

social triggerstm

WORKSHEET

5 Step Process for
Writing Smarter and Faster

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Writing can be stressful and time-consuming, especially if you're not a writer. But when you're trying to start or grow your business, you have to write — emails, blog posts, sales copy and more!

I know first-hand how frustrating this process can be. When I first started writing, I'd spend more time staring at a blank screen than I would actually writing. I would do anything — even clean my house — to avoid writing.

But then I read this quote by Eugene Schwartz, one of the best copywriters who ever lived. He wrote:

"Copy is never written. Copy is assembled."

That's when I realized that I needed a system for writing that I could use over and over again. I honed a simple 5 step writing process that allows me to pump out great content fast. And I'm going to share it with you today.

Let's get started!

Step 1: Accumulate TONS of Ideas

The first big obstacle for anyone trying to write is coming up with an idea.

That's why, when you write for a living, you have to be constantly thinking of new ideas and new stories.

In fact, I suggest carrying around a notebook so that you can write down your ideas as you think of them in real time. If you wait until later, you're likely to forget.

How many ideas should you have?

There's no perfect number. But here's some insight on what I do —

When I prepare for a Social Triggers TV video shoot, I start with a list of about 100 to 150 script ideas. And then I narrow it down from there. In reality, I only need about 10 good ideas for a video shoot. But choosing 10 good ideas from a list of 100 is much easier than thinking of 10 good ideas from nothing.

Start brainstorming ideas below. Remember, they don't all have to be "good" ideas. I'll help you narrow down your options in Step 2.

Step 2: Eliminate Bad Ideas

Remember, narrowing down a list of 100 ideas to 10 ideas is MUCH easier than thinking of 10 good ideas from nothing.

But narrowing down your ideas can be tricky. If you're like me, then you likely think that ALL your ideas are good ideas and should be pursued. But just because an idea is "good" doesn't mean that it's worth writing about.

To decide which ideas are worth pursuing, I look to answer three main questions:

1. **Can I cite any interesting research or data about this topic? Do I have any personal stories or breakthroughs (or know of someone else who does) with this topic?**

You should use research and stories to bolster your writing. They make your writing more relatable, more interesting, and help you prove your point.

2. **Do I have an opinion about this?**

It's not enough to just have a great story or interesting research. You also need to have an opinion about what you're writing. Your readers want to hear a unique voice. And the best way to showcase your voice is to give your opinion.

3. **What are the key takeaways?**

Why should your audience care about what you're writing about? How will it help them with what they're struggling with? Can you give them a tip or a tactic that they can take action on right away? If not, can you encourage them to share their own experiences and opinions?

And those are the three questions. On the next page, I'll help you work through some of your ideas.

It's important to note that if you have an idea that doesn't meet these three criteria, that doesn't mean that you throw that idea away. Sometimes, ideas just need a little more research before they're ready to become blog posts or video scripts. You can save these ideas for later when you have the time to put more work into them.

Use this page to test your ideas and see if they're worth pursuing.

	Can I cite research/data? Do I know of any stories or breakthroughs?	Do I have an opinion about this?	What are the key takeaways?
Idea #1			
Idea #2			
Idea #3			
Idea #4			
Idea #5			
Idea #6			
Idea #7			
Idea #8			
Idea #9			
Idea #10			

Step 3: Get Real Specific

After you eliminate bad ideas, you'll have a list of good ideas that you can pursue. From that list, pick one idea and create an outline.

Your outline should include these key components:

1. An introduction of the idea
2. Your opinion about the idea
3. Research/data that supports your opinion. A story about your own personal breakthrough or someone else's breakthrough will also work.
4. Key takeaways or action steps for your audience

Use the chart below to help you create your outline:

Idea/Topic	
Introduction	
Your Opinion	
Research, Data, or a Story to Support Your Opinion	
Key Takeaways or Action Steps for Your Audience	

Step 4: Write

Believe it or not, Step 4 and Step 5 are the easiest steps in this process. You've done the bulk of the work in Steps 1-3. This means that when it's time to write, you don't have to waste any time figuring out what to write about or how to write it. All you have to do is follow your outline and assemble your article one section at a time.

Use the space below to assemble your article:

Step 5: Edit

This is the final step in my simple 5 step writing process. And it's an important one! It's time to edit.

When you assemble content in this way, your writing may not flow as well as you need it to. That's why you need to edit. You also want to be sure to infuse your voice into your writing as much as possible. This will also help your writing flow and engage readers.

Use the space below to edit your article:

And that's it!

That's my simple 5 step process for writing smarter and faster.

Now if you're like me, you're likely writing for two main reasons...

You either a) are looking to convince people to buy what you're selling or b) you're looking to attract new people to your business so that they will later buy what you're selling.

The question is, is there a SECRET to writing content that persuades and attracts?

The answer is YES.

And it's something we cover in-depth in our training course "**Yes Engines.**"

Long story short: Yes Engines is a complete end-to-end customer attraction and conversion system.

And it's GREAT for business owners who are looking to generate more revenue and sales for their business.

Right now enrollment is currently closed to the public. But if you want to hear more about Yes Engines, go ahead and hop on the waitlist for Yes Engines right here.

[Click Here To Get On The
Yes Engines Wait List](#)