

3

TIPS FOR BECOMING A WRITING ROCKSTAR

Platinum Selling Content

Let's face it - you are what you write. These 3 steps can turn writing from the equivalent of elevator music into top charting hits.



#1

Before you write - FOCUS



Stop & Ask

1. Who is your audience?
2. What is your goal?
3. What's in it for them?
4. What do you want them to do?



Features vs. Benefits

- Consider the problem you are trying to solve
- Features - your product or service
- Benefit - the solution or the result

The difference between *reporting the news*, versus *how the news will impact you*



Calls to Action

- Be very specific
- Make it easy
- Give options



#2

As you write - SIMPLIFY



*Make every piece
you write measurably
easier to read
and understand*

- Make your writing scannable
- Short, short, short
- White space
- Use materials to connect (not just report news)
- 2 seconds is all you get; create relevant headlines.
- Remove the R.O.T. (Redundant - Overwhelming - Trivial)

#3

After you write - CLARIFY

*“One should use
common words to say
uncommon things.”*

Arthur Schopenhauer

- Do spell check, grammar check, and readability check.
- Make passive sentences active.
- Analyze the message from your reader's perspective.
- Double-check your call to action.
- Why should the reader care? So what?

Brought
to you by:

nSight 
marketing

Other sources to get communications
inspiration:

www.nSightMarketing.com/workshopsandtalks



Want to write
communications that
members can't get out of
their heads like the latest
hit song?

Get in touch:
[melynn@
nsightmarketing.com](mailto:melynn@nsightmarketing.com)