



Shawn Can Write

Content Article Writing 1-Page Guide

Free guide from:
ShawnCanWrite.com



by Shawn Forsythe

What Is This Guide?

This is a hyper-condensed version of Shawn's proprietary 19-page content article writing guide. He created that guide in 2009 and has continually updated and revised it since then. Shawn also has a Content Article Tiny Guide, and a Content Article Mini Guide.

→ *This 1-Page* Guide is half the size of the Tiny Guide.

→ The Tiny Guide is half the size of the Mini Guide.

The items in **fuchsia** denote AI tools that can be used to assist with those particular items.

The guide is meant to be used with several other documents: Piece Prep Notes, Piece Writing Elements, Key Copywriting Rules, and Headline Writing. These free documents can be found on www.ShawnCanWrite.com.

Shawn is the creator of **Shawn Solutions** group of websites. Currently he focuses on content writing for websites and professional social media accounts.

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1. **Day 1: Topic & Approach.** *Piece Prep Notes*
2. **Day 1: Headline Title.** Refer to the Headline Writing document. Optional Dek. *Piece Prep Notes*
3. **Day 1: Research report** on the Topic Question, based on the Piece Type. *Piece Prep Notes*
 - Your own ideas, Internet search, **LLM Tool**, **NotebookLM**, sub-topic tools, research sites, video transcripts, product content, course content.
 - If ranking: SERP analysis (**NeuronWriter**, Detailed) + **LLM Tool** or **NotebookLM**.
4. **Day 1: Outline** focused on Topic Question. **LLM Tool**, **NeuronWriter**
 - Outline structure: Try to structure each section the same, e.g. what, why, how, show. Order the headings top down: importance, interest, or compulsion. Structure it according to the **Piece Type & Outline Structure**. 1st heading: Overview or “Key Takeaways”.
 - Outline creation: LSI words & entities + keywords + SERP piece outlines + content gaps. Revise & Extend: new word/concept, expected questions, logically related topics.
5. **Day 2: First Draft Core Text.**
 - **CONCISE OVERVIEW OR “KEY TAKEAWAYS.** Optional – for AI SEO.
 - **STANDARD INTRO.** Nothing obvious or unmeaningful. **P1(1) if no Dek Hook.** **P2(2-3) with keyword** Why important, why me (knowledge, experience, success). **P3(2-3) bolded Topic Question answer.** **P4(2-3)** Stoke problem + my qualifications/experience or how I got the problem & solution – or pump benefit + how I or others sought & found the solution. **P5(2-3)** Promise preview (with optional Deliverable) – the content itself, download link, info link, or training link + hit problem or benefit again + motivation to read. **P6 optional** Series explanation & promotion.
 - **SHORT INTRO.** **P1(1-2)** Hook if no Dek + why important + why me. **P2(2) bolded + keyword Topic Question answer.** **P3(2-3)** Stoke problem or pump benefit + how I or others got problem & solution + Promise (with Deliverable) – the content itself, download link, info link, or training link. **P4 optional** Series explanation & promotion.
 - **ADAPTIVE INTRO** – to fit the style of a website. Employ the above principles.
 - **BODY** – 1-3 sentences per paragraph unless formal. Opening: optional new concept explanation. Last 3rd: Promise fulfillment (information, link, download, freebie, content upgrade, etc.) + quick win if a Deliverable was promised + pre-sell product/service/video (desirable results, evidence, skepticism address) + tell the reader what to do & why – promote the link. No price or offer.
 - **CONCLUSION.** **P1(2)** Restate main point + stoke problem or pump benefit. **P2(2-3) optional** Summary or alt view or alt solution or future view. **P3(2-3)** CTA for Deliverable + how to get it + why now. CTA email opt-in, unless automatically appended on posts. **P4(1-2)** Tip, encouragement, assurance. **P5 optional** Series promotion with links to parts.
6. **Day 2: First Draft Depth, Spice, & Humanization.** **Thoroughness:** sections, data, personal experience, unique research, unique angle, story, outbound links. **Copywriting:** Links & transitions, stand-out sentences, bolding, highlighting, lists. **Embedded content.** **Marketing:** brand name for new method/strategy, influencer name.
7. **Day 3: SEO & AI SEO Text Revision.** **Body snippet & mini snippets.** **Keyword:** in 1st heading, 1st 100 words, first 1/3 of body, middle of body, meta data. **CTAs** related to Promise – middle of body, conclusion (standing out with color, bolding, or box). **Link handling.**
8. **Day 3: Standard Text Revision.**
 - Coherence – logical flow, scanability, heading or sub-heading every @200 words.
 - Readability: Sentence length, links & transitions.
 - Clarity – ultra-specific info, concrete ideas, enough examples, difficult/unclear things explained, specific steps in a process.
 - Content value – better than SERP pieces, unique info, unique angle, no **unnecessary, redundant, or off-focus things – or lots of questions.**
 - Word count. ▪ Fact check. ▪ Key Copywriting Rules document.
 - Editing – spelling, grammar, punctuation.
9. **Day 3: Final Analysis** – reading level, plagiarism, mobile friendliness.



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