

“The Writer’s Cheat Sheet: How To Write Like The Pros And Make People LOVE Your Content”

If you’ve never written anything more than a school essay, and want to know how to create killer content,

then this is the guide for you!

In this guide I will share with you 7 key components to writing magnificent articles, and how to get your audience to be **addicted** to your content.

So without further ado let’s get straight into it!

1. Enjoy The Topic

The quickest way to a bad article is not enjoying the topic that you’re writing about.

If you had asked me to write an article on the stock market, then I know for a fact that it’s going to be a bad article.

No matter how much research I do, I’m not going to give it my 100% simply because it bores me to death. My brain won’t function to its full capacity.

So make sure that what you’re writing about has some elements that you enjoy, otherwise it’ll translate into **poor material**.

2. Make It Easy To Read

If you want your content to be read, then it has to be easily consumed and get through.

This means having short paragraphs, using words that are easy to understand and bolding words that are **important**.

Remember you're not writing a novel or an English essay,

You're Sharing Information That People Want!

Make that information easy to consume and your readers will love you for it.

People generally start reading by skimming, so you want short paragraphs and get your point out in the simplest way you can.

3. Use Sub-Headings

This ties in with the point above.

People read by skimming, so it's important that you lay your information out through sub headings and bullet points.

Look at this guide for example. Each point is broken up with nice **bold** sub headings and integrated with

key points that are separated from the body. Like this!

This makes the task of reading less daunting and people will actually read through it.

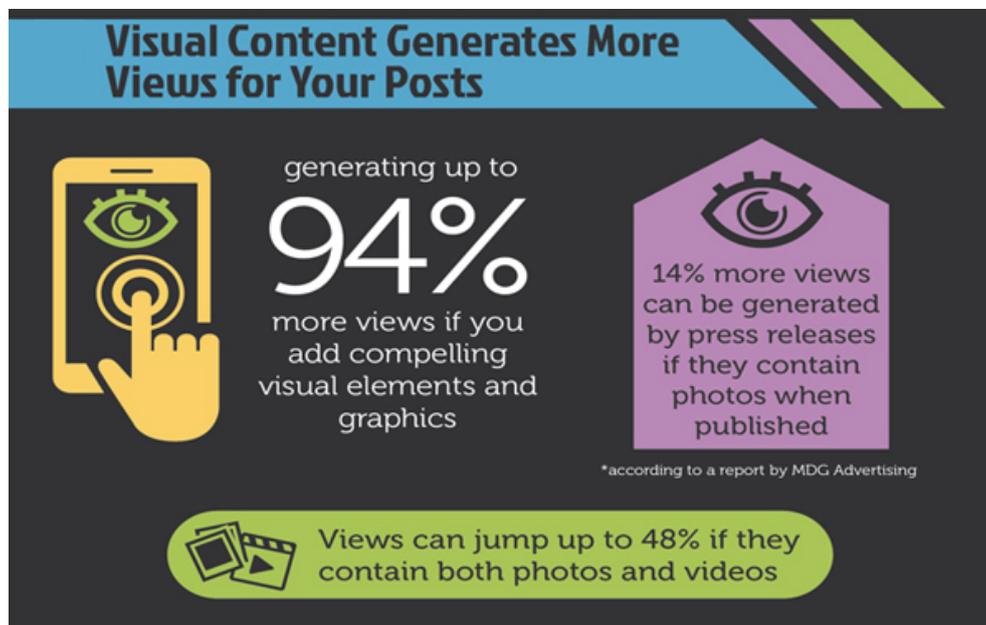
4. Include Pictures When Possible

100% of my articles on my blog include pictures. I do this because an article with a picture is a lot easier on the eyes than one with just text.

There are always exceptions to the rule, but majority of the time a picture will help expand the point your making and

Make Your Readers More Inclined To Read It!

For example, if my article is about how to meditate, then I will include a picture of someone meditating. It just works, and it'll get more views!



Try it!

5. Include Data

If you're making claims in your posts, make sure you back it up with data.

People Love Data.

It makes your posts extremely credible, and shows your readers that what they're reading isn't merely your opinion.

It also improves YOUR credibility.

For example, when I made the statement above about including pictures in your articles, you were a bit meh about it. You didn't "really" believe me.

But as soon as I included some data, your mind became more relaxed and at ease.

People are bombarded everyday with information, so their discernment levels are very high.

Help them out and back up your claim!

6. Don't Worry About What People Think

A common problem that really drains the quality of what you're writing is being

Overly Concerned About What People Think.

Is my writing good enough? Will people laugh at my content? What if blah blah reads it?

The truth is most people don't care. They're too worried about their own lives, and what people think of them!

The ones who do care are simply projecting their own insecurities, so ignore it.

Keep The Bigger Goals In Mind!

Whether its living a life of freedom, making more money or whatever it is you desire, those things matter far more than what Tom Jones think about your opinions and your writing style.

7. Write, Write and Write Some More

This is an obvious one that most people forget.

The more you write, the better you get!

Make it a habit to write everyday. Be conscious about trying to write better.

When I look back at my first attempts at writing I can see huge differences in my style.

Over time my writing has moulded into what it is today, and I haven't even noticed.

So the more you write, the better you will get and you won't even realize it.

You make little changes here and there, pick up on other's style and you integrate it into your own.

The important part was writing, practicing and making it a conscious effort to be a good writer.

That's all there is to it. Not as complicated as you thought, right?

Every great article, ebook, script and even sales pages contains elements of these 7 key points.

Keep this guide handy, print it out and hang it next to your desk. Every time you start writing an article, skim over these points and keep them in mind.

They are the minor differences that takes an article from “meh” and “wow”!

Happy writing!