

# 9 Writing Strategies Every Content Entrepreneur Needs To Know



**Writing is a necessary skill** regardless of the type of content you are creating. [Research](#) from The Tilt shows the top methods content entrepreneurs use to build their audiences are blogging (71% use) and email newsletters (63% use). If you want to be an outstanding content entrepreneur you MUST write well. These nine strategies will ensure your writing makes an impact on your audience:

1. [Forget what you learned](#)
2. [Daily writing](#)
3. [Readability](#)
4. [Purpose and audience outcomes](#)
5. [Headlines](#)
6. [Brand voice and tone](#)
7. [Citing sources](#)
8. [Call to action](#)
9. [Editing](#)

# 1 Forget what you learned

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It's a simple fact. Forget what you learned about writing in school. Repeat after me: NO MORE 5 PARAGRAPH ESSAYS! They are meant to teach the basics of writing for elementary and middle school students. Ann Handley agrees in her book [Everybody Writes](#), "[Five-paragraph essays] are formulaic and structured, they are boring to write and boring to read." (Just ask any middle school English teacher!)

Instead, be yourself and let your message come through - this is what attracts your audience after all. Do not get hung up on being formal just because you are writing. Create content in your style that also works for your audience. Stay true to you, your audience, and your content.

A great strategy is to start simple. First, pick your topic. Second, pick your goal (more on goals later) - but basically what does your audience get from this? Next, brainstorm the top items related to your topic to share with your audience (and of course these are driven by your goal). These items can be pain points, suggestions, strategies, comparisons, information, or whatever your audience needs. Finally, use the items to draft an outline to guide your writing.

For this article, the brainstorming process would look something like this:

**Topic** = Writing

**Goal** = To help the audience of content entrepreneurs improve their writing strategies

Item #1 = Forget English class

Item #2 = Daily writing

Item #3 = Reading level

Item #4 = Purpose

Item #5 = Headlines and hooks

Item #6 = Voice and tone of brand

Item #7 = Citing sources

Item #8 = Call to action

Item #9 = Editing

## 2 Write every day

It happens to the best of us – writer’s block. Try as we might, we just can’t seem to get over that proverbial hurdle holding us back. A best practice to overcome this hurdle is to write every day. Yes – every day. It does not have to be formal writing or long and involved. Just write for five to 15 minutes every day. The many benefits include: honing your writing, getting your ideas on (digital) paper, serving as brainstorming sessions, and just getting your thoughts out of your head to think more clearly.

The objective here is to turn writing into a habit, not a goal. Jeff Goins [states](#), “Spending five hours on a Saturday writing isn’t nearly as valuable as spending 30 minutes a day every day of the week. Especially when you’re just getting started ... It should come as no surprise that habits practiced once a week aren’t habits at all. They’re obligations. Or maybe, at best, cute little hobbies.”

This daily habit creates a linear journal of your ideas and thoughts that you can refer to for ideas, inspiration, and comfort. Journaling and daily writing give you an outlet to break through any writer’s or creator’s block you may experience.

If you still stare at the blank page, the [Center for Journal Therapy](#) has a great strategy. When you journal, remember the acronym: WRITE – What topic, Review/reflect, Investigate, Time yourself, Exit smart.

- **What do you want to write about?** Think about what is going on in your life, your thoughts and feelings, what you’re striving towards or trying to avoid. Give it a name and put it all on paper.
- **Review or reflect on it.** Take a few moments to be still, calm your breath, and focus. A little mindfulness or meditation could help. Use “I” statements like “I feel ...,” “I want ...,” and “I think ...” Also, try to keep them in the present tense, with sentence stems like “Today...”, “Right now...”, or “In this moment...”.
- **Investigate** your thoughts and feelings. Just keep going. If you run out of things to write or your mind starts to wander, take a moment to refocus (another opportunity for mindfulness meditation), read over what you have written, and continue.
- **Time** yourself to ensure you write for at least five minutes. Write down your start time and projected end time based on your daily goal. Set a timer or alarm to go off when time is up.
- **Exit** strategically and with introspection. Read what you have written and take a moment to reflect on it. Sum up your takeaway in one or two sentences, such as “As I read this, I notice ...,” “I’m aware of ...,” or “I feel ...” If you have any action items or next steps, write them down now.

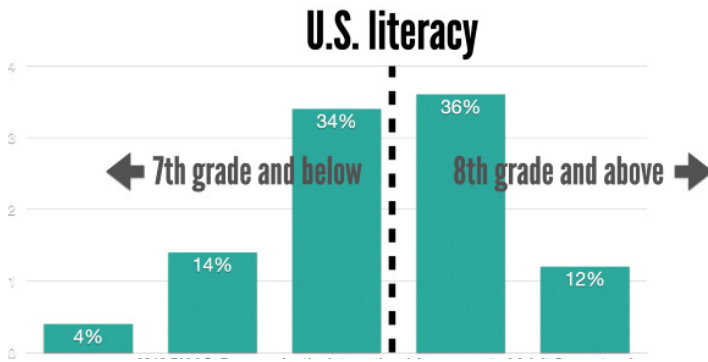


<https://positivepsychology.com/benefits-of-journaling/>

# 3 Readability matters... so what?

As a content entrepreneur, you want your content and message to engage your audience. However, nothing loses an audience faster than something too long or too complex.

Remember the reading level of the general population (consequently, probably a significant portion of your audience) as “50% of adults cannot read a book written at an eighth-grade level.”

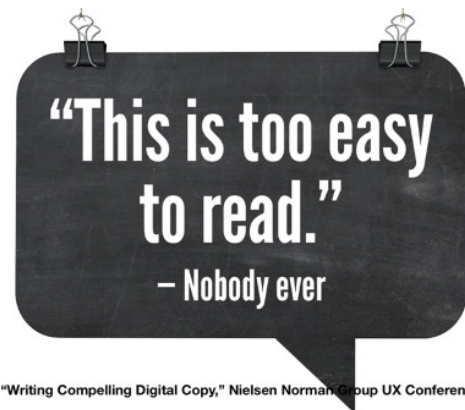


<https://www.wyliecomm.com/2021/08/whats-the-latest-u-s-literacy-rate/>

Keep your sentences simple and don't use a \$10 word when a 50-cent word will do. Write for your audience like you are speaking to them. This makes the readability easier and helps develop the relationship with your audience. Use a [readability calculator](#) before publishing.

So you know your audience and understand their reading level, but the question still remains: “What can I do about it?”. A common tactic among writers and English instructors to simplify is to ask, “So What?”

1. Write about one of your ideas. Then ask, “So what?”
2. Write your answer that is more detailed, succinct, and effective than what you initially wrote.
3. Answer the question again. The more times you reply, the better your writing will be.
4. Now → **a word of caution here**; brevity is also an extremely important skill in writing content. Your ability to get to the point matters. A great strategy is to answer “So What?” and see if that answer is sufficient (probably!) to make your point and edit out the first piece of content all together.



<https://www.wyliecomm.com/2019/12/readability-level/>

**Other strategies to increase your audience's likelihood to consume your content:**

1. Bold headings or make them stand out in another way.
2. Focus on ONE (and only one) idea per paragraph or section.
3. Provide breaks in content – if the text appears to be “much,” you have lost them.
4. Use infographics, charts, or other visuals to provide cues to the reader. Use them to supplement your content.

# 4 Get a why!

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Every single piece of writing needs a purpose. Ask, “Why am I writing?” If your answer is because “you need to” or “to be consistent,” you are writing for the wrong reasons, and will have little chance at success

Every piece of content needs to be created with an audience outcome in mind: What does the audience get from your piece of writing? As discussed, you must have a topic and a goal for writing to write effectively. The audience must understand what they are getting from your writing and how you can help them better their lives. Use the “So what?” strategy (from above) to identify this goal. Ask yourself – so what for my audience? You must answer the “so what for your audience” so there is a definite audience outcome.

Establishing your purpose and a goal every time you write has the added benefit of providing you the content entrepreneur with a way to measure how your content is doing. Atrock Digital Media [agrees](#), “Only when you know your goals can you create content that helps attain them. Not only that, goal setting facilitates content testing as well. You can test your content objectively only when you know exactly what you aim to achieve with that content.”

To first establish your purpose and ultimate goal for writing consider the following:

- Is it serving an audience need?
- Am I meeting a specific pain point for my audience?
- Is this deepening the relationship with my audience?



# 5 Juicy headlines and hoppin' hooks

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We all know it – headlines are important. If you don't create a headline that grabs the reader's attention, elicits an emotion, or creates the desire for them to learn more, you miss an opportunity to build your audience.

A great headline, however, is not enough. You have three seconds to keep readers hooked after the headline. The first sentence plays a role in determining whether they read the rest of your content. As a result, it should capture the reader's attention and smoothly lead them into your first point.

Ask, am I writing engaging headlines and hoppin' hooks that pique my audience's curiosity? Do they need (not just want) to keep reading?

Once again, as with all writing, doing this is easier said than done. How can you ensure your headlines and hooks are good? First, use your built-in strength – your knowledge of your audience. Then:

**1. Consider the most important thing to tell your audience.**

- What are they looking for? What will catch their attention?
- Provide the essential information in your introduction.

**2. Make your headline actionable for your audience.**

- Offer a solution to their problem.
- Promote unique information.
- Include keywords used by your audience in search.

**3. Add juicy descriptor words.**

- Write a basic headline, then spice it up with adjectives that generate emotions or excitement
- Add words and phrases that create excitement, the need to belong, and the need to read further, such as "that you should know ...," "extremely important for all ...," or "why you should..."

# 6 Please use that tone of voice

Consistency is a key to success, and that applies to your writing too. [Jennifer Gemmel-Addams](#) of Zerys explains, “Consistency in tone can help you establish a ‘voice’ for your brand, company, and overall image, and this consistency is invaluable in connecting with your audience because it gives them a familiar voice of authority once they’ve identified with and acclimated to the tone you use in your content.”

Consequently, developing your unique voice through writing tone reflects you and your brand. It allows your audience to connect with you on a personal level and develop a deeper relationship with them.

We need to distinguish the difference between voice and tone. Kevan Gilbert from Gather Content [breaks it down](#) this way:

- **Voice:** Your brand personality described in an adjective, such as lively, positive, cynical, or professional.
- **Tone:** A subset of your brand’s voice that adds specific flavor based on factors like audience, situation, and channel.

Essentially, your brand has one voice with many tones. Now the question becomes how do you find your brand’s voice? This is not a quick process. A great strategy comes from MarTech’s [three C method](#):

- **Culture** – What does your business stand for? What makes you stand out from all the others who are after the same audience? Your unique qualities make your culture special, and these should be a pillar of developing your voice.
- **Community** – How does your audience talk about your topic? Listening to them can help you speak and write more easily with and to them. You can use their language and meet them on their terms.
- **Conversation** – What do you want to add to the conversation? Personality and authenticity are key here. As you think about what you can offer, you can create a better picture of where your voice might fit.

As you answer these questions, [use a template](#) such as the one from Pepperland. The characteristics are your tone that contribute to your brand voice. A chart like this also helps you stay consistent and true to your voice over time.

Pepperland Marketing Brand Voice Chart			
Characteristic	Description	Do	Don't
Approachable	We write so that everyone can understand us and not feel alienated.	<ul style="list-style-type: none"><li>• Write naturally</li><li>• Use contractions</li></ul>	<ul style="list-style-type: none"><li>• Be too formal</li><li>• Take yourself too seriously</li><li>• Use too much jargon</li></ul>
Knowledgeable	We write from a place of expertise, and want to communicate that.	<ul style="list-style-type: none"><li>• Be authoritative</li><li>• Leverage data</li><li>• Leverage quotes</li><li>• Develop thoughts fully</li></ul>	<ul style="list-style-type: none"><li>• Speak in generalizations</li><li>• Be afraid to be your own expert</li></ul>
Passionate	We write about topics that we're passionate about—and we write passionately.	<ul style="list-style-type: none"><li>• Use action verbs</li><li>• Be enthusiastic</li><li>• Be encouraging</li></ul>	<ul style="list-style-type: none"><li>• Use passive voice</li><li>• Sound like everyone else out there</li></ul>
Witty	We have a sense of humor and want to work with clients who also have a sense of humor.	<ul style="list-style-type: none"><li>• Include jokes</li><li>• Use mild sarcasm</li><li>• Use unexpected examples and comparisons</li></ul>	<ul style="list-style-type: none"><li>• Take yourself too</li><li>• Go too far (there's a limit)</li></ul>

<https://www.pepperlandmarketing.com/blog/brand-voice-chart>



# 7 Be polite – always cite

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You are not the expert in everything ... and that's OK. You will have to look things up ... and that's OK too. In fact, your audience will appreciate knowing you did the research and see you as a credible source. Whenever you refer to or quote someone else's material, you must hyperlink to the source (or note a non-digital source). Citing your sources is the proper and polite internet etiquette. You would (and do want) others to do the same for your content.

The Content Factory [agrees](#), "Always cite your sources, even if you're afraid it'll send your web traffic to another site – and you can always choose the 'open link in another window' option if you're that concerned about keeping your traffic. Besides being the right thing to do, citations can also help you get backlinks."

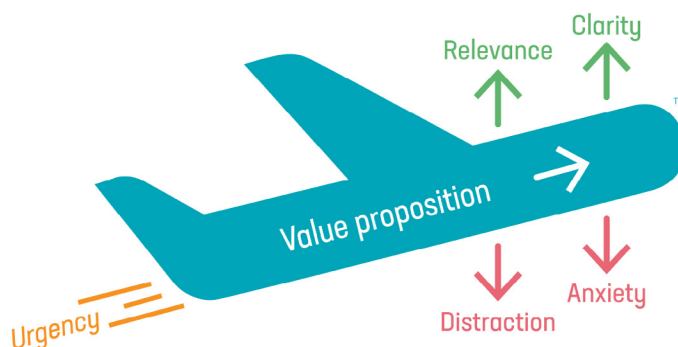
Another benefit of linking to third-party sources is the opportunity to make connections. Every time you cite someone, send them a note – email or DM – to let them know about their inclusion. You can tag and thank them on Twitter and LinkedIn. This recognition can act as an introduction to a potential mutually beneficial partner relationship.



# 8 Lights, camera, ACTION

Every piece of writing should have a call to action (CTA) for your audience. Mark Quadros from AdEspresso [suggests](#) the following strategies for writing compelling and engaging CTAs:

1. Use strong action words – writing short strong CTAs is persuasive and suggests using the LIFT (Landing Page Influence Function for Tests) model to write your CTA. You want to create a sense of urgency while clearly showing the relevance to them. This helps reduce distractions and anxiety for your audience. This gives your CTA value.



<https://www.widerfunnel.com/blog/the-six-landing-page-conversion-rate-factors/>

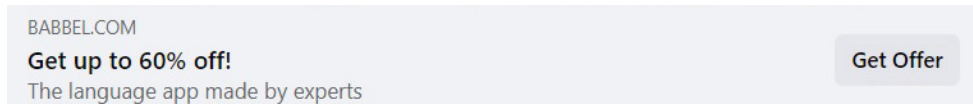
2. Provoke emotion or enthusiasm – Use terms such as “limited time offer,” “need to know,” “be a part of.”

3. Appeal what you know your audience wants and what you offer.

Suggestions for CTAs include:

- Learn more button/link to take audience to another part of your site  
→ this helps with your page views and keeps your audience engaged with your content
- Subscribe now button/link to subscribe to newsletter (or other platform)  
→ Example: [Subscribe to The Tilt](#) Newsletter for the Content Entrepreneur before you miss out!
- Get offer button/link for % off of product, merch or videos/trainings  
→ drives revenue from your audience

→ [Example:](#)



- A “Love this? –Tips appreciated” button/link for platforms that allow tipping  
→ or you can tie a Venmo account to the button as well

# 9 No – it's not perfect!

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Let me be the first to tell you – your writing is not perfect. It's OK. No one is. Once you recognize this, you can move on to how to make corrections. Editing and proofreading are essential parts of the content creation process and cannot and must not be ignored or forgotten. Proofreading helps you catch issues from simple typos to grammar and spelling errors, while editing assists you in the larger picture of refining your content.

How do you do this? James Parsons from Content Powered [puts it bluntly](#), "Don't be afraid to use the tools you have at your disposal. Use a spelling and grammar check. Crank up the settings in MS Word. Use keyword research and topic ideation tools. There are tons of tools out there to help you be a better content writer, and there's absolutely no shame in using them."

The Tilt Toolbox is an excellent set to help you through all steps of the writing process — from taking notes and research tools to grammar and editing. These curated lists include the pros and cons identified by our expert staff. Check them out:

- [Writing and Note-Taking Tools](#)
- [Editing and Grammar Tools](#)
- [Digital Research Tools](#)
- [Headlines and Word Choice Tools](#)
- [Design and Photo Tools](#)
- [SEO Tools](#)

Another great strategy for editing your work is to take a vacation from it. "[Write drunk, edit sober](#)," Hemingway supposedly said. You can take the advice literally, but there's a moral here for all writers: Separate your writing and editing. Once you feel you finished writing, step away from the piece for a couple of days. If you try to edit and refine your writing directly after you finish writing, your brain will not "want" to switch modes because the writing ideas are still fresh in your mind. When you come back to your piece of writing, you will be amazed at how much easier it is to edit, refine, and polish it.

Finally, whenever possible have someone else read your writing. They have no clue what was going on in your head while writing. An outside reader will read it as an audience member might. Ask them what they don't understand, what they like, etc. Their insight is invaluable to the editing and polishing process. Listen to what they have to say and your writing will be better for it.

## It's your turn!

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Writing is hard, no doubt about it. But, writing is necessary for a successful content entrepreneur. The strategies above enable any writer, beginner to advanced, to form their style for their audience. Writing every day will produce huge benefits to any level of writer. Always have a purpose and goal for audience-centered writing. Ask yourself “so what?” to refine your writing, increase the readability, and develop your brand’s voice and tone. Each piece of writing needs a call to action for your audience and inspiring headlines to grab their attention. Remember that citing is more than being polite – it can be the beginning of a new connection to grow your audience. And finally, the only thing you need to remember from English class is to always be editing – you can forget everything else.

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## About the Author



### Marc Maxhimer

Marc Maxhimer is the Director of Education and Training at The Tilt. Marc is excited to be teaching content creators how to become successful content entrepreneurs. He holds a Bachelor's degree in English and Mathematics Education and a Master's degree in Educational Administration. He previously taught middle school for 16 years. Marc lives in (and loves all things) Cleveland with his wife, two daughters, and dog.



### The Tilt

The Tilt provides education and training to help content creators become content entrepreneurs. We publish a [twice-weekly newsletter](#) packed with the latest news, strategies, and tactics, plus inspiring creator stories and exclusive education, all to help you create, grow, and monetize better.

The Tilt operates a [Discord](#) server to bring together the content entrepreneur community. It also has a [\\$TILT creator coin](#) currency system. Though it can be purchased, The Tilt distributes them to the community for things like new subscriptions and referrals.

In the coming months, The Tilt plans to launch courses to further help content creators interested in starting and growing their own businesses.

