



Platform

UNIVERSITY®

Module Three

Create Compelling Content

Training Video One

How to Lock Down Your Blogging Framework

Training Video Two

How to Write Content That's Easy to Read

Training Video Three

How to Use a Blogging Template To Write Content Quickly



Create Breakthrough Content to Engage with Your Tribe with Michael Hyatt & Jeff Goins



Masterclass

Now that you are all set up with your online space, let's create what matters the most: your content. That's going to be our focus with this module. Jeff Goins is a best-selling author and speaker who built his own platform brick by brick with quality content. In this master class interview he'll share his three-bucket model for content creation and discuss the myth of writer's block.

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Training One: How to Lock Down Your Blogging Framework



Deep Dive

In this training video, we're answering some basic questions about how much content you need, when to publish, and how frequently. If you want to be successful, you'll need to lock down a consistent schedule. Many bloggers start and stop, but few bloggers push through and hit a stride.

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Training One: How to Lock Down Your Blogging Framework



Deep Dive

When you are thinking about your content, you need to answer a few tough questions.



How often are you going to commit to writing?

Empty dashed box for writing frequency response.



What type of content are you going to create?

Empty dashed box for content type response.



Training One: How to Lock Down Your Blogging Framework



Deep Dive



How long do you expect your posts to be?

A large, empty rectangular box with a dashed border, intended for writing an answer to the question above.

Brainstorming exercises to help you develop content ideas:

- What are you currently reading? Share some takeaways you learned and put a personal spin on it.
- List a broad and general topic. Come up with 10 questions your audience might have about that topic.
- Address follow-up questions from a previous post.
- Google a topic you have covered on your blog. See what pops up and write a response to that article.
- Make a list of 10 problems your audience has. Address each of those with a proposed solution in a blog post.



Training One: How to Lock Down Your Blogging Framework



Deep Dive

We recommend writing exercises to get your creativity flowing. Dedicate 10 minutes of uninterrupted writing to respond to each of these topics. When you're done, you can pull out intriguing concepts and unpack them in a post using our template in Training Three.

Here are six prompts to get you started:

1. A time when you solved a big problem
2. The best decision you ever made
3. The hardest decision you ever made
4. A time when you made a huge mistake
5. A turning point in your career
6. The best advice anyone ever gave you

If you're in a rut with your content, use these types of posts:

- Recommended Reading - offer your followers another resource (article, book or blog) that can add real value to their lives
- How-To - straight forward step-by-step how-to articles have great headlines and can be really helpful to your audience
- Q&A - collect questions you have received from your followers about a single topic and answer them in a post
- Solve a Problem - address a big problem your audience has and offer a solution
- Lists - post a list of valuable resources for your readers



Training One: How to Lock Down Your Blogging Framework



Deep Dive

- 5 Ways - similar to “How-To” posts, 5 Ways posts list multiple solutions to a single problem
- Download Offer - offer an easy pdf download to your audience (it can be as simple as a list)
- Seasonal - play off of the seasons and post content relevant to the topic on everyone’s mind



Training Two: How to Write Content That's Easy to Read



Deep Dive

Writing online content is very different from writing for other formats. We're going to share a few keys you can implement to keep your readers engaged and clicking.

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Training Two: How to Write Content That's Easy to Read



Deep Dive

Blog post checklist:

- More than 300 words, less than 1,000
- Strong headline that creates a question in your reader's mind
- Include featured image
- Hyperlink to other important content on your site
- Read aloud for flow



Headings & Subheadings: Larger, bolder font that separates your content into organized sections

5 Practices for easy-to-read content:

1. Make blog posts short.
2. Use short paragraphs.
3. Keep short sentences.
4. Use simple words.
5. Use headers and sub-headers strategically.



Training Three: How to Use a Blogging Template To Write Content Quickly



Deep Dive

Now that you've done some brainstorming and generated some great topics, let's plug your ideas into our tried-and-true template. This is one of blogging's best-kept secrets and it's going to change the way you create content.

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Training Three: How to Use a Blogging Template To Write Content Quickly



Deep Dive

Here's our simple blog post template:

1. Compelling Title - we recommend using CoSchedule's Headline Analyzer (find the link in our resources section at the end of this workbook)
2. Lead Paragraph - introduce your subject
3. Relevant image - pick an image that ties into your theme
4. Personal Experience - tell a story so readers can relate to you
5. Main body - the meat of your post
6. Discussion Question - pose a question to your readers so you can engage with them



Module Three Additional Resources

Below you'll find a list of helpful links, recommended reading, and resources to support you during Module Three.

Jeff Goins' Blog



Blog Post: How to Write Better Blog Posts With a Simple Template by Michael Hyatt



Blog Post: The Three Bucket System by Jeff Goins



CoSchedule



CoSchedule's Headline Analyzer



Don't Hit Publish (Online Editing Resource)



Grammarly



Adobe Stock Photos



Free Stock Photos: Pixabay



Free Stock Photos: Unsplash





Before you move on . . .

Nice work! Here's your Module Three checklist:

- Answer our three questions about content production
- Brainstorm ideas for blog posts to put in your “idea bucket”
- Try our writing prompts to get new leads on more topics
- Write a blog post using our template
- Format your post for online reading
- Use our checklist to make sure your post is perfect for online publication
- Test your headline in the CoSchedule Headline Analyzer
- Publish your content