

# **Content Creation Made Easy**

Module #1: Templates and Tools  
Overview

By

**Drew Laughlin**  
DrewLaughlin.com

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<http://MarketingConsultantPLR.com>

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<http://SalesTrainingWeekly.com>

# Overview of Templates 'N Tools

## 1. 25 Product Title Templates

The title of your blog post, article, report, ebook or other content is considered one of the most important parts of the entire piece. And that's because if the title doesn't catch the reader's eye and get his attention, he's not even going to read your content. That's why your title needs to lead off with a bang. Read on...

## 2. 3 Product Outline Templates

The key to creating a great product starts with you creating a great outline. If you don't start out with a great outline, then your product is going to swerve all over the place. It's going to ramble. Fortunately, creating an outline isn't hard. It's just a matter of sitting down and doing some brainstorming before you write even one word of your product. And I'm going to make this step really easy by providing you with three outline templates. Read on...

## 3. 3 Direct Response Salesletter Templates

Now you can save yourself both time and money by using the following three templates to quickly and easily create your sales letter yourself. All you have to do is insert information where indicated by the brackets – and boom, your letter will be finished in a matter of minutes. Take a look...

## 4. 10 Article Templates

If you do any work online, then you no doubt have a constant need for creating articles. And inside this report you'll discover 10 different article templates for some of the most popular article types! Keep reading...

## 5. 10 Blog Post Templates

Have you ever started at a blank screen as you tried to force your fingers to type out a blog post? And so you got stuck, wishing the writing elves would help you finish up your blog post so that you could go to bed. If this hasn't ever happened to you, that's normal. Discover my favorite ten types of blog posts that are sure to impress and please your readers.

## **6. 10 Solo Mailing Templates**

If you've ever been disappointed by a mailing's response – or if you're the type of person who has trouble creating solo mailings – then you'll be glad you're reading this report. Because you're about to get 10 "plug and play" templates for creating your own high-response solo mailings! Ready? Then let's get started...

## **7. 3 More Solo Mailing Templates**

Maybe you're sending a lot of different emails, and ten solo mailing templates don't cut you. So, get ready for three more "plug and play" templates for creating your own high-response solo mailings! Just pick a template, insert relevant information where noted and you're good to go. Still hardly any work or thinking required! 😊

## **8. Swipe File: 101 Writing Idea Generators**

Ever get stuck for content? Maybe you'd like to write an article, but you don't know what to write about. Or maybe you'd like to add content to an article, report or book, but you're not sure what to add. These idea generators can help – you'll never be at a loss for words again!

## **9. Swipe File: 27 Hot Buttons for Sales Writing**

People won't buy unless you give them a good reason to buy. And that's what these 27 hot buttons do – they give your prospects a good reason to buy from you. From creating scarcity to tapping into emotion, each of these buttons is sure to help you boost your conversion rate!

## **10. Swipe File: 52 Kinds of Blog Posts**

Tired of writing "how to" and "review" posts? Here are 52 types of blog posts you can use to introduce variety to your blog and keep both you and your readers interested!

## **11. Swipe File: 50 Blog Posts Titles**

Need an eye-catching title? Just use these fill-in-the-blank templates to quickly generate dozens of compelling titles for your blog posts!

## **12. Swipe File: 10 High-Read Blog Post Examples**

Have you ever noticed that certain blog posts almost always generate a lot of traffic, discussion and sharing? Now you don't have to reverse engineer the magic because I've done it for you with these 10 types of posts that are almost always popular!

## **13. Swipe File: 15 Ideas and Examples for Small Report Titles**

The title is the most important part of your small report, because people will make their decision about whether to read your report just based on the title. Now you can quickly and easily generate an attention-getting title using these 15 fill-in-the-blank templates – it's easy!

## **14. Swipe File: 27 Ideas for Membership Sites**

You've heard starting a membership site is a profitable venture. That's true. But coming up with a good profitable idea for a membership site tends to trip up most people. Until now – because inside this report you'll discover over two dozen niche ideas you can use to create your own lucrative membership site!

## **15. Swipe File: 15 Ways to Promote Offers in Content**

You're already creating a lot of content – but do you know the secrets of using this content to promote offers the right way? Inside this section you'll discover 15 proven ways to directly and indirectly promote your offers – this is a must-read for anyone who creates content!

## **16. Swipe File: 20 Opening Paragraphs**

Whether you're writing blog posts, articles, report, ebooks or even video scripts, you can model your opening paragraph or introduction after one of these 20 openers. Never again will you stare at a blank document, trying to figure out how to start your content piece!

## **17. Swipe File: 20 Closing Paragraphs**

The end of any content piece is your chance to recap your most important points and encourage your reader to take action. And inside this section you'll discover 20 powerful ways to close your articles, blog posts, reports and other content pieces!

## **18. Case Study: How to Turn Bullet Points Into Info Product Ideas**

Have you ever struggled to come up with an idea for a new product? Just read this case study and you'll discover a clever trick for generating dozens or even hundreds of new product ideas – you'll lose this!

## **19. Case Study: Copywriting Questionnaire**

Whether you're creating a sales letter for your own product or one for a client, you can use this questionnaire to better understand the product and the audience so you can write a letter which really connects with your readers!

## **20. Case Study: 20 Article Openings (With Examples)**

the opening paragraph is one of the biggest challenges most writers face. Once they get started writing - once they get in the flow - it's much easier. But, that start can be difficult. Especially if you write a lot. So, I've put together a set of 20 "openings" (along with an example of each) you can use to quickly begin writing your own content. Let's take a look...

## **21. Checklist: How to Create an Information Product**

Does creating an information product feel overwhelming? Make it easier by using this checklist to help you research, outline and create reports, ebooks and other information products quickly and easily!

## **22. Checklist: How to Write a Sales Letter**

This comprehensive checklist guides you through the entire process of writing a compelling sales letter, from profiling your target market to creating an attention-getting headline to writing a cash-pulling call to action.

## **23. Checklist: How to Write an Ezine Article**

From creating a great title to writing the article to crafting a results-getting resource box, this checklist is your key to writing better articles!