

# THE SECRETS TO SOCIAL SUCCESS

*Tips & Tricks to Help You Create Dynamic Content*



*"We are drawn to leaders and organizations that are good at communicating what they believe. Their ability to make us feel like we belong, to make us feel special, safe and not alone is part of what gives them the ability to inspire us."*

*-Simon Sinek*

## TABLE OF CONTENTS

### **Chapter 1**

Rules for creating dynamic content out of thin air

### **Chapter 2**

Struggling with content? Find it somewhere else

### **Chapter 3**

Tips for tailoring your message across social media platforms

### **Chapter 4**

Is it O.K. to use someone else's content on Social Media?

The ethical rules to follow

### **Chapter 5**

Keep your engine revving by analyzing your content

### **Chapter 6**

Grab your audience with clever storytelling

### **Chapter 7**

5 Habits that will keep your marketing fresh

### **Chapter 8**

Improve your writing, one day at a time



## CHAPTER 1

# Rules for creating dynamic content out of thin air

## Can I bare my soul to you for a moment? I mean really, can I open up?

We've known each other for, what, like a few seconds, but I really want to get this off my chest. The truth is, I consider myself a writer. I know, I know, you're thinking: Dude, you're a social media marketer. That's your thing. Writing? Really?

Welp, you know what, I'm as surprised as you are. Truth be told, when I got into social media marketing I had no idea so much writing was involved. Sure I know it's called "content." But still, it's writing and creating and ... fun. At least it can be, if you enjoy consistently creating dynamic content for your business or your client. The fact is, consistently creating great content for your social media posts, your blogs and your landing pages is an absolute must. Is it a challenge? Yes. But it is crucial, and we know you can do it. Why? Because you started by coming to the right place. First, you need to know who you are targeting and who you really are (your brand, your message). Then, you need to know what works and what doesn't.



### 1) Know your personas

Your persona(s) are your ideal buyers. Every piece of content you create ties back to them: A typical day in their life, their pain points and the messages that will resonate with them is what all of this work is about. From the first blog to the last post, every piece of content you create **MUST** be with your ideal buyer personas in mind. If you aren't 100 percent clear on your buyer persona, there are great downloads on Hubspot.com you can use to get started. If you are clear on your buyer personas, you have a great base from which to build content.



## 2) Check your tone

Here is a very important question: Do you understand the tone your content needs to be written in? What is the brand you are trying to build? Are you funny, professional, laid-back?

Not only is tone important with regard to the posts representing your company, but with regard to the different platforms you'll be using.

One post should be written differently across the spectrum of social media. It's important that's understood. A funny post on Facebook comes off as unprofessional on LinkedIn. Whereas a very informational graphic on Pinterest could possibly get lost in the Twitter shuffle. Once you understand who you are, you've added another important block to your base.

## 3) What works

Let's say you're starting from scratch. Or you simply aren't good at creating content. Or you simply have no ideas. Guess what? You still have to come up with a month's worth of posts.

### Build an organized game plan to get going.

First, consider the 10-4-1 rule. Over a 15-day period, your goal should be 10 posts from third parties (blogs, graphics, quotes, etc.), four posts from your companies' blogs and one post to a company landing page. Second, over the course of a month use theme days, even if you don't call them that. For instance, on each Monday and Thursday, post a company blog. Boom, you've just come up with eight posts for the month. Maybe every Friday, you want a funny post. That's four more posts. Every Sunday, you want something inspirational. That's four more. Probably, you can see where we're going with this, but it is a great way to structure how you come up with consistent content that resonates with your personas.



## 4) What doesn't work

Randomness, procrastination and laziness will absolutely kill you when it comes to content creation. Throwing up posts willy-nilly is a bad idea, so is waiting too long to create them. Come up with a writing cycle that allows you to create, review and refine. You certainly wouldn't send in the rough draft of a term paper to a professor, so why would you post something for your company without reviewing it?

Whether you are reviewing the appropriateness of a post or photo, or just double-checking grammar and spelling, make sure you allow time to think and make things better.

Putting out consistent, clean, thoughtful content is going to put you ahead of the curve. When you understand your buyer personas, your tone of voice and how to create wonderful content, you will begin building a fantastic social media marketing campaign.



## CHAPTER 2

# Struggling with content? Find it somewhere else!

## Are you twiddling your thumbs trying to come up with content ideas?

We can almost see you there, staring at your computer and pulling out your hair. Well, don't do that. We're here to help make your life a whole lot easier. Follow our four steps to use other social media platforms to get content... and then maybe go see a doctor (seriously, just relax a little).



## Buyer Personas

We can't begin to develop captivating posts without knowing to whom we're marketing. Once you have an A-to-Z grasp on your ideal **buyer**, from their **demographic information** to **their pain points**, we're ready to begin!

Let's set the scene, if we're creating posts for a wedding venue or boutique, our 25-40ish-year-old woman buyer isn't spending her time on YouTube watching arm wrestling videos, she's pinning her dream wedding from "THE dress" to the color scheme details and following the latest fashionista's on Twitter to see who wore what.

By knowing where your followers are spending their free time and what truly interests them, we are creating a game plan, through pulling relevant content from these popular platforms and then putting our unique spin on these potential posts. Soon enough your content is going to be so fascinating, your followers are going to come to you as the expert and "in-the-know" guru rather than those other sources.



*These fundamental steps are surefire ways to get you started with creating content and cultivating lasting relationships with your customers.*

## Competition

Do you remember that kid in gym back in the day? Yeah, the one who was always first in everything. Maybe there's something he was doing right, maybe there's a valuable lesson to be learned. If you could pick his brain and learn how to get ahead, would you? Sure you would.

Competition isn't always a bad thing. Competition can keep you on your toes by helping you to never settle. So scope out your competition's social media platforms! What posts are receiving the most engagement? And which posts are falling flat? Learn from their successes and errors to help you maximize your posts for your audience.

## Keywords

How many times a day do you think your fans are on Google or Yahoo? Too many to count? BINGO, that's exactly why you should know what keywords your buyer persona is searching for!

It's vital to stay tuned into what he or she is interested in and searching for online. By knowing what our buyer persona is drawn to, this allows us to refine our content by creating significant material that entertains and answers your follower's questions. Google's Keyword Tool is FREE, all you have to do is enter a search term pertaining to your business, then sit back and be prepared to be amazed! Google Keyword Tool will provide you with how many people entered in that exact keyword phrase, along with similar keywords in which you just entered.

## Experts

Do you have a role model or an individual you look to for inspiration? Take that same outlook and apply it to your work. These claim-to-fame experts don't even have to be necessarily in your same industry, they can be real-life success stories who simply are doing a grade A job on their social media platforms.

Find these companies doing it right and begin analyzing everything in their posts from wording — quotes, questions, writing style, pictures — to photos of people vs. products vs. collages, and general concepts. Once you start brainstorming other expert's pages, you can take your posts to the next level by making them your own.

These fundamental steps are surefire ways to get you started with creating content and cultivating lasting relationships with your customers. Be sure you know the right social platforms for your buyer persona, learn from the experts as well as the competition, and identify the keywords your followers are using. Putting these together will help to propel the ROI of your social media marketing efforts to the next level.

## CHAPTER 3

# Tips for tailoring your message across social media platforms



**All right, creative content all-stars, how do you create content out of thin air and where can you pull inspiration from?**

Lets step up our game! If we're swinging for a home run, we have to learn the fundamentals on how to write for the BIG THREE!



### Twitter

As Hubspot would say, Twitter is the buzz generator. Information spreads like wildfire on this platform, it's great for sharing content to a large group of people, while needing less rapport to build a connection. On average, a tweet stays current for 14 minutes, so grab your running shoes and keep up!

Best practices: Be brief, you only have 140 characters to let your catchy story be heard. Use hashtags to stay relevant and trendy. And have fun with your tweets, Twitter is all about being informal and clever!

Here's an example of a good solid tweet by Allison Family Chiropractic:

**"Look well to the spine for the cause of disease." - Hippocrates #Chiropractic  
#Health (included with an infographic)**



This tweet captured all the points it needed to hit - short and to the point, hashtags and a infographic to grab their fan bases attention.



**“Look well to the spine for the cause of disease.” - Hippocrates #Chiropractic #Health**

This tweet captured all the points it needed to hit - short and to the point, hashtags and a infographic to grab their fan bases attention.



## Facebook

Facebook is known as the “Humanizer.” In athletic terms, this platform is known as the lead scorer, aka the top-visited platform! Although, you may notice Facebook posts are less frequent, they are more valuable and personal. And unlike Twitter, you have as many characters as your little heart desires to share your life story, so have at it!

**Best practices:** Be real! Connect with your fans by creating a visual story through quotes, graphics, links and much more.

Here’s how it’s done, Facebook style with an example by HCF Inc.:

*It's National Nutrition Month! Share with us some of your favorite healthy eating and fitness habits! (Picture of their therapy patients taking a healthy cooking class).*

Take note of how HCF humanizes their brand by using a picture of individuals from their care community to tell their story, along with staying relevant with a health awareness observation, all while tying in their audience by asking a question that pertains to their lifestyle.



## LinkedIn

Trade in those sneakers for a pair of dress shoes because now we’re talking LinkedIn, the professional networking platform. LinkedIn is formal; businesses may have fewer connections, but they often find the content is richer. LinkedIn is reserved for sharing industry and business-focused content to engage networking and professional-related conversations.

**Best practices:** Formal and informative are key! Spark intellectual conversations through blogs and interesting articles. LinkedIn Gurus such as West Central Ohio Regional Healthcare Alliance write like this:

*Are you at risk for diabetes or metabolic syndrome? Anne talks about the Group Lifestyle Balance program to help prevent or treat risk factors.*

West Central Ohio Regional Healthcare Alliance shows us how it’s done by with an informative article, as well as opening the door for a health related discussion among business professionals. If you fine-tune your base (knowing your buyer personas and crafting amazing content), study this game plan (tweak posts for different platforms), your brand is sure to come out on top week-in and week-out! But to stay on a winning streak, it’s best to test, test, test and measure what content resonates most with your fans on each platform. Social media platforms are ever-changing, ever-shaping and ever-evolving mediums, and you need to be also.



## CHAPTER 4

# Is it O.K. to use someone else's content on Social Media?

*The ethical rules to follow*

**Creating social media content for your business is incredibly beneficial in numerous ways. It can also be a lot of fun. That doesn't mean it's always a breeze to do.**

Writing two, three or four blogs per month, an adequate amount of Facebook and Twitter posts, something for Instagram and staying on top of Pinterest over the long haul — say a month, six months, a year — is challenging.

In this book, we've tried to help you learn ways to constantly generate ideas to stay fresh, creative and engaging. However, this constant cycle of creation, along with diligently watching your platforms, can lead to time crunching, which can lead to cutting corners when it comes to ethical behavior. Questions begin to arise almost immediately when you really dive into taking responsibility for your company's social media platforms. Namely, what can get you in trouble?

### 10-4-1 Rule

10

Curated  
Content

4

Your  
Blog

1

Landing  
Page

#### When creating posts...

First, keep in mind the 10-4-1 rule used in content creation: The 1 refers to a company landing page and the 4 refers to company blogs. The 10 — third-party blogs or posts — is a spot that can get dicey with regard to ethical behavior.

Essentially you are sharing other people's work. How do you do pull this off without getting yourself into trouble?

If you are using someone's posts in the correct way, they're going to be happy because you are getting more eyes on them.

Sharing someone's content on Facebook, linking to a blog, Re-Pinning on Pinterest or Retweeting on Twitter is good. People expect, and even hope, to have their work shared.



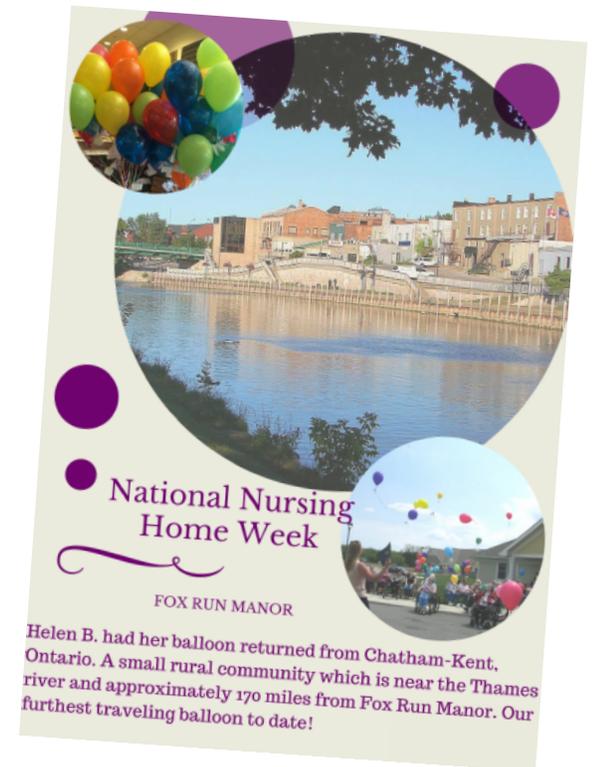
The key is "sharing" not "stealing."

But what about grabbing an infographic, or a photo, or a design you've found to support a post you've written? You didn't "share" it, you didn't create it, you swiped it without attribution or linking. This can get you into trouble ... lawsuit-type trouble.

Ideally, you are creating your own designs through tools like Canva. Or you are buying stock photos or even taking your own. But if you are in a bind, or you found something really great you want to use, be sure you are correctly doing it.

Though giving credit is nice, it's not the same as receiving permission. If you don't have the time, money or inclination to track down a source and get permission (though that's ideal), make sure you are linking back to the original source.

Although many people will simply take an image and upload it to a post, this is not a good idea, especially if you are doing it as a business. Make sure you are linking back to the original source to give them attribution. Otherwise, though it may go unnoticed with the slew of posts that go out each day, it's a violation of the law.



### When blogging...

Often in blogging, whether you understand your subject or not, you probably are going to have to do research. You may, in fact, have to do a lot. This can lead you into tap-dancing around what is plagiarism and what isn't.

Be sure that when you research, you're giving proper attribution, just like you would a college term paper. Include links to other blogs throughout the article. This not only correctly sources material but it also helps your SEO.

Another benefit to you is it helps you become the expert in your audience's eyes. They know and trust they don't need to find 15 sources on their own, they can simply come to you as the one-stop shop and get all the info they need because you've done the research for them.

Writing content for social media marketing almost seems like the wild west at times, where anything goes.

Stealing an image, a post, some text for a blog doesn't seem like a big deal to people because there's so much of it going on. However, it can get you into trouble. Protect yourself by using proper attribution, linking and good etiquette and you'll be able to sleep well at night knowing a lawyer isn't calling you in the morning.



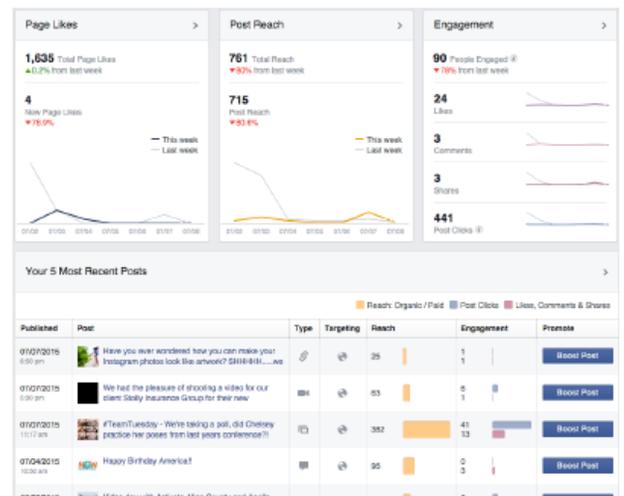
# CHAPTER 5

## Keep your engine revving by analyzing your content

So you're on the fast track now, you have your **buyer personas** down. **Creativity** Check. And throw in some **ethics** and you're good to go. Or so you think, lets not wave that checkered flag too quickly.

Before your marketing efforts make a full circle, we need to take a crash course in analyzing data. Break out that toolbox because we're using all our resources to gather our monthly insights and then further examine what posts work on a day-to-day basis.

Facebook and Twitter are both top-notch platforms, but did you know they're also equipped with analytics? That's right, with a simple click on the "insights" tab on Facebook you're able to see a quick overview of page likes, post reach and much more. Same goes with Twitter, by hitting "notifications" you're able to view just how many retweets, mentions, and followers you received, and in what timeframe you're looking to track.



### 28 day summary with change over previous period

Tweets  
**30** ↑11.1%



Tweet impressions  
**3,047** ↑2.5%



Profile visits  
**100** ↑25.0%



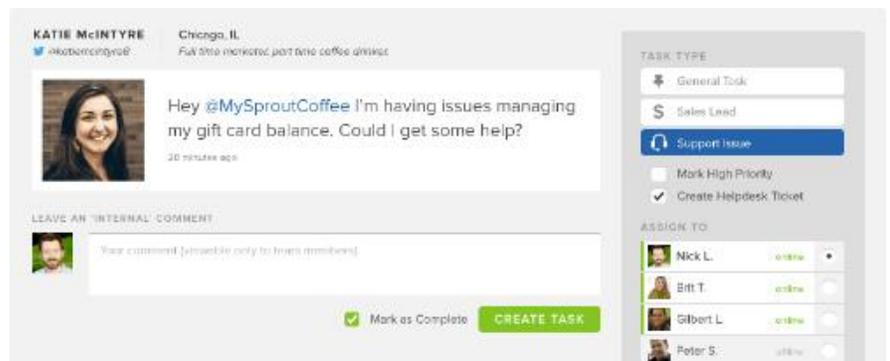
Followers  
**254** ↑5



Now if you want to take your insights to the next level, Sprout Social is your go-to tool, not only does it make you look like a professional genius with its customization and infographic features, but you're able to really magnify the data ranging from your Facebook, Twitter, LinkedIn and Google analytic stats, as well as check out how you're measuring up to your competition.



There's no need for your head to spin with all these numbers and jargon, that's what I'm here for. Here's your need-to-know definitions to get you to that pro level.



There's no need for your head to spin with all these numbers and jargon, that's what I'm here for. Here's your need-to-know definitions to get you to that pro level.

- **Total Reach/Impression (Facebook/Twitter term)** – The number of potential social users who saw your content or any activity from your account pop up in their newsfeed, whether it be posts, posts by other people, page mentions, and check-ins.
- **Post Reach (Facebook term)** – The number of people your post was served to.
- **Likes/Followers (Facebook/Twitter term)** – The total number of fans your social page has.
- **Retweet (Twitter term)** – Sharing someone else's tweet.
- **Mention (Twitter term)** – Communicating with another twitter user.
- **Demographic** – How many fans are women to men, age brackets and location.



We don't want to crank out marketing content left and right just to say we did it. It's important to know the correct terminology, so we're able to review our social stats accurately and determine if we're reaching our goals, and whether we're hitting our target audience.

Now that you have your instruction manual on what to look for when reviewing your analytics, let's break it down even further by evaluating the daily posts you've created to see if they truly capture your audience.

A good rule of thumb is to make sure your posts consist of one of the 4 Es – Educate, Engage, Entertain and Be the Expert. You can either do this through sharing a link, posting a video, creating a text only post, or adding in a photo with catchy text. After you've hit the 30-day mark, go check out how your posts stacked up against one another by looking at the post reach, along with how many likes and shares your post received. By consistently analyzing this valuable data, you're able to really set the tone for your audience and see when and what type of content they connect with the most.



It's hard enough to compete with your audience's attention online, where they are connecting with friends and family. That's why it's vital to produce engaging content they love to connect with, which means consistently revamping your content and measuring how it works. So, if you're making an effort to regularly examine your social data, overhauling your style and posting times to fit your buyer persona, then go ahead and take a victory lap!

**Here's a few tips to keep in mind when looking at your day-to-day posts to build up your fan interaction! According to Fast Company:**

- Aim for Photo posts! Photo posts get 39% more engagement than links, videos or text-only posts.
- Are you getting to the point with your posts? Keeping your posts short and sweet goes a long way! Just by tailoring your Facebook post to 250 characters you'll receive 60% more engagement.
- Are you getting your fans involved? What better way to do so than with questions!
- What days are you receiving your most engagement? Studies show that Thursdays and Fridays are the best days to post!



## CHAPTER 6

# Grab your audience with clever storytelling

**It was my junior year in Journalism school (Magazine Feature Writing to be exact) when I really learned the art of telling stories. And having that ability is what separates average fiction/nonfiction writers from the truly remarkable ones.**

**But why can't those same tools be adapted to marketing?**

Especially when it comes to blogging and social media marketing, developing content that really reaches out and engages your audience is what solidifies those amazing relationships that deliver lifelong customers.

Whether you see your online marketing efforts as Relationship Marketing, Inbound Marketing or simply another wing of your overall strategy, great content should go beyond simply trying to push products in everyone's face and grabbing a few quick sales.

To elevate your ability to grab and hold a world that is increasingly able to tune in and tune out, you have to connect with them. And that means great storytelling. Whether it's in a YouTube video, a 95-character tweet or a 600-word blog, you can use these storytelling tips to lift yourself above the noise and build great relationships that will pay off for years to come so long as you stick with these four elements.



1.

### **Be Honest/Be Fair**

Don't be dishonest, confusing or inconsistent. Be fair to your audience by being authentic and genuine.

Throughout everything you do, be as honest and transparent as possible. Nothing will hurt those relationships we're trying to build more than half-truths and confusion about what your message is, what you're offering and what problems you solve.

2.

## Be Human

I want to see a face with your story. I want to relate to your product. Social media is increasingly about humanizing your brand, and that's no different from storytelling. From Cinderella to Rocky, the best stories all involve dynamic characters, right?

Why can't you do that with your content? Instead of telling me how fantastic a sit-stand workspace is, show me a person using it easily and tell me how it helps them. And don't make it vague, yes a model standing there with a big smile is o.k., but wouldn't it be better if you had an actual person who used it and benefitted from it in the picture? Then, add their testimonial on how it helped them lose 20 pounds or get active.

That is something people can relate to. A living, breathing, human being who has benefited from your product.

3.

## Solve my Problem

I want to know why your product is worth my money. I want to know what problem you are going to solve for me.

Great stories always involve a great conflict. Seriously, if Batman didn't have the Joker, would we even care about Gotham City?

So tell me what problem you can solve, or have solved for people. For instance, a chiropractor who simply tells the world he's got great certifications and diplomas is impressive but does that really engage me? Instead, if he or she can show me a track record of helping people with back problems, migraines and chronic pain, that resonates because it's something many of us deal with, and would love to ... not deal with. Show me how you can solve my problem and I just might let you.

4.

## Finish Strong

I want you to wrap this up with a bow, a cherry on top. You've shown us your human side, you've introduced a problem, now wow us with a great closing.

By closing, I don't necessarily mean the last words of a Facebook post or Tweet. It's more the idea of the end result, what buying your product or service will mean to me down the road.

The last thing you want to do is leave your audience hanging. Unless you're Alfred Hitchcock and sell suspense (which I'm guessing you don't), you want to deliver something that puts a stamp on your point.

Don't let your message fade out. End on a strong note.

Good storytelling reaches out and grabs the heart of your audience with real people, real problems and real results. Take that to heart in every aspect of your content and your content will stand out in a major way.

And remember, truly great writing is determined by the people it reaches and helps. If it's successful, you'll see visitors come back to your article and share it with others.



# CHAPTER 7

## 5 Habits that will keep your marketing fresh

The last thing you ever want to do is find yourself in a marketing rut, going about the same routine because *that's the way we've always done it*. Spice it up! Brilliant marketing abilities don't happen overnight; they take time and habits that make it possible for you to grow. And if you're not sure where to start, we have your back with our five-step program!



### 1. Don't stop READING

A creative mind must always be absorbing new information – from the latest trends to inspirational resources to new technology. Marketing approaches are rapidly changing. The only way to improve as a marketer is to take every opportunity to be a sponge in your niche, so you're staying relevant and effective.

Make time to seek out learning opportunities as a daily regimen, like brushing your teeth. Carve out time every day to sit and read an interesting article. Not only will this vastly advance your marketing knowledge, but it will make you a walking Google machine.

### 2. Merge your Passion into your Work

It's easy to stay inspired with your marketing when your company encourages creativity! Take a page from 3M and Google's textbook, they have created an organization that structures time for being unstructured. Yes, you read that correctly, 3M and Google both understand that innovation needs time to cultivate, so they allow their employees 10% "free time" to experiment with new ideas while on the clock.

This "free time" notion allows your mind to explore and create something genius while still focusing on a work-related project. Imagine how exceptional your marketing initiatives would be if you created time within your day to focus on thinking outside the box.





### 3. Write. Write. And Write.

What keeps your followers coming back to your social platforms is content that is relevant and consistent. Our whole marketing drops off a cliff if we post sporadically. That's where the writing component comes in.

Make it a goal to write at least 700 words a day; and let me go ahead and answer this for you: No, email doesn't count. Writing at least 700 words in a given day, whether it's your best work yet or garbage material, keeps your creative juices flowing at all times! Map out your day to sit down for an hour and crank out some potential posts or blogs. If you're looking to stay on track with your blogging and social media marketing, plan your writing ahead of time, set a schedule, and stick to it – some of our favorite scheduling tools to use are Trello and Sprout Social.

### 4. Review your Successes

If you want to know how you can take your marketing to the next level, the best solution is to look at what has worked for your business. If you're focused on your successes and reviewing how you achieved those accomplishments, then you can ask yourself how do I replicate this result again?

In the marketing industry, you understand how crucial it is to look over your analytics because numbers don't lie. Here's a great example of what reviewing your successes looks like – one of my clients, an assisted living facility captured a fun day of dancing to the Harlem Shake song, which was then filmed and uploaded to YouTube. Not only did the video serve for a fun activity for their team and residents combined, but to top it off, the short video ended up being a huge hit as it went viral with over 15,770 views and counting. This successful marketing moment serves a point – if our company continues to stay ahead of the curve with trends and unique concepts, we're more likely to produce these same results again!

Not only will reflecting your achievements give you great insight as to how you managed to accomplish this goal, but also, according to Michael Kerr, "...research tells us that doing a simple routine like this, and taking the time to reflect on what you accomplished, is a key way to boost your overall level of happiness," and lets face it, who doesn't like to be happy!

### 5. Stop, Collaborate and Listen.

The best forms of fresh ideas come from collaborating! We often do our best work when we team up with a colleague and talk about relevant work projects. It's easy to use our lunch breaks as a way to escape from our tasks, but why not use it to be productive.

Take your hour or half-hour break to go to a restaurant for a change of scenery, and discuss ideas with team members or someone you admire career-wise. This collaboration allows you to gain a different perspective. Who knows, a quick break can stimulate you to create something brilliant, not to mention the greatest ideas come from duos like – Orville and Wilbur Wright, John Adams and Thomas Jefferson, Sonny and Cher, Batman and Robin, Bonnie and Clyde – O.K., scratch the last one, but you get the point.





## CHAPTER 8

# Improve your writing, one day at a time

**I understand a lot of things about writing, mostly because I've always enjoyed it and I've done it for so long. But I have to let you in on a little secret, really bare my soul to you if you'll let me (wait, does that sound familiar?).**

Seriously, just indulge me for a moment and we'll both benefit.

After years of studying the craft and toiling as a professional writer and editor, ahhh, sorry, give me a moment ... the secret is this: I still find it difficult.

Writing is hard.

Writing is work.

That's why when I hear people say, "I'm not a writer," or "I've never been good at writing," or simply "I can't write" I often respond, "how much have you actually done it?"

The truth is, very few people have "no" ability to write. Most people simply aren't comfortable with the writing process because they haven't done it enough.

No matter where you begin as a writer – from the bottom, middle or at a high level – the beauty of this craft is you can always get better.

Always fine-tune.

Always improve.

That should not only give hope to those who lack confidence in their writing skills but it should also push everyone to get better at the craft.



*The difference between professional writers and those who think they can't write is writers recognize how hard it is but trust themselves and endure the process.* →

And that's the secret: There is no secret. It takes work and it takes experience. Talent is nice but you can still be decent simply by honing the skill through writing on a regular basis.

I've never considered Stephen King an amazing writer – storyteller, probably – but his book *On Writing* had a fairly profound effect on me as a young writer. One of the points he makes that I agree with is through hard, regular work, the vast majority of us can improve their writing a great deal. But what exactly should we all be doing for that?

### 1) Read ... a lot

We've made this point regularly throughout our content creation series, but reading is so critical. It lays the foundation to your own writing. It shows you what's good, what's bad and what's average. Plus, your mind gets comfortable with words, how to use them, how to mesh them together. That allows you to come to writing in a much more comfortable way.

### 3) Rewrite, fine-tune

You absolutely have to make friends with editing and re-writing. If you think that first draft is good enough, you're wrong. I don't even need to see it. There's a reason why in school you had to do a rough draft, second draft and third and that's because the final product – no matter if it's a quickie blog or a book – should be fine-tuned as thoroughly as possible. Get comfortable with that process and rip yourself apart now before the public does later.

- Your first draft is mainly for getting an outline and your thoughts on paper.
- Your second draft is where the article really starts to shape up.
- Your third draft is where you trim it up and put your best product out for everyone to see.

Writing is an art and a skill. You won't get good at it if you don't work at it.

### 2) Write ... a lot

According to his book, Stephen King writes 2,000 words every morning. Guess what, it's not as ridiculous as it sounds. The key is he sits down every morning at the same time and works at it for maybe an hour, hour and a half. If you sit down for a solid hour or so at the same time each day, you'll be amazed how much you get done. You'll also be amazed at how much better you get over time.

Seriously, that work adds up. Whether you use that time to blog, write social media posts, write a book, write articles or content for whatever you need, you'll be stunned at how much you get done on a regular basis.

