

Content Writing For Beginners



Content Writing For Beginners
Creation.

Copyright © 2022 by Mavenwit. All rights reserved.

This book or parts thereof may not be reproduced in any form, stored in any retrieval system, or transmitted in any form by any means—electronic, mechanical, photocopying, recording, or otherwise—without prior written permission of the publisher, with the exception of brief quotations in a book review and certain other noncommercial uses as permitted by copyright law.

Printed in the United States.

First Edition, 2022

Mavenwit
111 NE 1st St
8th Floor Suite #88501
Miami, Florida 33132, US

www.mavenwit.com

support@mavenwit.com

About

Mavenwit Is A Full-Time Global Multi-Award Winning Advertising, Marketing & Innovational Transformation Company.

We are empowered by the art of creativity, work where the impact matters, changing the future of the entire internet industry & building brands throughout the globe.

We build a better future for our clients, transforming the process, exploring the new reality, and reforming the advertising structure, to deliver world-class real optimized solutions in no time.



We're extraordinarily ordinary in creating powerful ideas based on deep insights by connecting brands with targeted audiences to gain unbelievable attention.

We leverage our global technology partnerships to build a seamless experience with the data solutions fit for our client's needs.

We Are A Platform For Global Brands Creating What's Next In Content, Advertising, & Technology To Bring The Better Future Together.

Acknowledgment



Since content writing is the foundational pillar of marketing & advertising, we have found that it should be easily understandable for any novice in the industry who wants to start a career in it in the 21st century.

As writers, our job is to create contexts in which other people can think; our gratitude goes to the solid support, editorial direction, and book design skills of everyone involved.

Masking and unveiling are both components of writing. Together with our team of people, we learned a lot from making this book

The purpose of writing is to experience life twice, in real-time and in retrospect. It has been challenging to transform an idea into a book, with publishing being one of the most mysterious aspects of the process.

A good book isn't written, it's rewritten until the writing is perfect. We made it possible through our inspirational insights along with our team.

The idea for our Book is to find inspiration from actual people living in real environments and then based on those inspirations we write a book. The key to developing our wings is to constantly jump off cliffs. In honor of that, we would like to offer a warm thank you to our entire team.

Every member of our team brings a fantastic outlook to Mavenwit. We're extraordinarily ordinary, We're Mavenwit!

Table Of Content

Part A - Know The What And Why

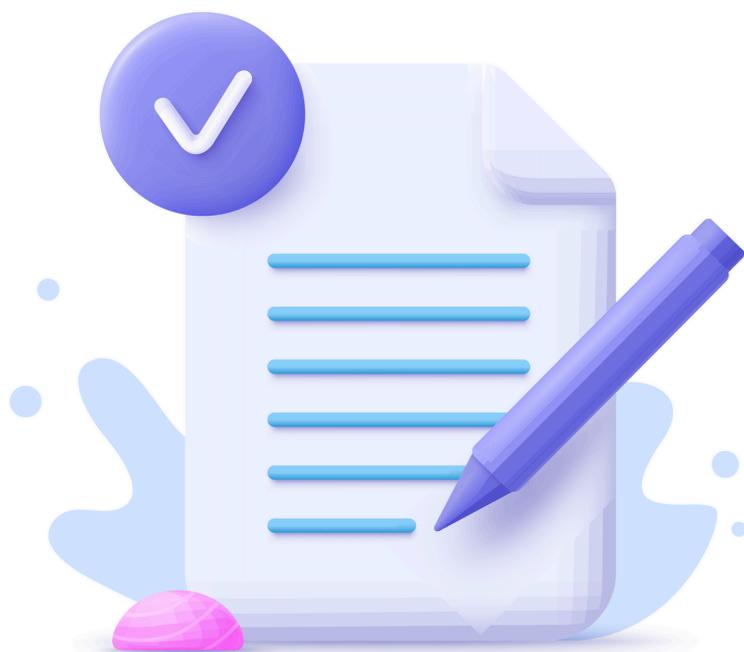
- | | | |
|----|-------------------------|---|
| 1. | The Intent Writing | 1 |
| 2. | Purpose Serves The Best | 3 |

Part B - Answer To The How/Gear up

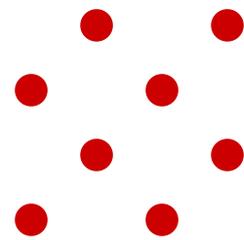
- | | | |
|----|---|----|
| 3. | Rule That 15 Seconds | 6 |
| 4. | One Step At A Time | 9 |
| 5. | Be A Go-Getter | 15 |
| 6. | Don't Crush That First Page | 19 |
| 7. | Remember The Lunch Box Rules! | 23 |
| 8. | Twist, Tweak And Turn - Ready To Be Published | 52 |

Part C - The Mega Phase

- | | | |
|----|--------------------------|----|
| 9. | Watch Out! Enemies Ahead | 56 |
|----|--------------------------|----|



Introduction



Content writing, as a field of opportunities that have been a part of the emerging social era for several years, has an exciting future. In this field of opportunities, every day, quality content makers expand their abilities to share their stories and experiences.

It is just as important to have quality and quantity of content in order to bring the best results in today's content market.

There is a wide range of content-based methods for promoting a brand. Each type serves a different purpose and promotes the business in a unique way.



Though there is no secret formula for writing high-quality content, to know the tricks and tips, come along with us on this journey into the world of content writing and learn about each step required to become a content writer.

Part - A

Know The What And Why

Chapter 1

The Intent Writing

Recently, I came across an article that read that an average human has around 6,200 thoughts per day. That's huge, isn't it? Then I just sat down and wondered, why do humans get thousands of thoughts in one day? What thoughts would they be? Does everyone have the same thoughts? And where do these thoughts come from? Though I couldn't find answers to the questions, one thing was for sure everybody has thoughts. Most of our thoughts come from reading and observing things around us. Some express those thoughts as words. Some are heard and the rest are written.

In this digital age, where stray animals are rising on the roads and human beings, called the social animals, are actively rising on social media; they express most of their thoughts as text-based words. And every expressed thought certainly has an intention behind it.



The intention may vary from person to person.

And that intention, which uses the right words to spread/convey a message to the right audience at the right time, becomes content.

Now you must be wondering what could that content be?

Well, it could be anything. Anything you come across on the web (since it is the

digital era) — the blog posts, articles, images, script for an ad, video, podcast and even the text posts on platforms such as Instagram, Twitter, emails, etc. are content.

All right. Then what makes it right?

There is no right content. It becomes right only when you have a telepathic connection with the reader, prioritize and understand the reader, know their pain points, and come up with the assurance to help them.

Just like I did now. Since you wanted to learn about and get better at content writing, here you are, reading this e-book.



Then isn't this the right content for you?

The one thing to truly understand is that you cannot write anything and everything. And it is a universal fact that you cannot please everyone with everything every time.

So it is always important to choose what to write and have a target audience.

Let's understand it with an example, let's assume you are shopping online for clothes

on Amazon, you would not only get results for clothes but also would get results on accessories like shoes, watches, belts, earrings, etc that could go along with it, right?

What you can infer from this is that as a user when you went ahead searching for clothes, you also got results for accessories. Here you turned out to be the right audience with the right content (accessories) at the right time (just when you were shopping for clothes) and with the right message (could be discounts on brands).

Thus, anything expressed with intent is content. The content wins applause when it hits the right audience with the right message at the right time.

P.S. To understand the audience, the reader undergoes a lot of research, reading, writing, and planning. But don't you worry, it is made simple here.

Chapter 2

Purpose Serves The Best



Do you like getting interrupted?

Nobody likes it, right? Nowadays, people have realized those flash banner ads, that display advertising, they are stricken with blindness, and people ignore them now. Not just that, even the ads that appear on YouTube, we just wait for those 5 seconds to appear to skip them, don't we?

Then how do we reach people without actually interrupting them is a big question, and that is when content writing comes to light.

In a world full of chaos where voices fade, make your online presence your voice and let your words speak for you.

So now you know why content rules the internet world.

But hold on!

When ads can get ignored, making people notice your content is indeed a challenge.

No worries. When I can do it. You can too!

Anybody can write, you know.

And for that, you only have to write.

There is a purpose in anything and everything you do. Action done without a purpose reaps no result. So this takes you to the first step of writing.

Some do it for self-pleasure. But they teach the three common purposes a content has to serve, engage, and prompt.

But why should I have a purpose? I can hear you saying that.

Nobody would read what you write without a purpose. I mean there are a lot of videos, audio, and image content already surfacing over the internet, then why do you think people would invest their valuable time in reading what you write?

People read to educate themselves about topics, about stuff that they did not learn in their school, college, or university, or maybe want to learn more about it.

And several people read to relax.

Ok answer this first, why do you think you, I and so many people out there watch movies?

Is it just for the entertainment purpose? It's obvious: the 'Happy Endings' in the movies give hope to humans. It tells us a story and we relate it to our lives, feeling a deep sense of connection. We experience all kinds of emotions in those hours and that brings positive energy into our lives as well.

Then why should writing be any different?



Words have a tremendous healing power which we often neglect.

Content writing for commercial purposes has the aim of growing their business by attracting the costs, collecting details, and prompting them to take action.

The action could be anything, making the customer purchase a product/ service from them or just generating leads and converting them into potential customers in the future by constantly drawing attention.

Though writing might not immediately prompt action, it certainly makes an impact, like a tattoo of your name as a brand on a deep level in your subconscious mind.

Part - B

Answer to the How/Gear up

Chapter 3

Rule That 15 Seconds

I guess you are gearing up now. It's time for you to know how to finally ace that blank space.

We often hear the saying which goes like "Do not judge a book by its cover".

And we live in a world that also constantly thrusts that into us and you know what, the most shocking thing about an impression is that it just takes around 5 to 15 seconds to make that first impression.

On one hand, we are told not to make judgments, and on the other; they constantly force us to prepare ourselves for judgments. We always have that fear of being judged and those contrasting opinions.



“ *First impression is the best Impression.* ”

Sounds pretty contradictory, doesn't it?

All I would say to this is that you have just got to learn to talk and write in a way that impresses and impresses in a way that needs no talk; I mean no opinion (though opinion-forming is not always in your hands).

Then why don't you make the fullest use of those 15 seconds in your writing as well?

Fine. But "how" is what you want to know, right?

Wait. I will get to that.

You know, as per a study, humans are the most curious mammals on earth.

Humans are pulled in when intriguing questions are being asked or answered.

Ok. So what? I am sure you must ask me this now.

Don't bother. But I am trying to say that humans go where their curiosity is fed.

Things that catch the eyes reach the mind and touch the heart, don't they?

And the first place that holds the reader's eyes is your heading.

Writing an interesting and captivating headline might bring the game to your side.

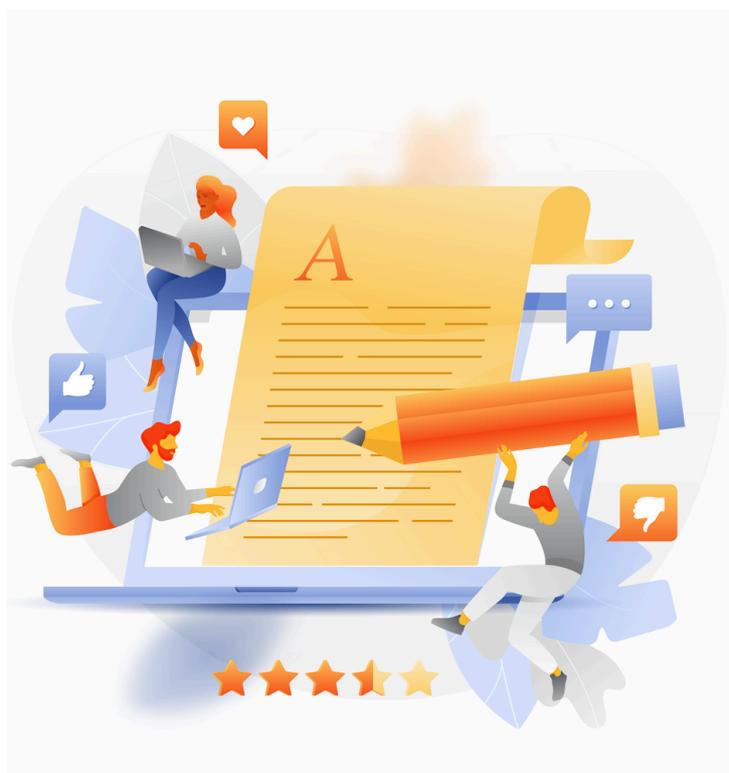
Mind you though, a headline is the first thing that draws attention, it is not a cherry on top of the cake; it is the base of the cake that holds the cherry.

As stated earlier, since humans are curious about everything, be it learning, or looking for solutions to their problems, the questions that kindle their curiosity pull them in.

Headlines that start with questions like "what", and "why" trigger curiosity and want them to read more.

For instance, headlines like "what is content?", "Why is content writing so important?" would make aspiring writers like you read it, right?

The other basic nature of humans is that they want definite answers to everything.



They want assurance for everything they invest their energy, time, and money in.

Are we different?

From as small as buying a pair of jeans to as big as purchasing a car, we ask for a warranty. We want assurance that it would serve us for long, don't we?

We expect the same from writing. For readers, time is money and since they're going to spend their valuable time on reading, they want to be sure of what they read.

Words like "how" assure the reader the conviction that their problem is going to be sorted and would save them for a rainy day. Let's consider these headlines: "How to make money through writing?" "How to get started with writing?" definitely entices the reader, and gives them hope to go ahead with the reading.

As it proves to be showing a way, with conviction.

Numbers also are another significant thing that adds value to writing an interesting and definite headline.

Say on the internet it has become so common nowadays that people look for solutions in simple steps. Look at this example: "5 ways to learn to speak English", "How to learn to cook in 30 days?" To make more impact, the use of adjectives is unavoidable.

You might have encountered the following adjectives quite a lot of times on the internet:

- Ridiculous
- Easy
- Insane
- Simple

You can use your own to create that magic. Strong keywords follow the adjectives to blow the reader away. A few common ones are:

- Stage
- Step
- Principle
- Trick
- Ways
- Method



One example I would like to give you with using the above-discussed part is:

"5 simple tricks to ace writing,"

Isn't it super cool and easy?

Writing is like building a house brick by brick and here the first brick is placed strong. But it is just the beginning.

Chapter 4

One Step At A Time

Woah, so the naming ceremony is done.

But do you name it first? Or aim it first?

Shit, then have you missed anything?

Chillax. We have not.

It's ok if you have chosen what to write and given it a headline first.

I mean, it's common sense right, before you do not know what to write, you wouldn't go for the title.

Then what did you miss?



See, it is not about rushing to write always. The one thing usually you would miss is the aim of finishing it. Of course, you will start writing with that aim only, no denying that. But the right way to start and the right way to finish matters.

Do you remember the first day of school? The excitement and zest we all used to have on the first day of school. Remember that new uniform, new school bag, new friends, new classroom, new everything? Ok now be honest, did that zest last till your last day?

The answer is a clear NO.

Why? Have you ever wondered?



Because in school we all had a list of subjects, like Mathematics, English, Science, Social Science, Sports, Language, Art, everything scheduled in one day.

We all were multi-tasking and that drains out all the energy, exhausting us, doesn't it?.

Multi-multi-tasking is tracking you from the one task you already are engaged in by constantly reminding you of the next task and the urge to switch to it quickly.

This exactly would happen on your writing journey if you rush. You will end up losing that first-day excitement and eventually would start fearing to write again.

Starting with the aim of finishing is spectacular. But taking one step at a time will keep you fresh as a daisy!

Writing is a journey. The journey involves various stages. By God, believe me, each stage is a powerful transformation.

That transformation can be counted into four stages.

- **Ideation**

Relax. When you read it for the first time, it might seem like jargon, but it isn't.

Ideation is not an unfamiliar word, especially in content writing.

I can simply put it as an idea + Creation I'm sure you know what an idea means. It is just a thought, an opinion, or say a concept that comes to our mind from anything we have learned or are aware of.

And creation is the act of bringing that idea into existence, simple.

Let's make it simpler and understandable with a practical example.

We all have used pencils, right?

But do you know its history?

The ancient pencils, called the stylus,

were a lead around people Used them for ages until they realized it was very toxic. So they replaced it with graphite, covering it with a wooden stick.

We are humans and humans make mistakes, don't we? And making a mistake while writing is so natural and they could correct only it by erasing it.

You wouldn't believe what it took to invent an eraser. People tried. Wax, stones, and bread crumbs, Yes you read that right, BREAD!

Later they learned that from the extract of a plant they could do it and that is how rubber got its name. Can you believe the evolution of the pencil?

Where it took so much to invent an eraser, we all have had the pleasure of using a pencil that had an eraser behind it. Truly, everything develops with time. Just look at the idea of having an eraser behind principally creating it is one good example of ideation, isn't it?

I don't mean that you also need to create something.

But to gather those ideas that float in our minds time and again and bringing that to existence by giving it an understandable and evidentiary form is IDEATION.



- **Validation**

Having an idea is great. But if that idea would pay off is what you need to validate. First, don't be self-assured. It's your idea it won't fall back or think that it's ok if it is risky, and there is no harm in taking a chance, No. That is not always true.



Taking a risk is great. But to be aware of the consequences first and preparing oneself to face the same requires validation for sure. So stop. And before you validate, remember these points:

Have an obvious motive and ask yourself:

Is my idea for the content solving any real problem or a solution? Are people seeking it? Is the idea just to attract people? Is it to prompt them to take any action?

What purpose is my idea going to serve people? This should be your main question when validating it.

Keep it people-friendly:

- Check if your content is simple and approachable.
- See if you are helping the reader in the smartest way possible,
- Validate if everyone could adopt the content and satisfy the reader's needs.
- Examine all the likely outcomes of your content.
- Make sure your content is timeless and unlike a news article.

Once you are done with validating and fetching answers for all the above questions, you are ready to move ahead.

- **Execution**

Hurray! Finally, time to execute. In this stage, you just have to get started with writing. I know there is no chalk boom boom magic pencil in reality, that you just take it in your hand and immediately start writing.

But the more you think, the more would be the blink and the ink you use to write words would feel like stink. Let the words come out. Take inspiration from Pablo Picasso. A legendary painter who is remembered for ages and whose work someone would remember endlessly for his creative and inspirational Paintings.



Consistency, patience, and perseverance could be well learned from him.

One of all time lessons he taught the world was to remain a lifelong child. Not just for writing or painting, it applies to our life as well. Remember, when we were kids, our parents used to give us a notebook or a piece of paper and we would just start scribbling on it.

Caring for no one. Caring for no time. Caring for no rules.

And as we started growing, we got exposed to rules, what to do, what not to do, how to do blah blah. We got so used to it now that we forgot our creativity and we expect others to tell us everything. It is just physical growth. The reality is we just learn how to behave and follow rules. That is where we are grown up.

Writing will come in a flow when you express yourself and for that, you have to be carefree, opinion free, and just write! Write, but remember the purpose. Enjoy the purpose.

- **Revision**

Revise your writing to be precise in your writing. I have already spent a lot of time ideating and validating the content. Then why should I spend more time revising it again?

I can hear you saying that. But revision is a part of your writing.

It will help you give your writing smooth edges, just like a goldsmith does, to make the gold shine and sustain its luster.

Writing improves when you rewrite. It would certainly help you to have a good hold on the language.



All you have to do to revise is re-read your content like a reader would do.

That will help you experience the same thing a reader would experience on reading your content. It might result in a helping hand to you in improving your writing and analytical skills.

Chapter 5

Be A Go-Getter

I always wanted to write. Write anything. Write something. But until this book, I couldn't start writing.

Everything we want to know about anything is just a click away. Everything is already there on the internet.

But I want to share with you my experience of writing. Because you are like me and you can relate to it better.

I always believed that if I sat down to write something I would get an idea, immediately start writing and edit it to post as well, on the same day.

But no. I was wrong.

I always thought that if I start small or if I start with just one action per day, I would end up being slow and unproductive.

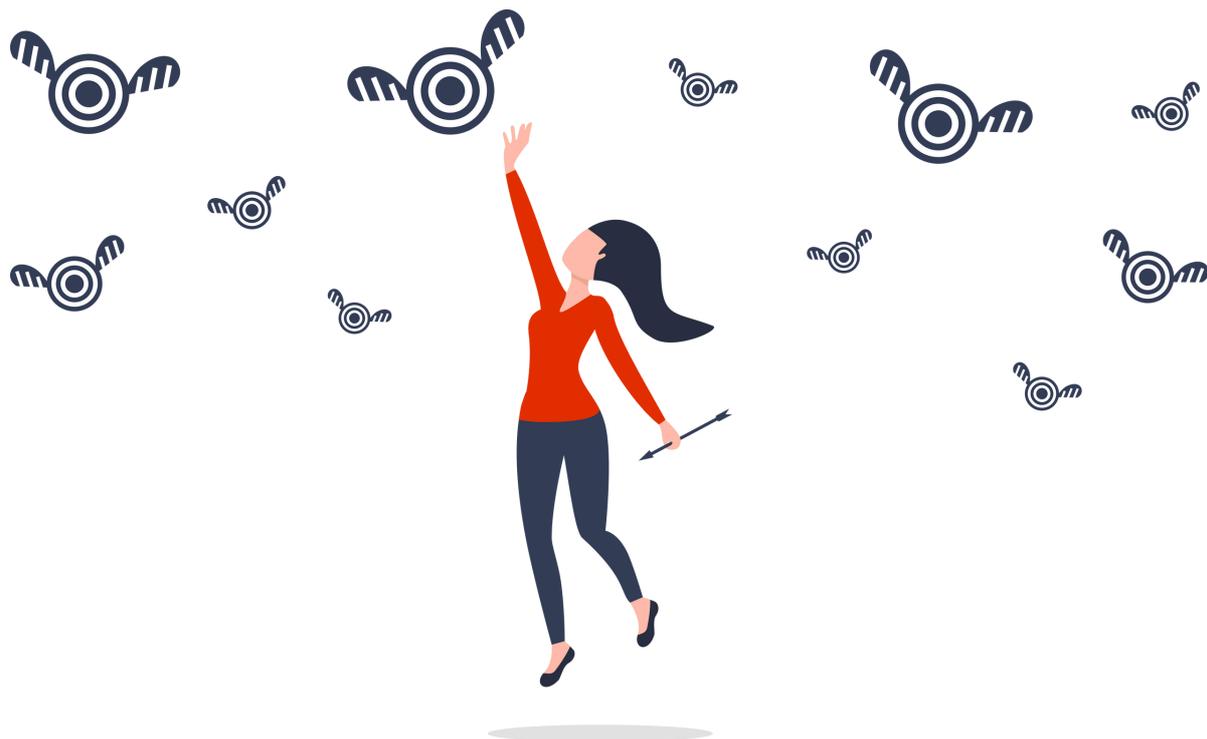
But damn, soon I realized that it is just a myth.

The reality is running slower helps you run faster.

Because at least you won't stop for a halt.

It is the same for everything.

I could give the three baby steps I followed to write as:



- **THE IDEA WALLET :**

Ok, I confess now. Honestly, in my entire life, I never carried a wallet in my pocket. I know it is quite embarrassing.

But I always carry one thing.

Though it is my phone, more than that, I have always cared about the notepad that I use there.

Am sure you too have one.

I call mine an idea wallet. Want to know, why?

I began the book by talking about the thousands of thoughts a human gets per day, right?

So what I do is collect those thoughts in my notepad. I collect those thoughts that draw my attention the most and not all the random thoughts.

Why do I do that? Remember, in the previous chapter, I introduced you to ideation. That is what I do here.

Look, simply, you can use the notepad, or any notes app you have on your phone, or can even carry a pocket diary for this.

Wherever you go, whatever you do, there will be some constant thoughts, and ideas floating in your mind, right? You must pay attention to those thoughts or ideas that repeatedly hit your head and write them in your notebook.



Pay attention to that thought and just take a gist of it or just write that thought, you don't have to elaborate on it.

Now, this takes us to the next step.

- **EXPAND IT! :**

After an entire day of college when I come home and finish my work I sit and go through everything that I captured in the notepad. Then I pick up one idea or thought from the lists and start writing on it.

I just write. I have made a target of writing at least 500 - 1000 words per day.

I don't make any edits or corrections that day. I keep all that for the next day.

What I do is collect the ideas during the entire day and before I go to bed, I write.

I don't form any opinions. I don't judge my writing. I write because I want to write.

Writing is important. Writing every day is even more important. When you are just getting started, don't focus on what you write, how much you write, or how long you take to write. Just write.

You can write anytime you feel like writing. It could be early morning or anytime during the day, but the challenge is to stay consistent and write every day.





- **UNVEIL :**

I would iterate this again. Revision.

The one thing that will give your writing a finishing touch is your editing.

After I am done with the writing part, I take a glance at it and save it for the next step.

I make the edits to the writing the next morning before leaving for college or before I take up any other work in the morning. I have dedicated those morning hours just for the editing.

Then when I am sure about that piece of writing, I post it anywhere I wish to.

Or else, I don't directly discard it. I save it in another folder that I have created, only to store those pieces of writing safely for the future.

It's ok if not all that you write is posted. You can have a separate folder to save them and re-write or edit further in the future.

And it is also fine if you write in the morning and edit the same thing in the evening. You can plan according to your convenience.

But writing every day is a chain that shouldn't be broken at any cost.

I am sure following these steps would make your writing journey easier, more consistent, and forever.

Chapter 6

Don't Crush That First Page

When you hear the word writing or write, how do you visualize a writer? Is it like the typical writing they portrayed in the movies and cartoons?

A man sitting on a desk, in a room with an island of bits of paper lying around him sipping mugs and mugs of coffee, thinking and breaking his neck about what to write.

Hyped a lot? But isn't that how a writer's image is imprinted in your head either?

Can you imagine the number of hours you would spend on writing if you do the same?

You are writing and just imagine that you keep dumping papers like this, then you might just end up taking one entire day for just one page to write, or maybe more.

It makes me wonder what prompts a person to dump pages like this?

Yes, I understand that humans tend to make mistakes. But is it a mistake to unintentionally make a mistake?

No, right?

Committing the same mistake should be avoided.

Ok, then why do people dump papers like that?

Because people are sick.

What? People are sick? Yes, you read it right.

I call it the "Perfectionism Sickness."



Isn't that word deeply rooted in all of our minds? We take immense pride in calling something 'perfect', don't we?



They often considered perfection to be the most needed aspect to achieve success.

This is just a positive outlook it holds to its name.

But there is another side to the story too.

For instance, let's just take this:

So the portrayal of writers was in the talk, right?

Have you already started relating to it now? Are the portrayed writers no different?

To achieve perfection, the writers kept dumping papers and kept spending too much time just trying to perfect something.

Sometimes, while just trying to be perfect, you end up raising your expectations to a height where your focus shifts from getting the tasks done to self-satisfying.

Eventually, it feels almost impossible to achieve/fulfill the task. You give up on it in no time.

It becomes a laborious task for anyone, especially when writing, to keep a check over the mistakes as well as write the content.

I mean, just imagine your home milling wheat into flour. You put all the wheat into the wheat grinder for grinding in the first round, then you sieve it as a first thing after the process and if there is any ungrounded wheat particle found, you add those with the wheat to be ground in the second round.

So here, let's assume you have skipped the sieving step. Now, on encountering any ungrounded wheat particle, that you grind all of it again, including the flour and the ungrounded wheat particle, what would happen?

The flour might turn nicer, may lose its texture, and not just that you would invest more time and energy over it, making it non-nutritious.

It applies to writing as well.

In writing, the sieving step is the revision, the editing you make in your drafts.

Yes, drafts!

Drafting what you write is the first step to crafting what you write.

Say you are using **Google docs or Word** or anything to write something and have written.

Do not judge your writing, have no critics of it. Just keep writing.

When you do that, words would come on to that blank space on their own with speed.

Later, you can reread it to rewrite it.

As a next step, just make a copy of the same draft on any platform you are doing it using the options available (For example, on Google docs you have the option - MAKE A COPY) and start editing this fair draft.



You can make any changes, any modifications you wish to in just a few minutes.

Trust me, it won't take you more time to rectify it.

Later, just compare the fair draft with the previous draft out of which you made the copy and see the difference for yourself.

You don't have to spend hours and hours on writing and editing the same if you maintain a DRAFT.

Maintaining a draft would save you money. Because money is time. And one more thing: you may maintain as many drafts as you want. The other method that I use for drafting is to have an empty document first (as a draft), followed by a new document to write. And there whenever I feel the emergence of an important key point, word, or phrase that could be used in the later section of the writing, I just cut that and paste it into the draft, so that I can paste it anywhere in between the content whenever I wish to from the draft. Subsequently, I follow the same step for editing.



So isn't it that easy?

Remember, "Any work that proves to be finished can be improved".

Chapter 7

Get Ready To Rock In Blogging

Are you also feeling those hunger pangs?

Interestingly, hunger does not just come from our stomachs. It comes from our brains too. You already know that you feel hungry only after I emptied your stomach, and that process takes about 2 hours, post-meal.

Our brain picks up the message from our stomach and signals us to prepare for the next intake through hunger pangs, growling sounds, sometimes headaches, unsteady focus, and various other signs.

Sometimes, when we are full, we might take a rain check. Though we are full, sometimes we get cravings and we binge on those appealing, mouth-watering, and delicious snacks. We don't turn down snacks offered, even if we are full? Why?

Because our human minds are hard-wired to avoid running out of energy.

This system has been inherited ever since the prehistoric period when the hunters-gatherers had to roam in search of food and whenever they found it, they would just engulf and indulge in that eating activity, as they were not sure if there would be food available the next day.



And so our brains control our hunger based on what we eat,
unmindful of whether we are full.

Then imagine the internet today, where the supply of content is already surplus, it is only
the human minds asking for more.

And so creating irresistible, lip-smacking, and digestible content is every creator's craving.

Don't worry about how you are going to do it alone?

I am here for that.



Let's take a small tour on how to pack your content presentable, as though you are packing
lunch for your beloved.

Simple rules to implement to create better content:

- **RESEARCH:**

Got intimidated by the word?

Relax. Neither are you a scientist researching for a vaccine nor are you a student doing
research for a college project.

Then who are you? And why do you have to research?

You are a postman.

A postman? Sounds weird?

A postman delivers mails, posts, and couriers to the right addresses and so do you do.

How?

That you will know in a short time.

And for making your content deliverable, begin with research.

Making a detailed study of what you know and what people would want to read is the first step of your journey as a postal worker.

Are we thinking the same thing? Are you also thinking, why do we research something?

Let's assume that suddenly, on a fine day, you get those magical powers and you decide to write. But how do you know what to write?

That is where research would help you. Research is where you know about something.

Knowing about something helps clear your understanding of it.

It does so by providing sufficient information and knowledge.

Its main purpose is to fill out those gaps between knowledge and understanding to get answers to problems and would get you a solution.

Research helps you get a broader perspective on a specific topic/subject and expands your knowledge and understanding of the subject.

Only in this step do you develop critical and analytical thinking, since you decide what to study and learn how to study what.

Research helps you gather the information that you would require to study and write.

Research -- searching on what's already available out there helps you get more information and better insights to construct your writing well.



- **ASSEMBLE:**

Everywhere they say they created content.

Really? Is that so?

But everything is already available out there. How do you create something new?

You don't create a new one, you just assemble it.

And you know what makes content good?

It's not your creation that makes it good. It's the way you assemble what is already available that decides the content value.

A good example of this is cooking.

While cooking, you get all the ingredients ready on your platform and decide what to cook only based on the available ingredient, isn't it?



No ingredient is created. It is all naturally available.

You only assemble and put them together to make a good dish.

There is nothing different with writing content too. You assemble the already available content(words) in your unique way to produce good, quality content.

“But how do I assemble?”, this is your question, right?

You can assemble only when you are aware of what's available.

Wait. Am I confusing you?

Let me put it more simply for you.



When can you assemble content, when you have gathered information, right?

And how do you do that, through research, agreed?

After making research and a detailed study, you gather information and how you gather the information decides how you assemble it.

To put it in a nutshell, “assemble well to reassemble meaningful content well.”

And for that, you use the age-old strategy, “The notes taking”.

Yes. You just need to take good notes of everything you come across. Not everything but only everything that you need.

Now the question arises, how and what do you take notes of?

You take notes of information that you think you might need in the future and you take notes of only such points whose extraction might take you to read the entire thing all over again.

I mean why would anyone spend time reading everything all over again, right?

That is the reason we take notes. We take notes only of the **IMPORTANT POINTS**

And not everything.

How important a point is determined by what it would take you to read that content again.

You took notes. You also have highlighted the most important points. Then what next?

Next is that you won't even know where the notes are. The notes just become another

corner, a foreign place where you don't even make a visit just kidding, but isn't that true with almost all of us?

But it is very important to re-read the notes.

When you read it again, you want more.

It also helps you avoid mistakes while taking notes. You could rectify mistaken notes.



You understand the connectivity between things only when you revisit your notes. You can even use mind maps to understand, assemble, and remember things together and better. So keep in mind that, "Refining gives you a more defining content".

- **TARGET:**

So you are done with cooking. So let's move on to the next step now.

Hold on! But for whom have you prepared the dishes? Isn't that an important thing to consider?

Without considering that you won't know what to cook. Because everybody has a distinct taste. Different choices to make.

Who wants what and what you can serve them the best with is crucial.

So for that, you must be able to determine your target consumer first.

Oops, sorry! I mean the target audience here.

It is one crucial step in creating content.

All your research and efforts in assembling the content would go in vain if you do not know whom to deliver it to.

The postman can deliver the mails, and couriers only if he has the right address.

To determine the right address, the right audience I mean, you must be sure of what content to choose to write.

And that comes from the research you did.

While doing the research you would understand which audience would read what content.

And based on that you can determine your target audience.

It becomes easier when you know for whom to prepare the content.

Because you understand them well and so would know their pain points and can come up with solutions that would help them come out of it.

Targeting sharpens your focus on what you can serve and what people want from you.

“They create the best content when you write what people want to read and give them what they need.”

Don't worry if you could not understand the above line, with later sections you will connect everything.



- **DELIVER:**

Have you ever placed an order for food online?

I am sure you must have at some point.

Why do you order online?

Is it laziness that prompts us to order food online? Or is it convenient?



It could be both. The simplicity online food delivery apps provide is one big reason.

And you order food online because the brands have promoted themselves well enough that they have built trust by providing value and quality through their service.

The hassle-free services they provide are not just convenient but comforting too, as you can order your favorite food anytime, anywhere.

I know all this, but how does it relate to my content?

I read the above line flashing in your mind now.

Ordering food online and getting it delivered at the doorstep is synonymous with looking for content online and getting it delivered in just one click.

When you search for some content online, you get a list of results on the Search Engine Results Page (SERP). Am I right?

How do you decide which one to choose among them?

They display the one that has got the most traction and has a ranking first Google results page and it is so normal that we usually choose the first result.

Other times, it's only the heading that drives us to the content.

Just knowing what they want is not enough. You also need to provide them with what they need.

Imagine that you are planning to buy a car. And so you have visited a car showroom. There the manager explains to you all the basic features of the car and he uses his sales pitch tactics to persuade you to buy the car. And you eventually decide to buy the car. With the car, the manager might also insist on buying insurance for your car. Either he will give it away for free or persuade you to buy it from them.

So here it was, the car that you wanted to buy, but they used a tactic of what you might need to build trust and eventually accomplish their end goal.

Likewise, whenever you create content, remember to always have the reader as a focus. Write your content in a way that helps you build trust.

And they can build trust when you do not just provide the reader with what they want, but also with what they need.

Let's say you are writing content on dehydration. You will write about dehydration, its causes, symptoms, and ways to prevent it.



But along with that, if you also share with your audience the tips on how to keep yourself hydrated, you strike a chord with them.

I hope the line that I introduced under the previous subheading is clear now.

Make note of this — “The key to having your audience quick on the trigger is to deliver a content power-packed with value and merit.”

- **FEEDBACK:**

Everything in the world has various aspects.

But negative and positive are regarded as the two sides of the same coin.

Everything in the world has a negative and a positive aspect.

Do you agree?

They would always shower anything we do with positive feedback or pour it down with negative feedback.

There are different prospects for giving and receiving feedback itself.

Some call it an opportunity. An opportunity to learn more and improve faster.

Others call it unnecessary to get and give feedback since it could show the sign of an underconfident person.

But I believe that feedback could be received or given only when you share your work with others. And sharing your work, and passing it on to others to know their perspective on it is a good thing.

The only thing to be careful of here is that you should never get too carried away with any feedback or give away anyone's opinions easily.

Stay strong at your stand. Understand the feedback to act and not react. Act, if you feel that there is anything that could be improved and changed. Else neglect and focus on your work rather reacting than to it.





There is nothing wrong with protecting someone's feedback. Because it is just another opinion, another outlook about our work from another person.

And more than us, it would always be the other person going to be using our work to better his life. So it is okay if someone has an opinion to give as feedback.

But most important is that you share your content with others.

"When you receive feedback, if there is anything you could do, sit, read, improve and greet them back, else why scroll to roll it back?"

And remember when it's your turn to give feedback, feed well to the receiver back so that they improve.

- **Be An Authentic Innovator:**

The word authentic is overused nowadays.

You would find the word authentic so often on the internet that the word authentic itself has lost its authenticity.

To be authentic is to be yourself. To be true to yourself foremost.

Being true to oneself?

But I am already true to myself. Then what more?

I got you!

Are you true to who you are and what you believe?

Ok. Let's take a small test then.

Take a small blank sheet of paper. And now write down the answers to the below questions with honesty. Remember you just have to be honest with yourself. There is no one to keep an eye on you. Just be true to yourself.



Do you have a mirror around you? How often do you look at yourself in the mirror?

What is the first thing that you notice about yourself in the mirror?

Is it the flaws that you notice first?

Do you embrace what you see in the mirror?

How often have you tried to lie to yourself about what you see?

End of questions. I am sure you would have got your answers by now.

Authenticity is not just about being true to yourself. It is also about accepting the truth. It comes with a great deal of responsibility to accept the truth.

The one thing that you see every day and that never lies to you, even when you lie to yourself, in the mirror.

Our hearts also should be in a mirror to reflect on ourselves now and then.

We should always embrace ourselves for what we are. Instead of pretending to be someone we are not.

The one quality most of us lack is to accept our flaws. Embrace our flaws. Sometimes we accept them, but we do not appreciate and love them.

If there is anything we know we can do about the flaw, instead of calling it a flaw, we should look for ways to be in awe of the flaw by improving it.

This has a close resemblance to writing too.

I guess I took you to rely on the content. But remember, content is where you eventually should come back to.

You know there are a bunch of people who keep blaming themselves for their writing skills. They say it's flawed.

First, understand that nobody is born with any skill.

As we grow up, we just learn to pick up what we think is best for us, feeling a strong inclination towards it, and then we constantly try to improve it. That is when it becomes our skill, our asset.

Why are you here, reading this book now?

Because you want to write. You want to get started with content writing. That is what brought you here, is it not?

You may or may not be sure if writing is your skill, but don't you want to give it a shot by improving it?



And it's not like you can simply get away with it every time, by saying this incessantly that, "my writing is just flawed", "I do not know how to write only", "I am not a born writer", blah blah.

Whether you accept it or not, writing is an indispensable part of our everyday life, particularly during this digital age, where the internet is everywhere and is everything, content rules the internet.

And who would not be dreaming of making people hear you, pay heed to you, know you and care about what you have to say?

Do you not want people to notice you? Everybody wants to. And how do you make people notice you?

People notice you when you have got something to say, something that can improve their life, something they can relate them yourself to, something that meets their needs, fulfills a purpose, and satisfies them.

In an era where people are connected via the internet, what could be a better medium than the internet to take your voice to people, and reach them?



And the one thing you certainly need to reach people is "CONTENT".

You already know that and I have iterated it so many times here that the internet is already flooded with content. Then how do you make your content stand out?

A question to truly consider.

This is where you use your authenticity to wisely innovate the content people would love to read. See, it is simple. But what we usually do is complicate things for ourselves.

Complicate? But when did I do that?

I can relate to your question. You do that when you surf on the internet something like, "Which niche yields the most money?", "How do I make money through writing/blogging?", "What is the most trending topic to choose for blogging to make money online easily?" blah blah.

Are these not part of those similar questions you have been searching on the internet before writing content / running a blog?

You make a big mistake here. In fact, I would call it a blunder.

But the problem with all these questions is that you did not search for something you already know, you didn't try to make a way for yourself out of what you know.

To search for something that I already know, but why would I do that?

This question of yours would definitely be answered here.

See if you don't search about what you know well or which interests you the most on the internet and go behind the so-called trend, you will end up losing a lot.

When you don't start with what you know, how could you expect to learn and experience writing well?

It is so because when you write about something you know, you wouldn't actually feel like writing or doing something new. It will just automatically flow onto your sheet.



Look I am not against going behind the trend or not against learning something new. But all I am trying to say is that you would enjoy the writing experience when you write what you know, of course, it also involves research, a lot of reading, learning, and writing, but wouldn't that be fun?

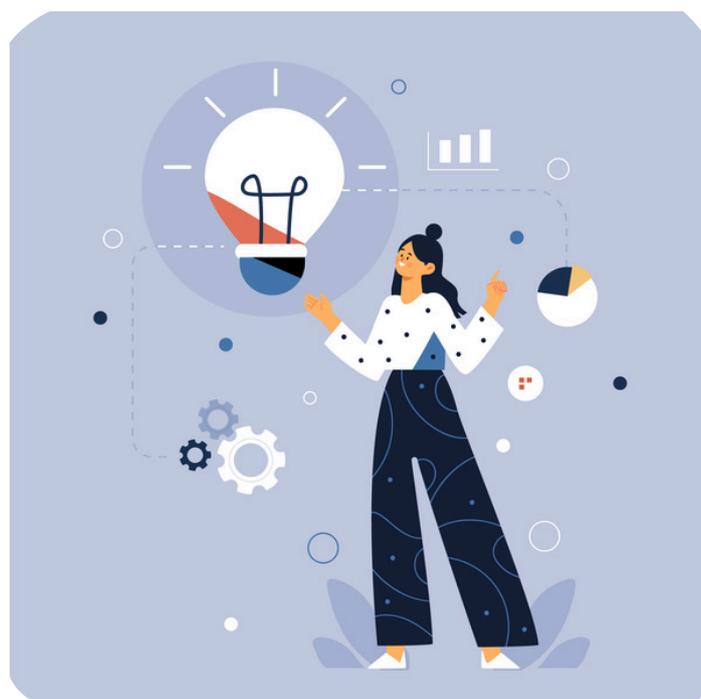
It is easier to pick up something you know well or learn something in that. But when you start new, you need a lot of patience, dedication, a lot of effort, and time. Though everything you do demands all of these, you would enjoy it only when you already have had a hands-on it.

So whenever you write anything, you should always choose a niche (any specific area of the subject, you can go as narrow as you wish. Example: Fitness for 30+ aged women / can be as broad as you wish. Example: Fitness for everyone) or pick up a topic you are familiar with and of course, one that already holds your interest rather than the current trend.

This is where authentic writing starts with. It starts with writing your way to convey what you know.

And when you give it your voice, reflecting your strengths in it, it becomes your unique and innovative way of creating content.

Authentic + Innovative = Your Best Content !



Your strength could be anything. For example, it could be the humor you want to include in your content to make it more approachable.

Or just write content in a very simple and conversational way. How physical strength takes a lot of time, patience, effort, consistency, and dedication to build, this also requires the same.

So yeah your strength improves and strengthens with practice. So keep practicing. Keep writing.

Wait! Wait! Wait!

What if I do not know only what am I good at? Then where and how do I write?

Everything has an answer. So this too has an answer. This is one such question that keeps haunting everyone, it haunts me too often.

The answer is you.



What? Me? But how?

It's you who knows you better than yourself. It is true.

Only you know what you like. What you are passionate about.

What your skills are. What you are talented at.

To know more about your skills and talents, you can take help from your parents, siblings, family, friends, colleagues, boss, or anyone who knows you well.

Ask them what they think you are talented at.

Then research what kind of demand or what kind of a job you can offer to the market, and how can you serve the world the best with your passion and talent.

The common answer that you get upon summing up the three is what you need to pick as your niche, as your area of interest in writing and that's it, then you would be ready to hit the ground running.

**Your Forte + Your love (passion) + Your offering to the world & Market Demand
= Your Niche**

Trust me it works like magic.

And it is not necessary that you stick to one niche throughout your journey. You can switch to any niche whenever you want to. But when writing is specific about your niche. Do not go too broad. The narrower your niche would be, the better content and the better traction your content would get.

So be authentic. Know well what you know. Learn more. And convey to people only what you know and what you learned.

Lock this up: "Innovation is appreciated the most when authenticity is blended to its core"

- **Keep it Short and Sweet:**



Do you remember that chocolate ad?

The ad featured a man who was blessed with a baby boy for the first time and had come to the hospital to see his baby and apply for a birth certificate. The nurse had given him a receipt to fill out his son's name over there. And when he started filling out the name, the space given for the name had fallen short. The receipt itself had fallen short for the baby's name. It was such a long name.

And the rest of the ad was....

Oops, excuse me, please!

I don't remember the rest.

But I am sure you have guessed it. You know the reason why I have mentioned this ad. Yes, it is to tell you how boring, unrealistic, and lame anything would get if it is lengthy. I have another real-life example to tell you how people ignore if the content is lengthy.



You know there was a time when no one was listening to the City Metro announcements?

What? Are you serious? Announcements also got ignored?

I know it is unbelievable for many of you. But I am serious. It is true.

And do you know the reason?

At the station, as a metro train used to head towards station A to station B, the commuters rushed in to grab the empty seats.

Some of those who had lost the battle for seats stood in the middle, others at the gate, almost leaning on the doors.



And as the train used to start, a familiar male voice crackling on the speaker, followed by a female voice - informed commuters about the next station, and that the doors would open on the left, that the first compartment in the moving direction was reserved for ladies; followed by a request to vacate the seats for the differently-abled, senior citizens and women; and a reminder on how they were supposed to stand at the center of the exit door while alighting.

Oh man, the announcements barely stopped. Do you think people would have even been hearing all this?

You could only find commuters sitting there with earphones plugged in, listening to music on their mobile phones.

I mean who would listen to all the announcements made?

Most announcements, except those informing about the next station, which sides would the door open, etc could be still paid attention to. But the rest, really sucks, right?

Fortunately, now the metro announcements have changed. Almost all the information that was announced earlier is now furnished in detail in the train itself.

Just imagine if the announcements made at length could be ignored, what can happen to the content?

Words used in communication are simple. I mean you are not going to be trying to connect with the aliens living on some other planet, right?

You write to communicate with your people only. And what could be more effective to connect than a simple, understandable language?

Point to be noted:

“Simplicity in words gives clarity to thoughts.”

- **Pack Healthy and Appealing content:**



Creating content is good.

Creating good content is great.

Creating content people want to read is ultimate!

Creating content that attracts the audience comes with a price. A great price of responsibility and victory.

Chill I am not going to complicate it anymore.

You just have to follow a few steps in earning those prices:

The first one is to,

- **Choose What to Write:**

It is great that you would be writing something someday and obviously, you would invest a huge time in thinking and browsing what to write.

You may or may not get a clear idea. It would feel so vague and that is fine.

Because the sun shines brighter only after a cloudy night, isn't it?

All that is fine. But how do I choose?

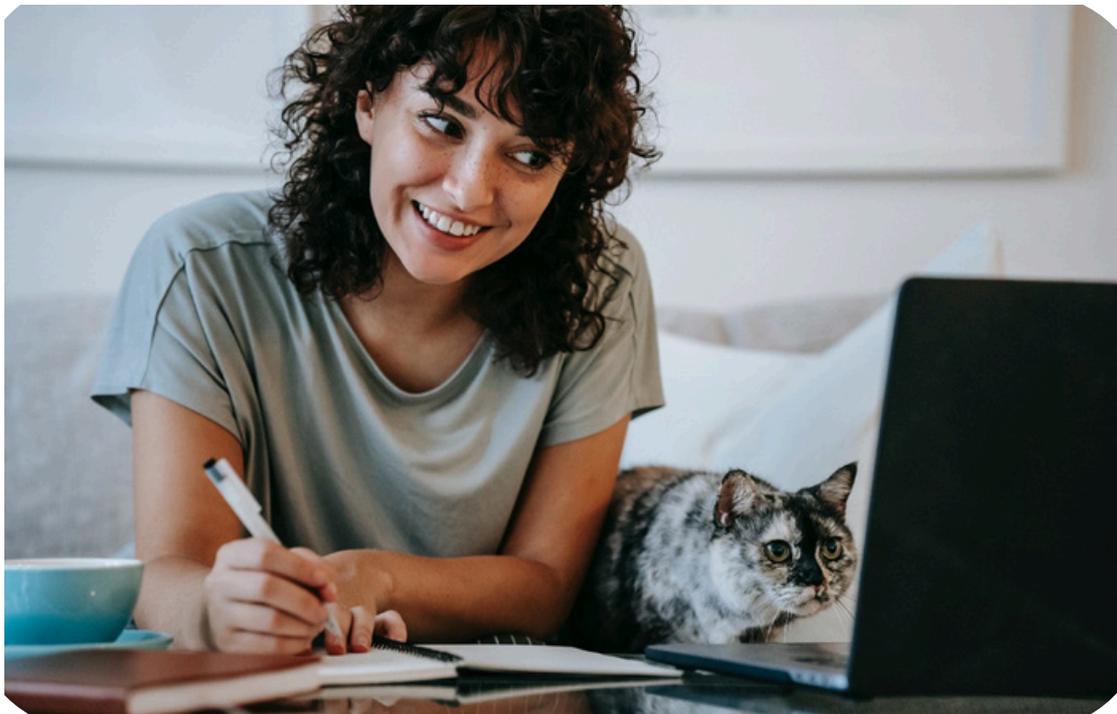
Give me a moment. Before we jump to that question, let's clearly understand the need for choosing one.

Imagine you are in a supermarket. Why would you go to a supermarket first, obviously to shop for something, right?

And let's assume you do not know what to buy. You are just so confused with the various products available there?

What would you do? You would feel so lost and so confused right?

To avoid this, you would rather make a list of items to buy before you leave for shopping, isn't it?



The listing concept is what you should use to choose your topic.

Do a deep study of what you want to write about.

Then go for thorough research.

You would get a clear idea of what to tick off from the list to write.

After you choose what to write and finally pen down everything using the ways shared in this book, there is one important purpose to keep in mind during your writing process.

- **Showcase your writing:**

Anything that is presented well, sells well.

Remember your audience doesn't read your content because they have time to do so.

They do it because they want something from you.

Readers don't read everything in depth. They scan and skim through the first few lines and it is in those lines they decide whether they want to continue it or not.

And to make an impact in the first few lines, you have got to write in such a way that they kind of start feeling a sense of connection with you.

Sounds cool. But when does a person connect with the other person?

When the pain points are shared in common.



When the reader realizes that there is someone who understands what they are going through or what problem they are facing, they instantly connect.

Humans connect to each other when their emotions connect when their pain or problem is relatable.

It is not necessary that your writing should have the sole purpose of solving someone's problem or giving them a solution. The purpose could be to teach or engage them as well. But the base of all the purpose is emotion, which forms the foundation of a strong pillar called trust.

The emotion could be anything like amusement, desire to teach, etc.

The right purpose served the right way attracts the right audience.

It is not enough just to share emotions in common. It is also important to assure your audience in disguise.

- **Promise to answer:**



No. You don't have to promise anything to anyone as such.

But when you clearly state or give them the solutions assuring that if they follow them, they can get out of the state they are into a better state.

For instance, imagine that someone is looking for ways to get rid of the stain from their new white shirt. And you, through your writing not just provide them ways to get rid of the stain, but also assure them that they would be able to remove the stain, that would be the only reason for them to continue reading what you write till the last line.

That assurance is what gives them hope to continue reading and builds a flare of trust in you.

Providing a solution to someone isn't a big deal but to make them sure of it is what would take you everything.

And how do you do all this? Do you think people would read if you simply state the problems and directly take them to the solutions?

Maybe. Maybe they read it. But will they remember you?

What do you think? Has it ever taken you hours to recollect your favorite cartoon character?

No. Why? Because of the stories that we watched, that we heard from our grandparents, parents, and friends, their characters are still vivid in our memory.

The human brain retains stories better and for longer.

So come on man! Why not take advantage of this?

Because we all want to be remembered. You want to be remembered.

You want to be remembered for the good.

You want your work to be remembered.

- **Have a Narrative Approach:**



Of course, who wants to be just another story in history hidden in mystery?

Write your own stories.

Write stories that speak for you. Help you connect with your audience.

You can take the various sections of this book to understand how narrative works. Not just that, it keeps the audience hooked, meanwhile providing them with value-added content.

To be remembered:

“One story is enough to define your glory. Make sure that one story is yours.”

We all have grown up listening to stories and living those stories somewhere.

And how deep it connects with you is where the success of the story is hidden.

And how do you connect with a story?

Every story's soul lies in its expression. Depending on how well it is expressed and also depending on what expression it evokes from you in return, it makes its connection with you.

Just like those few stories that are still alive in our hearts, the one key ingredient to making your content alive is the way you express it.

- **Present content that expresses and does not impress:**



So be an artist.

An artist is born when ideas are applied.

Ideas are born when dreams get weaved.

Dreams are born when desires expand.

Desires are born when pain and pleasure are comprehended.

Pain and pleasure are born when living beings perceive.

Living beings perceive when they are alive and kicking.

And being a human keeps you alive and kicking.

Yes. Being a human.

So what's the difference? How is a human being different from being a human?

Just understand this now.



Human beings are just another species on earth, different from animals. But being a human is different altogether.

Being human means displaying characteristics that are unique to you.

And that uniqueness comes from the way you express what you express. Any emotion for that matter has a different expression.

You know when I was a kid I used to get cranky whenever I was hungry. This is what mom tells me often. Though I guess I haven't changed a bit.

So this is my unique way of expressing that I am hungry.

Don't think it is applicable everywhere?

Imagine a movie that had a great script. But it didn't turn out to be successful. Because the actors couldn't act up to the mark.

Give a minute's pause here. Think of your content.

Ask yourself, "How do I make it up to the mark?"

I am giving you the answer here.

By Being human.

What? How? These questions may have popped up.

Being human means displaying your characteristics. And how do you display them?

By communicating.

Your content will be heard when you give your voice to it. You can give your voice to it only when you communicate through the content.

Write your content like you would converse with your friend. The conversation is great when you understand your friend. Do the same.

Understand your audience. And the key is to talk to them. Talk to them through your content. Pin it there: "Content performs well when expressed well".

Now you have learned to express it, too. But how will that reach the audience?

Good question, isn't it? It will reach when you "Pack the right thing the right way":

But what is the right thing here and what is the right way? It is a natural question. There is always confusion among people. It is often that we get confused about whether to do the right things the right way or do the things right the right way.



Content is an exception. You should know your right thing first.

My right thing? By your right thing I mean your right audience and your niche (subject of interest and course how well-versed you are at it, both equally matter).

And the right way is the right way to use it. Its purpose is centric. And the way you accomplish your purpose to serve your audience.

The right way is also the right timing. When these four factors are in sync, then trust me, your content is the next hit song out there. Of course, remembering the sole purpose of the content is to make it valuable and purposeful.

Remember, Remember, Remember:

"Anything can expire. But an asset can never. Your content is your valuable asset".

Chapter 8

Twist, Tweak And Turn

Did you edit the last picture you posted on social media?

I think I heard a yes.

But why?

To look more confident and tweak the picture to make it look as you want, right?

And of course, I don't deny that photo editing is fun, adds more color and joy to a picture, making your memory more memorable.

Then why don't you make your writing memorable either?

You might be thinking, is that even necessary. Yes, it is.

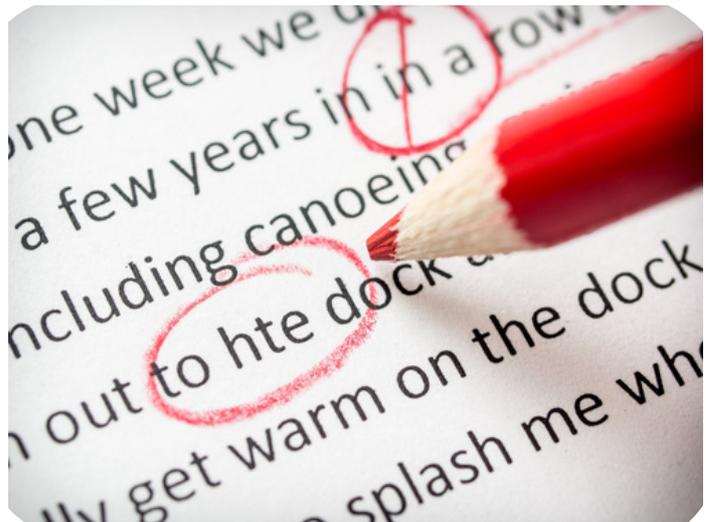
Imagine you post a picture and you get no response to it. It gets ignored and shelved in a corner.

Would hurt a lot, won't it?

Can you imagine the same for your writing?

Indeed, you won't know if it has got ignored so won't hurt much. But it would be forgettable content. Your audience may not remember it and it might not take a place in their memory.

Then what would you do?



I have written the content well but how do I write a memorable one?

I heard you again. I guess our telepathy connection is getting stronger now.

You can do it yourself well. Just edit the content well.

What? Write memorable content by editing it? But how?

Firstly know where to begin editing your content.

And for that, you need to proofread your content from top to bottom.

Proofread your content to check the following

- **Cut and write. Write and cut:**

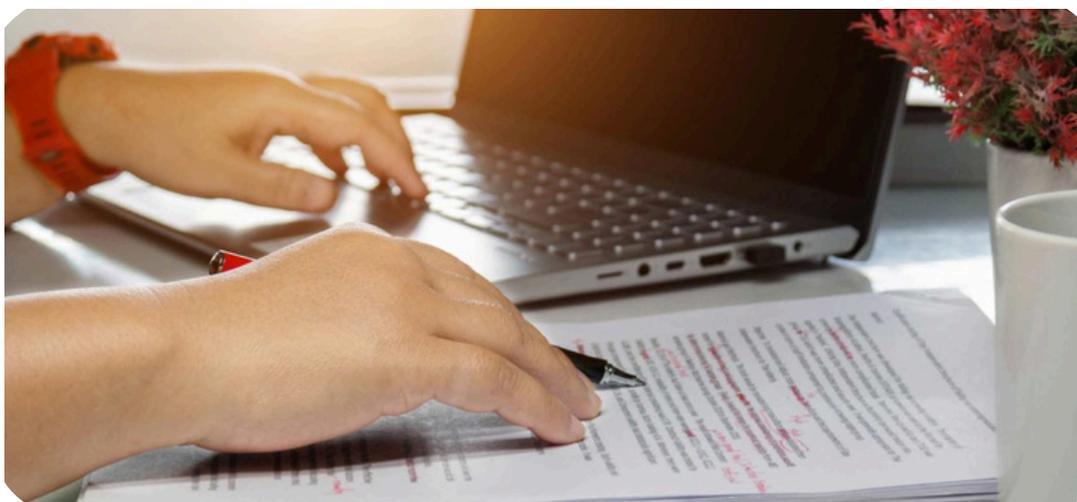
Do you remember when we were in school we used to have this period called the recitation class, where we were supposed to read a poem and recite it? Or else as usual we would either be kicked out of the class or would get punished for not doing it.

But remembering a poem has always been much easier than those big essays. Because poems have short sentences and are split into stanzas. And you are here to learn to write memorable content, isn't it? But if you keep the content's statements long and fluffy, do you think it would be remembered? No, right?

So whenever you revise the content to edit it, just cut those long sentences into short ones and rewrite them. You got to read every sentence carefully, then check for the spelling, grammar, and voice, whether you have been writing in the same tone, passive (the 'by' tone) or active (the 'I/ you tone').

Read every sentence carefully. Check for the spellings, grammar, and usage of the same tone throughout, whether passive or active. No, it wasn't a mistake that I repeated the sentences. I purposefully wrote it to give you an example.

Did you note the difference between both the sentences here? Which one read better? The second one. Short things keep your audiences engaged. Since precise content is easy to grasp and understand, rather boring to the audience.



- **Have a strong conviction:**

I was trying to solve a Rubik's cube last night.

I think you have guessed it right. I haven't solved it yet. But how did you guess that?

Reread the first line. I said 'I was trying'. It means I couldn't do it.



That statement lacked conviction. You know half your determination is lost when you say you would try something. And automatically the conviction that you hold it would get solved starts declining. Say you have a high-quality product to sell. But you lack the conviction of how best the product is, it would always be on hold and not sold.

When you have something to convey to your audience effectively, your opinions, beliefs, and ideas should be displayed boldly. That would create a strong conviction with the audience. Be choosy. Use strong words. Avoid using words like try, phrase with the prefix 'to', that.

- **Highlight the main:**

Your audience is not jobless. It is true. They are not sitting idle to read everything you write. They do get bored. And if you don't help them, they might just fickle to another.

Yeah, you are going to help them. How? By giving them what they want quickly most crisply and clearly. Highlight the points you want to convey and what you think is important for them.

The more you help them save their time, the more they will spend their time on your content.

Tip: Make sure you avoid unnecessary punctuations, commas, prepositions, and adverbs. That might weaken your content. The simpler and straight to the point you keep, the better attention it would grab.

Part - C

The Mega Phase

Chapter 9

Watch Out! Enemies Ahead

Do you want to write?

Then yes, you have an enemy.

The scariest one with the ugliest structure.

Everyone encounters it someday or the other.

Imagine this scenario, you are inspired. You have prepared yourself to do this. You are already there sitting at your desk. You are all set to move your hands.

I am not talking about playing the piano. It's your dream to write. Now you are ready to write something, finally.

But suddenly at that moment, you encountered your enemy. You halt for moments. You scream inside. But nobody can hear you. You don't understand what to do, where to go. You are blocked here.

You feel like killing that enemy whose name is, "The writer's block".

You, I, and every other writer on earth experience this someday.

You have a pen. You have a notebook. You have a typewriter and a laptop. But you have no words, no ideas. You don't know what to write. That is when you experience writer's block.

The worst thing about this enemy is that it never comes alone. It comes with its kith and kin.



- **Self-doubt:**

Being the oldest of all, causes you to doubt your abilities. When you start, it manipulates you.

It makes you think 'Is my idea good?', 'Would it work if I write?', 'But I don't write well, what do I do?'



It hampers your work and never lets you execute it.

It cages you in your thoughts, in your mind. To break you requires a powerful weapon.

- **Fear:**

Though members of the same gang, they play different roles.

Fear of opinions. Fear of the 'What ifs'. What if my content doesn't perform well? What if nobody reads my content? What if nobody likes my content? What if What if

I am sorry to tell you this, but you will never become a writer. Heartbreaking.

- **Procrastination:**

Not today. I will start tomorrow. Is that what you keep saying to yourself?

Why? Is it too big to start or too scary to start?

You make a mistake that you aim too big and also, you start too big.

Aiming big is impressive. But starting big isn't. It is daunting.

THE PROCRASTINATION CYCLE



Your brain works in a repulsive way. It will always give you reasons to relax and run away from pain. Because it likes pleasure. And all the pleasure that it likes is temporary. If we don't take action against it, it can cause us permanent pain.

You run and keep putting off things because you think far but are not realistic. You think that only if your goals are hard on yourself you would go far.

That's not true.

You have a goal in your head and it stays in the head itself, you never begin because you fear action. You fear immediate action.

Only if your goal is small and achievable do you take action.

Nothing to feel intimidated about. I have a simple solution to this.

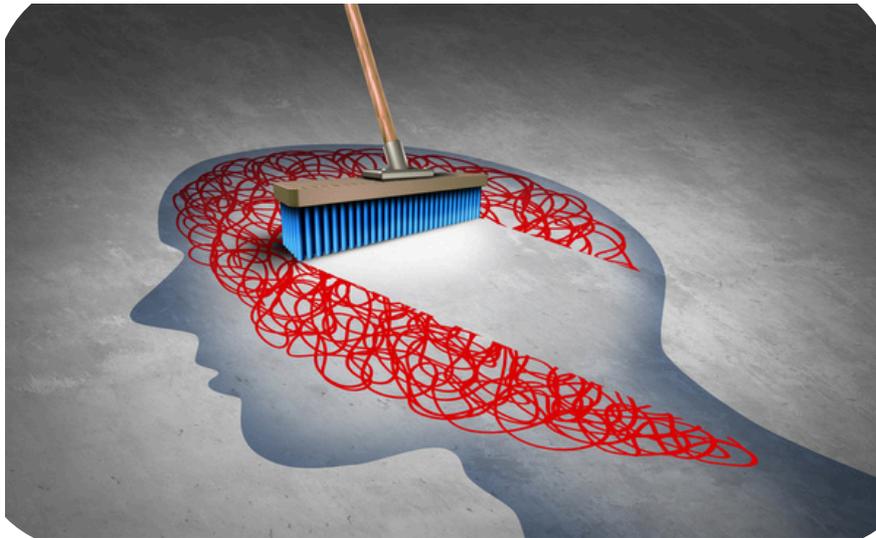
Just write! Write something. Write anything. But write.

Write with no rules and no limitations. You can begin with anything or simply even scribble but get your hands typing. What? Even scribbles!?

Yeah because that way at least you will get your hands moving. It will soon find its direction one day. You will know what you want one day. And that one day is today.

Getting started is hard. But finding where to go isn't.

You can always go back and clean that mess. But if you don't clean up the mess in your head, you can't write anything. Do a BRAIN - DUMP.



Yes, a brain dump. Get everything in your head out on paper. All those to-do lists, unfinished projects, goals, ideas, timetables, or be it anything. Just puke it out on a paper.

It is the blank page that you want to fill and not your brain. So clear that first. You don't have to craft or paint anything on the paper as such. Take a deep breath. Immerse yourself into this. Writing is not rocket science. It is a natural process and natural processes need time and patience. So all you gotta do is:

- Sit back. Start writing. Let your hand move in the direction it wants to. Write anything that you feel like, be it a fantasy. Just get moving!
- Give yourself that freedom. Embrace yourself. Love what you write. Experience the joy of liberation. Enjoy those judgment-free words.
- Writing is horrible. It's okay. Get all the dirt out first. You soon will sense pressure on yourself to better your writing. Go through sloughing and molting, just like snakes undergo by shedding their skin to get rid of the parasites attached and grow further.

Start today. Today is the best day. This is the best opportunity. Dump the half-done old to get the new done.

Content Writing For Beginners

In this book, you learned about content writing. Quality and quantity of content are important for a writer. Writing is an art that speaks from your creativity through words. Produce content that packs a punch!

[Check out our variety of books we have available on our store.](#)

**Writing is an art, it comes with
practice.**

