of the "big three" when it comes to sharing information.

- **Lists.** Create a list of ways, tips, keys, suggestions, ideas, methods, techniques, hints, etc. to help your audience; e.g. 20 Membership Website Ideas.
- **Steps.** Steps are a set of chronological tasks to complete a process. If your topic can be described in how-to format, the "steps" format is a great format to use to lead your reader through organized in sequential steps.
- **Q&A.** A "question and answer" format is used when you identify a series of key questions related to your topic and then provide answers to them.

We'll talk more about this kind of content later as you will need to use this format at specific times within your content and engagement strategies.



I NTRODUCE Supporting Points

After you have decided which of these three formats works best for the content you'll create, it's time to move on to your supporting points. That is, come up with the appropriate list, steps or questions that you'll be using as the foundation for your lesson.

If you are going to use the "list" format, write as many as you can possibly think of up to twenty. When you are sharing "ways" or "tips" or "ideas", the more you can share the better. Why? Because not all of the ideas will be relevant or interesting to the individual reader.

But, if you include numerous ways to do xyz, it's likely one or more will strike a chord and keep them happy.

1 Fast Track Formulas

1.1 How To W.R.I.T.E.™ Content

- If you are going to use “steps” format, I recommend you keeping it to single digits. The more steps there are to complete, the less likely your reader will actually do them. Less is more. **Keep it to 10 steps or less, preferably 3-5 steps.**
- If you are going to use the “Q&A” format, then I recommend that you keep it to 10 questions or less. It’s also important that you organize your questions in the best way so they are chunked together by topic.

As a general rule of thumb, share at least 2-3 tips or examples for each of your major points. I do this a lot myself and people respond with emails of gratitude on a daily basis. It really is beneficial to the reader to get as many different perspectives on information as possible.

Look back over the first three steps that we’ve covered so far each of them have additional “sub-points” that further clarify or illustrate the major point. After you have determined your format, it’s time to move onto the next step.



T ELL the Relevant Details

Fill-in-the-blanks for the points and sub-points that you’ve mentioned in your outline.

Write 1-3 paragraphs for each of your points/sub-points and you should have a nice article fleshed out.

To give you some additional ideas on “telling” the relevant details, I’ll share a short brainstorming tool that I use myself called a “starter swipe file”.

Use the example I share on the next page or start your own “Starter Swipe File”. You’ll find that you have favorites that you refer to with almost every piece of content you write, while there will be others that are just for certain scenarios.

“Starter Swipe File”

A “starter swipe file” is a collection of ideas to write about written in a single sentence formatted template.

Example: One of the biggest reasons people fail to _____ is _____.

You can use this starter sentence to create paragraphs of content about virtually any topic in the world.

- One of the biggest reasons people fail in marketing is _____
- One of the biggest reasons people fail in dieting is _____
- One of the biggest reasons people fail in reaching goals is _____
- One of the biggest reasons people fail in homeschooling is _____
- One of the biggest reasons people fail in relationships is _____

These starter sentences allow me to quickly find something to write about anytime I want to build content into a document:

1. At the beginning as I outline it,
2. During the writing process as I struggle for ideas, or
3. At the conclusion of the document when I find portions of the document need more information.

I encourage you to create your own Starter Swipe File, but because I’ve been doing this for a long time and have a good index already created, I’m going to share a mega-list of 49 starter sentences I use myself as a starting point for your writing.

At the end of the list, I’ve included several examples just so you can feel confident in how to use these yourself.

Note: I suggest printing these out on a separate sheet of paper to refer to anytime you write.

1. One of the biggest reasons people fail in _____ is _____
2. The greatest lesson I've learned about _____ is _____
3. The biggest mistake in _____ is _____
4. Here are the top seven reasons why you should _____
5. If I had to narrow it down to five steps, they would be _____
6. The real secret to _____ is _____
7. One thing that almost no one knows about _____ is _____
8. Three of the best web sites for _____ are _____
9. The absolute worst way to _____ is _____
10. A secret weapon I use for _____ is _____
11. Here's why you should never be afraid to _____
12. Five proven ways to _____ are _____
13. The best model I've seen for _____ is _____
14. Two questions to ask when making this decision are _____
15. The best example of _____ is _____
16. Here's what you do when _____ happens _____
17. The one thing you've been told that's wrong is _____
18. New evidence suggests this about _____
19. The one lesson I wish I had learned years ago is _____
20. The one question you must ask before _____ is _____

21. Three simple exercises to help with _____ are _____
22. A simple way to organize your _____ is _____
23. An easy to follow system for _____ is _____
24. An effective way to speed up your results is _____
25. Here's a simple 10 step checklist for _____
26. An often overlooked way to _____ is _____
27. When you face this problem _____ here's what to do _____
28. Should you _____? Take this quiz.
29. If you're a beginner, then the first thing to do is _____
30. If you're experienced, then here's an "advanced" tip
31. Seven warning signs of _____ are _____
32. Your three best options for _____ are _____
33. A way to get faster results from _____ is _____
34. It only takes a few minutes to _____
35. Five things you can do today are _____
36. Why your _____ won't work _____
37. Something every _____ needs to know is
38. The best way I know to _____ is _____
39. A simple shortcut for _____ is _____
40. Here's a "rule" about _____ you should BREAK _____
41. The biggest waste of time for _____ is _____

1 Fast Track Formulas

1.1 How To W.R.I.T.E.™ Content

42. If I could only do one thing for _____ it would be _____
43. The eleven key ingredients of _____ are _____
44. Five ways to improve your existing _____ is _____
45. Here is a daily schedule you can refer to for _____

There are so many different “angles” represented in this list like the fastest way to do something, ways to improve, shortcuts, schedules, questions, exercises, lessons, mistakes, etc. that you could mix-n-match and never stop coming up with ideas to write about in your next lesson.

Just to make certain you understand how to use these templates, let’s work through 3 of them together.

Example: “The biggest mistake in _____ is _____.”

If you were writing a piece of content on homeschooling, you might use this template as “the biggest mistake in homeschooling is choosing the wrong curriculum.”

You would then go on to explain why that’s the biggest mistake and how to avoid it using another sentence from the Starter Swipe File, e.g. “The one question you must ask before _____ is _____.”

If you were writing a piece on hiring a ghostwriter, you might use this template as “the one question you must ask before hiring a ghostwriter is ‘do you have references?’”

You would then write as many paragraphs as needed to explain why references are important, address what the reader should look for in a ghostwriter’s references, and so forth.

Example: “Here’s how to protect yourself from _____.”

If you were writing a lesson on “setting up a web site”, you might use this template as “here’s how you protect yourself from FTC compliance penalties”.

You would then explain ways to avoid potential problem with unsubstantiated claims, hype, etc.



You begin with one of the template sentences and, then, you simply take as many paragraphs as you need to thoroughly explain things.

It's a writer's secret weapon, a cure for writer's block, and a brilliant way to brainstorm ideas anytime you want all rolled into one.



E ND by Polishing Your Document

Once you've written the content for your lesson, you'll want to fine-tune it. Generally speaking, there are three things that I recommend you do in putting on the finishing touches for your lesson.

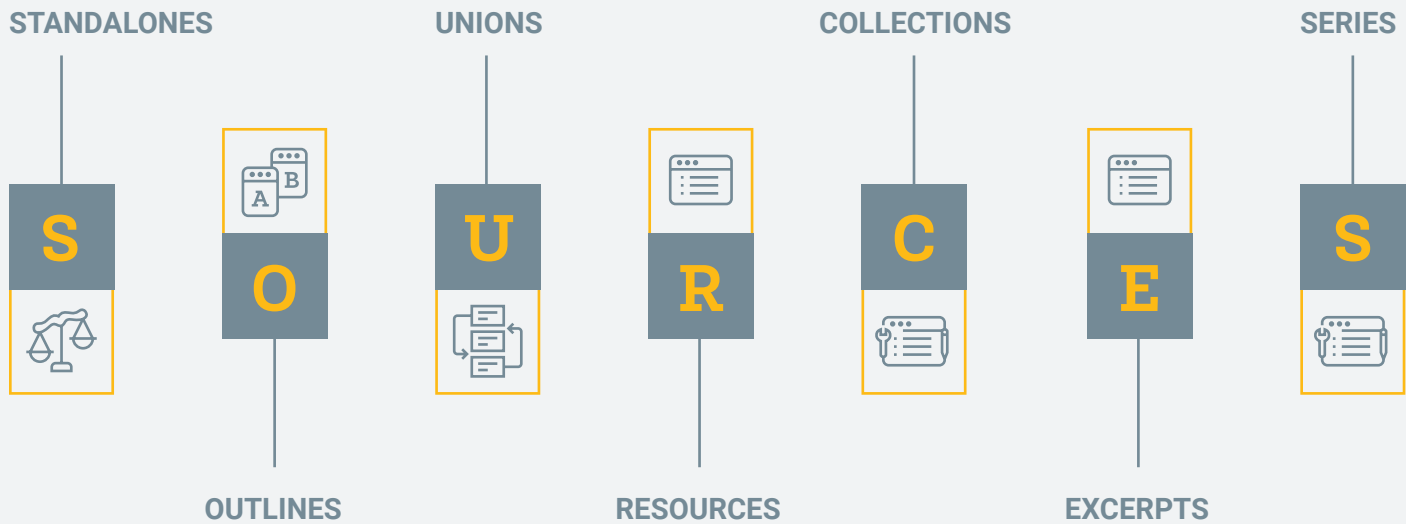
- **PAD.** Look for areas in your content that might need further explanation. Are there any areas that are not clearly explained? Are there areas that are noticeably weaker than others? Make sure your points are understandable.
- Try to add in as many examples as possible to better illustrate the points. Toss in a few more tips here and there where needed. You can add interview transcripts, quotes, research and other bits of information to get the points across better and add a bit more meat to the report.
- **POLISH.** Use different fonts to distinguish areas of your content. Change colors. Use alternative styles such as bold face, italics and underline. Indent text where appropriate. Use bullet points - especially on lists. Insert headers, footers and graphics (just don't over-do it!).
- **PROOFREAD.** The final "smoothing out" is to proofread your entire document for typographic and grammatical errors. Better still, get someone else who is qualified to do it for you.
- While this isn't a deal breaker by any means (quality of content is MUCH more important than quality of grammar in information based lessons), it certainly is a good idea to put your best foot forward.

Well, that above covers it! Now the only thing left to do is get writing!



1.2 7 S.O.U.R.C.E.S For First Rate Content

As the so-called “King of Acronyms”, I use the acronym **S.O.U.R.C.E.S.** to note the following seven sources of great content.



Let's take a look at each of these in greater detail...

To Get The Remaining 295 Pages of The Content Creators Gameplan, PLUS:

- 105 Pages of Templates for The List Builders Gameplan,
- 143 Pages of Templates for Course Creation Gameplan, and
- 195 Pages of Swipe Files for the Sales Copy Gameplan.

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