



Shawn Can Write

# Content Article Piece Prep Notes

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



by Shawn Forsythe

# What Is This Guide?

This is a document for taking notes in preparation to write a content article. It accompanies the writing guides available on Shawn's website:

- [Mini Writing Guide](#)
- [Tiny Writing Guide](#)
- [1-Page Writing Guide](#)

Writing down these notes is a concept from Shawn's proprietary 19-page content article writing guide. He created that guide in 2009 and has continually updated and revised it since then.

The guide is meant to be used with 3 other documents: 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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Research-based		Personal	
Complementary video			
Content Theme, Category			
Re-purpose of a piece?			
Series?			
Topic Idea – Keyword			
Class / Length			
PURPOSE:	<ul style="list-style-type: none"> <li>• Trans. / Info.</li> <li>• CTA with link</li> </ul>		
Special media			
Audience: People who X			
Topic awareness			
Human drive			
<b>Topic Question</b> →matches the CTA: problem, benefit, stimulator			
<b>Title</b> →makes a promise			
<b>Dek</b> (optional)			
PIECE TYPE →can deliver the promise			
OUTLINE STRUCTURE →"I am writing a list of X"			
Tone			



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