



Content Creation Framework

A simple and straightforward step-by-step guide to learn how to write content for your blog or newsletter.

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Blog Writing Framework

Use this five step process to easily create content for blog articles.

Step 1. The Promise

The introduction to your content should outline the promise that you intend to deliver. Give the reason why someone should read the article. Explain how they will be transformed.

Example: In this article, you will learn how to increase the conversion rate on your website in three simple steps.

Step 2. The Problem

The next section of your article needs to outline the problem that your target audience or ideal client is facing. This is designed to reinforce why they should read your article.

Example: Most websites aren't seeing the conversions they deserve, in other words, nobody is buying what you're selling.

Step 3. The Process

In this section, you actually teach your 3 to 7 teaching points.

Example: Here are the steps to higher conversion rates on your blog.

- You should have a free download that is highly relevant to your blog post
- Sign up forms that are easy to read and complete.
- Deliver your free download as soon as somebody signs up and don't forget to include a thank you.
- Deliver three valuable emails in the first week with more information.
- Ask your new subscriber questions about what they are looking for in your automated emails.

Blow Writing Framework continued

Step 4. Do's and Don'ts

In this section, outline some tips for advanced users and the mistakes that newcomers make.

Example:

Placing pop-ups on every page of your website with the same offer is a surefire way to annoy your visitors and hurt your conversions. Whereas tagging your pop-ups to particular blog posts or pages will dramatically increase your conversions.

Step 5. Next Steps

Finish off the article with a call to action or an action step. Give your readers something to do and they are far more likely to remember you.

Example:

Sign up for your weekly newsletter

Sign up to get a free call with you.

Want to get personalized info?

Although this is a short, five step resource, writing content for your business can seem overwhelming. I want you to know that you don't have to go it alone!

Here's two pieces of advice:

1. Set aside at least 30 minutes a day to create blog content or newsletters.
2. Give me a call. Schedule a 30 chat to talk about what you want to get accomplished and how it can be done.

Click the "Book a Conversation" link below OR if you printed this out, type the following in your browser:

<https://bookme.name/modigitale/free-30-minute-consultation>

BOOK A CONVERSATION

"If you're looking for some awesome, knowledgeable people to work with, these are the guys I highly recommend. Their friendliness and result-driven approach is what I love about them."

- **Lillian Zarzar**

Communications Consultant

Adjunct Professor, Ohio University