

# CONTENT WRITING GUIDE

Learn to Create content like a pro and land your first client

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*(Image [www.quotecatalog.com](http://www.quotecatalog.com))*

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***Do you enjoy reading books, researching on different topics, wordplay, storytelling and you're eager to share your own thoughts on it?***

If yes, well, that's just good enough to get you started with your content writing journey.

If you believe you can explain any topic or notion in a creative, effective, and intelligent manner, you should seriously consider content writing.

Before we dive deep into this, let's understand content writing.

## **So, what is content writing?**

**In simple words**, content writing is the art of planning, writing, and editing content that is reader friendly, captivating, and informative. It's all about smart wordplay when it comes to content writing.

**Defining something broad as content is hard**, and individuals have different points of view, i.e. a great scenery for someone can be a source of motivation, leisure for some, and for a photographer, an opportunity to capture and express stories. Likewise, content can be information, experience, or nothing specific, but if you are an author, you can give life to words and meaning to your content.

## **Most people confuse content writing with content marketing. So what's the difference?**

Content writing and marketing are like two faces of a coin. Without one, the other one is incomplete! Content marketing is the process of leveraging content for lead generation and increasing sales. At the same time, content needed for lead generation or improving sales comes from content writing.

## **7 Secrets of effective content writing**

### **1. Create a mind map**

Creating a mind map aids in content planning and serves as a blueprint. Mind mapping is an effective technique for writing notes. Mind maps help you structure your content and highlight key points of your topic while also giving your content a sense of direction.

They are useful when you need to think outside the box and can benefit in the formation of new connections between concepts.

**These are a few tools for drawing mind maps.**

\* **Mindmeister**

\* **MindNode**

\* **XMind**

\* **Coggle**

## **2. Create an irresistible headline.**

Your headline is the first, and perhaps, the only impression you make on a prospective reader. A catchy headline is extremely important to draw the reader in to view an article. 8 out of 10 people will read the headline copy, but only 2 out of 10 will read the rest.

You can compose the finest blog post of your life. However, if the title is dull and uninteresting, the post may never be viewed.

## **3. Create engaging content.**

Engagement is determined by how effectively you communicate with your audience. Your content should persuade people to take some kind of action. Engagement could occur as a result of likes, followers, comments, shares, clicks, or any other activity.

If your content doesn't engage your readers right away when they land on your page, they're going to bounce.

## **4. Optimise your blog posts.**

Content writers have a significant role to play in search engine optimization, which is essential for driving website traffic and sales. No matter how good your material is, if no one views your site, it will remain hidden and underappreciated. So it is crucial to plan your content based on keyword research, add internal links to your blog post, and lastly, your blog post has to be easy to read and understand. People who visit your webpage should be very comfortable understanding each word describing the matter of content.

## **5. Provide value to your audience**

In current times of increasing competition, how will your audience see and hear what you have to say?

Finding a unique way to convey your message is the first step, but every piece of content you produce must have a purpose, both for your brand and for your audience. Provide solutions to people's problems, encourage your audience to participate, and have a unique way of describing your story.

## 6. **Breaking content into small pieces**

Nobody enjoys reading long lines of words. If your article has a lot of information, consider breaking it up into sections. So, psychologically, it looks less wordy. Let me explain.

Have you ever seen restaurants serve food in a small plate rather than a large plate? Wonder why?

The small plate makes the circle of food appear large; your mind works the same and feels satisfied, when you eat in a small plate compared to a large plate with the same amount of food. Same goes with content so having small paragraphs is more compatible and effective.

## 7. **Create a content calendar**

A content calendar is a calendar that marketers use for planning their upcoming content. It will help you keep track of your content creation plan and monitor publishing dates.

As a writer, you will need to create a variety of materials, including blog entries, social media messages, presentations, films, infographics, and visual content. It's possible to integrate all of this into your calendar to stay on track.

**Below are some tools to create a content calendar**

- \* Google Calendar
- \* Microsoft Excel
- \* Notion
- \* Google sheets

## **How to become a content writer**

If you are aspiring to become a content writer, you don't need to scratch your brain. As content writing is a skill-based career, it does not require any prior specialised degree or course, but yes, it can assist you kickstart your career if you have a Bachelor's degree in communications, marketing, English, journalism, or related field.

Today, content writing as a career option offers huge opportunities in the market. Firms require content to advertise their products and services.

## **Here are a few ideas for getting started as a content writer.**

### **Create a portfolio**

Having a portfolio can help you land clients easily. If you are a newbie to content writing, try to work for free. Ask them for a review in return, and you'll have your portfolio ready in no time. Having your own blog page will get you some attention and build trust with clients.

Individuals with attractive portfolios get hired easily, so it is important to maintain the quality of work and come up with new ideas for the context of the content.

### **Freelancing**

Freelance work has become a popular career choice for a lot of people these days. The best way to get started with content writing services is by signing up on freelancing websites and providing your services as an independent writer. Most content writing companies give temporary contracts to freelancers, but if you meet those demands, your clients may offer you permanent contracts with higher pay rates.

Fiverr, Upwork, Freelancer, People per Hour, and iWriter are some of the recommended freelancing websites.

### **Cold pitching**

Did you know that cold pitching is a great method to land recurring contracts?

Cold pitching allows you to get on a potential customer's radar. Find out about prospects on LinkedIn and other social media networks like Facebook, Instagram, or business websites.

Cold pitching is a bold move, but it does wonders when used accurately. It lets you personalize your messages for your customers and track the process. You will be able to analyse how many emails you sent, how many responses you received, and how many conversions occurred.

### **Online internships**

Getting an internship will allow you to gain experience in content writing. This will make you market ready for independent projects. Apply to magazines that tickle your interests, newspapers, and journals by sending your resume and samples to them. Make guest posts and send your articles to websites that accept guest writing, such as BuzzFeed, YourStor, Ezine, ShoutMeLoud, ScoopWhoop, and SGA blogs.

Use portals like Internshala, LetsIntern, Indeed, and LinkedIn for internship programs.

## **Join Facebook groups**

One of the most prominent ways to offer your content writing services is by joining Facebook groups. There are lots of potential work opportunities floating around on Facebook. It's all too simple to come across freelance writing projects, but this task may take some time as you need to build a relationship with the prospects. Also, certain groups have anti-spam policies, so you cannot just join groups and promote your services. So, in order to avoid being banned, always read the group policies.

## **Certification courses for content writing**

If you believe that content writing is your strong suit and you want to make it a career, there are a number of courses available to help you advance your expertise in the field. These courses will help you fill in those gaps in understanding online marketing and writing for a website. Courses like blog writing, ghost writing, script writing, ad writing, SEO writing, email writing, and creative writing can help you establish a solid basis for your career.

**These are some of the online platforms where you can enroll for content writing.**

1. **LinkedIn and Udemy.** (For newbies to see if content writing is the right fit for them before making a bigger investment)
2. **Henry Harvin**
3. **Skill Share**
4. **IIM Skills**
5. **Coursera**

## My final thoughts for aspiring content writers

**If you are feeling stuck**, it might be because you don't really know what to write about. Don't worry. Start to read, capture good content, take notes, Write ideas; our brains are designed to come up with ideas, not to store them. As you write, start processing and refining your content. Update and edit your posts. Anything you think, read, or learn can be a blog post.

***"Content is a commodity. You are the product."***

Your content reflects your thinking, it evolves over time, and understand everyone has a different taste when it comes to reading and writing; **JK Rowling was turned down by 12 publishers Before Finding Success with Harry Potter Books**, So even for the greatest writers in the history it took them months and years to write something magnificent so don't worry if you're not getting enough results with your content, read books, experiment with your words and write something that's going to be useful for 10 years from now.

I hope you find these insights useful. Share your thoughts on this guide and for any queries mail at [rohan@marketinggambit.com](mailto:rohan@marketinggambit.com)

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