



Shawn Can Write

# Content Article Writing Tiny Guide

Free guide from:  
[ShawnCanWrite.com](http://ShawnCanWrite.com)



by Shawn Forsythe

# What Is This Guide?

This is a highly 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 Mini Guide, which has twice the core content of the guide you are looking at now.

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

The items in **fuschia** 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](http://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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## Day 1 Stage 1: Topic & Approach. *Piece Prep Notes*

**Day 1 Stage 2: Headline Title.** Refer to the Headline Writing document. Optional: create a Dek (hook). *Piece Prep Notes*  
→Check the title on Google, using quotations, to ensure uniqueness.

## Day 1 Stage 3: Research report on the Topic Question, based on the **Piece Type**.

1. Your own ideas + Internet search + **LLM Tool**, **NotebookLM**.
2. If trying to rank:
  - *Piece Prep Notes*: SERP analysis, top 3 posts (eyeballs, **NeuronWriter**, Detailed).
  - Ask **LLM Tool** or **NotebookLM** how to improve the top 3 results.
3. Tools: sub-topic generating tools, research sites.
4. Other – video transcripts, product content, course content.

## Day 1 Stage 4: Outline focused on **Topic Question**.

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**. 1<sup>st</sup> heading: Overview or “Key Takeaways”.

1. If trying to rank for SERPs, AI Overviews, or AI Snippets.
  - Gather NLP words + keywords found in the SERP analysis. **LLM Tool / NeuronWriter**
  - Combine top 3 SERP pieces’ outlines + content gaps – **NeuronWriter**, Chrome extension + **LLM**.
2. If not trying to outrank top SERPs, get LSI words & entities. **LLM Tool / NeuronWriter**
3. Revise/Extend it: new word or concept, expected questions, logically related topics, other info people might want to know.

## Day 2 Stage 5: First Draft Core Text – imagine talking to someone.

1. **Concise overview or “Key Takeaways”** – if doing AI SEO.
2. Introduction – specific info (numbers, data, facts, proof); nothing obvious or unmeaningful. Refer to the ‘Introductions’ document for words and phrases to draw from.
  - Standard Method.
    - **P1 if no Dek.** 1-sentence human-drive **hook** related to the problem or benefit, no bolding.
    - **P2.** 2-3 sentences, no bolding, with the **keyword** used in the first 100 words.
      - **Why** this content matters – solve problem, obtain benefit. Content pump.
      - **Why** you are the one to provide info, your experience or success (optional).
    - **P3.** 2-3 sentences, 150-300 characters, bolded: **Topic Question answer.**
    - **P4.** 2-3 sentences to demonstrate **audience understanding**.
      - If problem focus: stoke, my qualifications and experience (if applicable), how I or others got the problem and found the solution.
      - If benefit focus: how I or others sought the benefit and found the benefit.
    - **P5.** 2-3 sentences of **enticement**.
      - Content’s **Promise** preview plus optional **Deliverable** (especially transactional pieces) – the content itself, download link, info link, or training link.
      - **Motivation** – again stoke problem or pump the benefit, ego soothing (“not your fault”, “you are right”), arousal (bold claim, easy, save time, shortcut, complex made simple), mental wheel turner (story for longer intro, vision, analogy, metaphor, quotation), pop culture piggyback.
    - **P6.** optional for a **series** – which part this is, series promotion.
  - Short Method – especially if there is a Dek.
    - **P1.** 1-2 sentences, no bolding. Begin with a **hook** sentence if no Dek. Say **why**: the content must be read to solve a problem or provide a benefit, and optionally I am the one to do it – knowledge, experience, or success.

- **P2.** 2 sentences, 150-300 characters, bolded: **Topic Question** answer, with **keyword** in the first 100 words of intro.
  - **P3.** 2-3 sentences **enticement**: stoke the problem or pump the benefit, how I or others got the problem & found the solution, **Promise** (with **Deliverable**) – the content itself, download link, info link, or training link.
  - **P4.** Optional for a **series** – which part this is, series promotion.
    - Adaptive Method – to fit the style of a website. Employ the above principles.
3. Body – in one go without stopping. 1-3 sentences per paragraph unless formal. If the business is YouTube-focused, leave the content incomplete.
- Optional Opening Explanatory Section to explain a new concept or the topic importance.
- Promise Fulfillment Section in last 3<sup>rd</sup> – especially for transactional pieces.
- Fulfill the **Promise** (information, link, download, freebie, content upgrade, etc).
  - Provide a quick win: infographic, checklist, template, pdf file, etc. – if a specific ‘thing’ was promised as a Deliverable.
  - Pre-sell product/service/video if applicable: desirable results, evidence, skepticism address (“You may be wondering”, “I know what you feel”).
  - Tell the reader what to do, and why: promote the link. No price or offer.
4. Conclusion in 2-4 paragraphs.
- **P1.** 2 sentences: restatement of the main point, stoking problem or pumping benefit.
  - **P2** (optional). 2-3 sentences. Summary or alt view or alt solution or future view.
  - **P3. CTA 1** – Optional: Repeat CTA for **Deliverable**. How to get it + why now. **CTA 2** – email opt-in, unless automatically appended on posts.
  - **P4.** 1-2 sentences: final thought – tip, encouragement, assurance.
  - **P5** – if a series. Tease the next part, or close the series. Link to all parts.
  - (Use an adaptive method employing the above principles, to fit a website’s style.)

### Day 2 Stage 6: First Draft Depth, Spice, & Humanization. LLM Tool, AI tool

1. Completeness/Thoroughness” personal experience, unique research, story, more sub-points, more examples, more “why” and “how”, fact or statistic, content box, outbound link.
2. Copywriting Elements: Power Words, Emotion Words, Links & Transitions, stand-out sentences, bolding, highlighting, lists.
3. Embedded Content: image, video, graph, chart, infographic. LLM Tool, AI tool
4. Marketing Elements: brand name for new method/strategy, influencer name.

### Day 3 Stage 7: SEO Text Revision – both Normal and AI-focused

1. Body snippet and mini snippets.
2. Keywords: title, first heading, first 100 words, first 1/3 of body, middle of body, meta data.
3. CTAs related to the **Promise** – middle of body, stand out (color, bolding, box).
4. Links: see Handling Links.

### Day 3 Stage 8: Standard Text Revision. LLM Tool

1. Coherence – logical flow, scanability, heading or sub-heading every @200 words.
2. Readability: Sentence length, links & transitions.
3. Clarity – ultra-specific info, concrete ideas, enough examples, difficult/unclear things explained, specific steps in a process.
4. Content value – better than SERP pieces, unique info, unique angle, no unnecessary, redundant, or off-focus things – or lots of questions.
5. Word count.
6. Fact check.
7. Key Copywriting Rules document.
8. Editing – spelling, grammar, punctuation.

### Day 3 Stage 9: Final Analysis: reading level, plagiarism, mobile friendliness.



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