



Digital Workbook 2025

Murphy Freelance Article Guide

How to Write an Article Fast

Mini Guide to Help You Get Your Message Out

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Purpose of This Workbook

You're here because you have words that need writing, but no time to write them. The purpose of this workbook is to save you time and help you to get your message out, fast!

Goal: This Mini Guide is designed to help you design your message quickly and get your article done.

Who is this for: Busy professionals like you with great ideas and expert knowledge but no time to write.

Purpose: Clear the brain fog and organize your message for self-drafting an article or hiring a ghostwriter.

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Welcome!

You are busy. You have great ideas and expert knowledge, but getting those words out of your head feels like another full-time job.

This Mini Guide is designed to get your article done—fast. Whether you write it yourself or hire a ghostwriter (like me!), you'll use this workbook to clear the fog and craft your message in less than an hour.

Ready?

Let's skip the struggle.

Chapter 1: Who and Why

Starting prepared with a clearly defined plan is the most important part of creating an article and will save you hours of time and frustration. You wouldn't go to a new city without a maps app in your phone to find your way around. That is exactly what it is like trying to get your message out to an audience without a plan. It's going to take a lot of time, you'll make a lot of wrong turns, and you will probably get lost!

1.1 First rule: Knowing what obstacles and turns are ahead allows us to take the best (and easiest) path.

Most people fail to write an article because they start writing before knowing these two things:

1. **Who they're talking to** (audience or client avatar)
2. **Why they're talking to them** (message and goal)

Who

Imagine your article could only be read by *one person*. Who is that ideal reader? When you know that one person, you know your audience. Write down as much about them as you can.

Example Audience: *A busy mental health professional (psychiatrist, psychologist, coach, therapist) knows they need to publish content to build authority and provide more value to their clients, they want to attain that next level in their practice, but they feel overwhelmed by the writing process itself.*

Your Audience:

Why

What is the **problem** that your audience faces and you can solve? What is the next step you want your reader to take? What is the **goal** they will achieve after taking this step?

The problem is the basis for your message, which tells your audience how to achieve the goal.

Answering these questions defines your core content.

First, think about the problem that your audience has. What is their pain point? What keeps them up at night? What do you passionately want to solve for them?

Example Problem: *Normally confident in their work, a busy mental health professional sits down to create an article, book, course, or guide. They try to write and get discouraged, run out of time, or spend countless hours pushing themselves to get the words on paper; just to hate what they wrote and never publish it. Or even worse, they publish and no one interacts with it. Now all that time is wasted and they feel like they failed. The ROI isn't there for the amount of struggle and time the process consumes. They count up how much they cost themselves financially in wasted hours. If they had used that time seeing clients they would have a return. They give up on writing and adding value to their practice, forget their goals of publishing a book, never design that course stuck in their head; and feel bad because of this.*

Your Audience's Problem:

Next, we figure out the **message** we want to offer to our audience. What is the most important action or thought you want that person to have when they finish reading? What is the actionable step you want them to take next?

Example Message: The hardest part of writing is figuring out what you are trying to say, narrowing down the topic, and putting together a plan for your audience to take action. A simple 5-step framework can solve that problem. Once you get your idea on paper, you can polish it yourself and publish, or save yourself time by hiring a ghostwriter to do the final writing for you.

Your Message:

Your **goal** is what you provide your audience, and how they will benefit from you solving their problem. What is their desired outcome?

Example Goal: *To provide my 5-part structure in a mini guide to help busy professionals quickly map out their next article in under an hour, which gives them the material needed to write an article or hire a ghostwriter.*

Your Goal:

Chapter 2: Map Your Message

Your map ensures your article isn't just words on a page, but a direct, targeted conversation. It means you've locked in your audience and are prepared to speak their language. What is their education level? What are their pain points? What will they achieve by reading your article? What do you want them to do?

(Sneak Peek: When you finish this part, you'll have the complete basis for your article.)

2.1 The Target

2.1.1 Zoom In On Your Reader

If your article is for everyone, it's for no one. Who are you trying to help or inform?

Audience Level (Circle One): Beginner / Intermediate / Expert

What is their one biggest pain point right now? (What problem is keeping them up at night?)

What result are they hoping to achieve? (What is their dream outcome?)

Write down one thing your reader MUST know about your article before they start reading:

2.1.2 What Is the ONE Goal?

An article can't do everything. What single action or thought do you want your reader to have after reading your finished piece?

Circle One: Learn Something New / Feel Inspired / Buy Something / Click a Link / Change Their Mind

What is the specific Call to Action (CTA)? (Example: "Schedule a call," "Sign up for the newsletter," "Implement this tip.")

If the article is a success, the reader will feel/do:

Voila. You have the solid foundation you need to write the first draft without getting lost!

Chapter 3: The Core Concept

Now that you know who you're talking to and why, it's time to build the engine of your article: the main idea and the three points that prove it.

3.1 The Big Idea

Every great article has one single takeaway. If your reader only remembers one thing, what should it be?

Write down the single, most important idea or conclusion your article offers:

Why is this Big Idea true? List 3 main reasons, facts, or supporting arguments:

1.

2.

3.

3.2 Voice & Personality (The Ghostwriting Key)

This is the most critical part if you want to write the article yourself or hire me to write it in your style. Your voice is your brand!

Describe the tone you want the finished article to have.

Circle Two Adjectives: Witty / Formal / Casual / Urgent / Empathetic / Sarcastic / Inspiring / No-Nonsense

If your writing voice were a person, who would it be? (Example: A friendly professor, a witty mentor, a straight-talking expert, a successful friend.)

Words/Phrases you LOVE and want to see often: (List 3-5 keywords, idioms, or common phrases you use)

Words/Phrases you HATE and want to avoid: (List 3-5 words that sound like filler or don't match your brand)

Chapter 4: From Map to Manuscript

Now that you have your message mapped, you have two choices:

Option 1: Hire Me to Draft it For You

The information you've gathered in this workbook chapters 1-3 is everything we need to write a basic article or post series in your unique voice. You've got the basic plan mapped out and this will provide me with the perfect blueprint. The next chapter gives you the breakdown on your investment and how the process works.

Option 2: Draft it Yourself

Use this outline to move immediately into the drafting phase. You'll already have your audience, goal, main idea, and supporting points locked in. This 5-Part Article Structure outline serves as your assembly instructions if you are crafting the article on your own.

The 5-Part Article Structure

Open up a document or get a pen and paper and start writing a rough article now. You can go back and clean it up when you edit. Write down each of these steps as you go right now, and when you get done you will have a solid framework for your completed article.

1. **The Hook (From a strong sentence to a paragraph long)**

Start with your reader's biggest pain point from Chapter 2. Make them feel seen and understood immediately.

Example Hook: "You have a brilliant idea that could help thousands of people. But every time you sit down to write, you stare at a blank page for 30 minutes and accomplish nothing."

2. The Promise (1 paragraph)

Tell them what they'll learn or achieve by reading. Use your "Big Idea" from Chapter 3.

Example: "In the next 5 minutes, you'll discover the exact 3-step framework that helps busy experts turn their knowledge into finished articles—without the overwhelm."

3. The Three Main Points (3 sections)

This is the meat of your article. Take each of the 3 supporting points from Chapter 3 and turn them into their own mini-section:

- **Point 1 Heading:** Write 2-4 sentences explaining this point
- **Point 2 Heading:** Write 2-4 sentences explaining this point
- **Point 3 Heading:** Write 2-4 sentences explaining this point

Use your reader's language. Keep it conversational. Each point should move them closer to that dream outcome you identified.

4. The Wrap-Up (1-2 paragraphs)

Remind them of the transformation. "You came here feeling [pain point]. Now you have [solution/tool/framework]."

5. The Call to Action (1 paragraph)

Use the specific CTA you wrote in Chapter 2. Make it clear, direct, and easy to do.

Quick Assembly Instructions:

1. Copy your Big Idea as your working title
2. Write your Hook using the pain point
3. Write your Promise using the Big Idea
4. Expand each of your 3 main points into 3-5 sentences
5. Write your wrap-up summarizing the transformation
6. Add your Call to Action

Pro Tip: Don't edit while you draft. Just get words on the page following this structure. You can polish it later.

Chapter 5: Ready to Skip the Writing Entirely?

The most challenging part of ghostwriting is capturing a client's voice and message. By completing Chapters 1-3 of this workbook, you've already done the hard work of clarifying your message. You don't need to assemble or draft anything if you hire me, I do that for you.

How We Work Together

I take your ideas and turn them into words, allowing you to publish and communicate in your own authentic voice—without the hassle of sitting down to crunch out the words yourself.

The Process:

Voice Discovery Call

We start with a 30-minute call to ensure we're a good match and define your project's tone. This call is recorded to lock in your initial project scope.

Voice Samples

Send me samples of things you write every day (emails, notes, articles, social posts), voice memos, anything that resonates with you. This is one of the key steps that allow me to adapt my writing style to match your unique voice.

Discovery Package

I create two finished content pieces (1,500-2,000 words total) based on our initial findings—complete, high-quality work that acts as proof of concept for our partnership.

Scaling Up

If we are a good match, we move forward based on your needs: article series, thought leadership pieces, email campaigns, sales materials, white papers, or even a full book.

Typical Project Investment

START HERE: Voice & Content Discovery Package

Estimated Project Investment \$1,500

This isn't just an article package. It's proof that we speak the same language, and gives us a starting point to jump on a project immediately.

What's included:

✓ **30-minute Voice Discovery Call** — We'll discuss your brand, tone, and goals to ensure we're the right fit. If we are not compatible, your invoice is cancelled, you owe nothing.

✓ **Two Custom Content Pieces** — I'll write 1,500-2,000 words total across two different formats based on your completed workbook (article + email sequence, social post, or sales page excerpt)

✓ **Voice Capture Document** — A style guide I create from our work together that ensures consistency across all future projects

✓ **Revisions on the discovery pieces** — We refine a reasonable amount of times to make sure it sounds exactly like you

This package proves we can work together seamlessly before you commit to larger projects, and gives you versatile material to start working with now.

After the Discovery Package, here's an example of what ongoing work looks like:

- **Single Articles (800-1,200 words):** \$500-\$1,200
- **Long-form Content (2,000+ words):** \$1,800-\$3,500
- **Monthly Retainers (4-8 pieces):** \$4,500-\$12,000
- **Book Projects:** Custom quote based on scope

Rates reflect the level of voice work, research, and strategic positioning required for professional thought leadership content, and are a basis for your decision to invest. Each client's needs are different and the final package is tailored to your specific needs. These prices are basic guidelines to help you plan your investment in your digital and print products.

Let's Get Your Words Written

You didn't build your expertise to spend hours struggling with writing that fails. I will turn your ideas into published content that sounds exactly like you. All you have to do is put your name on it and publish.

It's not cheating, it's interpretation. I interpret your thoughts and ideas into written work that you share as your own, because it is.

Reach out if you have a goal in mind.

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Office: 501-238-1593 Call or Text Anytime, my office number is silenced when I am unavailable. My policy is to make it easy for you to send me messages when you have the thought, whether it's 2 pm or 2 am. That's part of what makes our partnership better, it's how we get your thoughts out of your head and into the world immediately.