

Lesson N° 1

Writing for Dream Clients

Mindset Stuff

Nº 1

Mindset Stuff

- Choose your words wisely.
- Outsmart writer's block.
- Move past perfectionism.
- Seek USEFUL feedback.
 1. Be specific.
 2. Provide context.
 3. Return the favor.

Be credible.

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Be credible.

THE KNOW FACTOR

- Put yourself out there!
- Join (or start) the conversation.
- Interact in groups + at events.

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Be credible.

THE LIKE FACTOR

Share....

- stories.
- struggles.
- photos.
- laughs.
- inspiration.

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Be credible.

THE TRUST FACTOR

- Share your credentials.
- Be as consistent as possible.
- Go pro. (Even in baby steps.)
- Showcase testimonials + logos.

Be clear.

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Be clear.

CLEAR PURPOSE

- Avoid “The HUH? Effect”
- Know the goal of each page or post.
- Use an outline -slash- recipe as a guide.

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Be clear.

CLEAR LANGUAGE

- Use simple words.
- Write simple sentences.
(Instead of , and..., but..., or...)
- Stick with short paragraphs.
- Use active voice (vs. passive voice).
I wrote the copy. vs. The copy was written.

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Be clear.

CLEAR FORMATTING

- Avoid huge blocks of text.
- Leave room for white space.
- Use sentence case capitalization for easier readability.
- Break it up with relevant subheaders.

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Be clear.

CLEAR TEACHING

- Simplify complex concepts.
- Use their words.
- Use stories + examples.

Be conversational.

You have permission to be
YOURSELF.

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Be conversational.

USE YOUR WORDS

- Write like you *actually* speak.
- Use first-person (not the royal “we”).
- *Practice!* Read it out loud.
- **Take the BFF test.**
- Refine + restyle.

Your voice evolves as YOU do;
don't panic!

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Be conversational.

STYLE 'EM UP, PART I

- Spelling + capitalization always matter.
- *Everything else is debatable.*
- Use **bold** for impact (+ scanners).
- Use *italics* to make your words sound like *this*, and not *this*.

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Be conversational.

STYLE 'EM UP, PART II

- Use parentheses for clever asides (+ clarification).
- Write in fragments. *Like this.*
- Use contractions or you will sound like a robot.
- Use periods for effect.
- #playwithhashtags

Be connected.

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Be connected.

CONSIDER YOUR TONE

(The intangible fluffy human stuff.)

- How do you want them to FEEL?
- How do YOU want to be perceived (or received)?
- What do you REALLY want to communicate here?



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Be connected.

ENCOURAGE CONVERSATION

- Write to ONE person.
- Ask a Q that's easy to answer.
- Reply to folks who comment.
- Be *interested*.

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Be connected.

STAY RELEVANT

- Keep reading + learning.
- Stay up-to-date on news + trends.
- Listen to what they want + need.
- Update your offers accordingly.

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Lesson Review

Shift your mindset.

Be CREDIBLE.

Be CLEAR.

Be CONVERSATIONAL.

Be CONNECTED.

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Homework



1. Brainstorm 3 ways you can help people know, like, and trust you.
2. Pick a recent blog post or email to critique. Where could you be more clear?
3. Use at least three style tips in your next email, social media update, or blog post.
4. Check engagement in your blog comments + social media. How can you be *more* connected?

Lesson N° 2

Wordrobe Essentials



Coming Up