

# **Content Creation Made Easy**

Module #2: Training and Tutorials  
Overview

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<http://SalesTrainingWeekly.com>

# Overview of Training ‘N Tutorials

## **1. How to Research an Information Product**

Did you know the key to creating a bestselling product starts with good research? However, most people don't know the right way to research their products. Give yourself an edge by discover the researching secrets inside this section!

## **2. 27 Red-Hot Ideas for Your Next Information Product**

Here you'll discover over two dozen different ways to create an information product. You'll get all sorts of ideas, from creating a traditional "how to" report to creating a "pop culture lessons" report that your readers are sure to love!

## **3. How to W.R.I.T.E. Content**

One of the keys to writing content faster, easier and better is to find and use a good formula. And now I'm sharing with you my "W.R.I.T.E." formula to help you do everything from generate a topic idea to writing an article that really engages and enthralls your readers!

## **4. 7 S.O.U.R.C.E.S. for First-Rate Content**

Although these content ideas were originally designed to help create content for a membership site, you can use them to help you create any type of content. Inside this section you'll discover how to get content created by other experts, how to create "standalone" content such as worksheets and much more. These ideas will help you create a product or add value to a product!

## **5. 6 M.O.D.E.L.S. for Content Structure**

Whether you're creating lessons for a membership site, writing a report or creating blog posts, you can use these 6 M.O.D.E.L.S. to structure your content and ideas. For example, you'll discover how to create an article that uses your mistakes to teach your readers something valuable... plus five other M.O.D.E.L.S. your readers are sure to enjoy!

## **6. How to Write P.A.G.E.S. of High-Demand Content**

Inside this section you'll discover a simple five-step system for creating long content (such as report and ebooks) faster, easier and better than ever before!

## **7. How to Write Compelling Content That Keeps People Reading**

Don't be the writer whose content puts readers to sleep. Instead, read this section to discover how to write content that keeps your readers hanging on your every word!

## **8. How to Prepare Content Super F.A.S.T.**

If you're like most writers and business owners, you need to create a lot of content... fast. And inside this section you'll discover how to create tons of high-quality content, simply by recycling and repurposing your existing content. You'll love this strategy because it saves you lots of time and money!

## **9. How to Improve Your Information W.R.I.T.I.N.G.**

Your readers are more interested in getting good information than they are interested in you writing perfectly grammatically correct content. And that's why this section will show you how to write content that enthralls your readers and leaves them wanting more!

## **10. 7 Writing Helps for Every Content Creator**

These seven articles will help you create good outlines, do your research, write faster, overcome writer's block, connect with your audience and more. You'll even find out how to get others to create your content for you... for free!

## **11. The Easiest Ezine Article You Will Ever Write, Part 1**

You'll find out how to write an awesome article, simply by answering three key questions. It's easy for you, and your readers will love the end result!

## **12. The Easiest Ezine Article You Will Ever Write, Part 2**

We've been talking about writing ezine articles by answering some "frequently asked questions" about a topic related to your particular field of interest and expertise. Part 2 dives into the details of these questions...

### **13. How to Write Articles That Get People to Buy, Part 1**

Inside this eye-opening section you'll discover something that as few as 10% of article writers know – and once you've mastered this secret, you'll know how to create articles that put money in your pocket!

### **14. How to Write Articles That Get People to Buy, Part 2**

In part 2, you tap into the secrets of writing articles which get people to buy... and then you'll learn some more tricks to achieve this result.

### **15. The Follow-Up Formula: 27 Ways to Use Content to Get Sales**

You've heard the money is in the list. But that doesn't mean you can send any ol' kind of emails to your subscribers to get results. If you want to make money with your list, you need to use profitable emailing strategies. And inside this section you'll discover 27 proven ways to turn your autoresponder or mailing list content into cash in the bank!

### **16. 3 Copywriting Helps for Every Sales Piece**

You'll get 10 fill-in-the-blank headline templates to create attention-getting headlines fast, the secrets of boosting your response rate by creating urgency, plus you'll even find out how to connect with your readers by telling stories. These are the three tools every copywriter ought to have in his toolkit!