



Shawn Can Write

Content Article Writing Elements

Free guide from:
ShawnCanWrite.com



by Shawn Forsythe

What Is This Guide?

This guide presents information and elements (words and phrases) to use for specific stages of Shawn's writing process. His process is detailed in 3 guides that are available on his website:

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

The elements and information presented here are 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.

This guide is meant to be used with 3 other documents: Piece Prep Notes, 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.

Distribute This Guide Freely

You may transmit *this* document, in its entirety, in its original PDF form, to any party you wish. You may also reproduce it, as long as you reproduce it in whole in its original PDF form.

Standard Boring Notice & Disclaimer

(Legal statements are an unfortunate necessity for individuals and businesspeople to protect themselves.)

Shawn Solutions is committed to helping people achieve their self-education. For all intents and purposes you agree that *this* document's content is to be considered "for entertainment purposes only". *This* document is not intended for use as a source of professional advice of any kind. Always consult a professional in the relevant field of expertise before taking any action – lawyer, accountant, financial planner, doctor, etc.

Liability Disclaimer. You acknowledge that you assume all risk associated with implementing or acting on any information/advice contained in *this* document, regardless of your interpretation of the information/advice. Any ideas, advice, analysis, strategies, methods, or recommendations presented in *this* document are based on the author's experience and research and may not produce for you the results they produced for the author. Nothing contained in *this* document should be considered a guarantee of any kind, whether explicit or implicit. You are responsible for your own actions and endeavors, based on your own discretion and own personal expense; and you are responsible for conducting your own due diligence regarding the safe and successful operation of your own life and business.

RESEARCH-BASED OR PERSONAL

Research-based Piece Types

- **Pre-determined keyword** from the 'Article Idea Analysis' document. For the core of keyword terms, rely a lot on the Body Keywords and Content Theme Keywords, because Google will automatically link the piece to Topic Keywords that it determines from the content.
- **Previous post's sub-topic or question** that wasn't addressed fully or well.
- **Let the market show you** – what do they want to know or solve?
 - Questions they keep asking via any of your community channels.
 - E-mail analytics – the topics and products/services they mostly click on.
 - Website analytics – the search topics that visitors use to find the site.
- **Something you think is of value, using your own logical mind** – whether any tools shows it as a viable topic or not. (Accounts for at least one-third of the best topics.)
- A product.
- A business.
- A niche person.
- Google alert.
- An event or news.
- A trend.
- BuzzSumo. Settle on a topic, or topic angle, that will result in a piece that fits with current kinds of pieces being popularly shared.

Personal Non-research Piece Types

- **Opinion/Editorial** (sometimes pick a side on an issue)
- **Personal story – success, experience, change** (get social shares)
- **Myth, lie, misunderstanding**
- Welcome newcomers
- Update – personal, business
- Announcement – personal, business
- X-thing of the week/month/year
- Commentary – news, event, trend
- Reaction – article, video, product
- Big challenge(s)
- New perspective
- Behind the scenes – personal, business
- Income report
- Something you learned from a book, person, history
- Something that inspires you
- A challenge to people
- Prediction

CALLS TO ACTION: email opt-in + other that also includes email opt-in

- TRANSACTIONAL-SALES
 - Affiliate product/service salespage
 - My own product/service salespage
- DRIVE TRAFFIC TO ANOTHER SITE
 - YouTube-focused business: link to a YouTube video that completes the piece's content (and has its own CTA).
 - Social media:
 - Social media follow
 - Join a community
- GET MORE INFO:
 - E-file
 - E-book
 - Worksheet, checklist, template
 - PDF of the post with extra content
 - Content upgrade (requires creating and posting a second piece before publishing the current piece)
 - Email course
 - Video training
 - Video course
 - Read a pillar post for more info
- TAKE A SURVEY

HUMAN DRIVES

- Negative
 - Fear of pain or loss
 - Amount scarcity
 - Lose money
 - Unpleasant outcome
- Positive
 - Simplicity
 - Save time / Fast
 - Make money
 - Save money
 - Security
 - Independence / Self-reliance
 - Control
 - Confidence
 - Health & longevity
 - Relationships
 - Looking better
 - Feeling better
 - Happiness
 - Meaning / Purpose
 - Achieving dreams
 - Know truth
 - New knowledge / Shed light / Bring to forefront
 - Mastery of something important or interesting
 - Self-value (status, intelligence, physical appearance)
 - Intellectual interest
 - Empathy with other humans – horror, fear, sadness
 - Entertainment / Amazement
 - Inspiration

HOOK TYPES – IN DEK OR INTRODUCTION

- Intriguing question
- Bold claim
- Controversial statement
- Counter-conventional view
- “Imagine” / “Picture this” / “[Do you] Remember when”
- “Such and such [X-people told you] is wrong.”
- New/unique angle
- New/unique method
- Problem statement – direct, or indirect as the first sentence of a story
- Problem-solution teaser
- Important piece of information
- Metaphor
- Statistic
- Fact
- Strange statement
- Curious statement
- Quotation
- Proverb
- Warning

PIECE TYPE

(may be inherent if the piece is personal non-research)

Green = most-read kinds of content.

- Basic research
- Deep research
- **Case study**
- **Experiment**
- **Myth / Lie killer**
- **Common misperception/misunderstanding**
- **Product/Service/Tool related** – one or more products
 - **Tutorial** – the best way to prove expertise
 - **Review**
 - Use tips
 - Testimonial
 - Comparison
 - Update
 - Announcement
- Niche-person
 - Spotlight
 - Interview
- Business spotlight
- State of the industry
- Q & A – the questions in the heading
 - Answer a common question – or set of questions – from your audience or clients
 - FAQ
 - SAQ (seldom asked questions)
- Current Event / News
- Trend

OUTLINE STRUCTURE

“I am writing about a list of X.” If that sentence doesn’t fit the type, the structure is inherent in the Piece Type.

→Different elements can be stacked inside one another.

- Steps
- Benefits
- Lessons
- Reasons
- Solutions
- Shortcuts
- Questions
- Tips / Advice
- Dos and Don'ts
- Data / Statistics
- Ways / Methods
- Mistakes / Problems
- Stories – mine or others'
- Examples – links, people, experts, free resources, products, books, tools, etc.



Let's Connect!

I like to connect with, and learn from, all kinds of interesting people.

Find me on **LinkedIn**:

<https://www.linkedin.com/in/dsforsythe>

Want Other Useful Materials?

I want to help as many people as possible with my free no-nonsense materials.

Get more **free materials**:

www.ShawnCanWrite.com/secret-guides