

BLOG

SUCCESS KIT



THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

The Create Epic Content Checklist

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The Create Epic Content Checklist

You don't want to post blog articles just for the sake of filling up space on your blog. Instead, you want to set out to create epic content that your readers will love every time you blog. This is the sort of content that keeps readers engaged, it gets them sharing your content, and it gets them coming back to your blog again and again for more.

Here's your three-step checklist for creating this sort of epic content...

Step 1: Choose Popular Topics

If you want your readers to be thrilled with everything you post, then you need to post the content they really want to read.

Here are different ways to uncover this content:

- Find out what sort of content your market is buying. If they're paying money for it, then you know they'll be thrilled to read about it for free.

***TIP:** Go to marketplaces such as ClickBank.com and Amazon.com, search for your keywords, and then check out the bestsellers in your niche. These are the topics you'll want to include on your blog.*

- Find out what's popular on social media. Look at trending hash tags. Check out Facebook discussion groups to see what topics are popular. See what discussions on your competitors' accounts are getting a lot of interaction.
- Discover what's popular on your competitors' blogs. Look for lots of comments and social media shares.
- See what questions people are asking. Go to sites like Yahoo! Answers and Quora to see which questions come up repeatedly – these are good topics for your blog.

- Look for other evidence of popular topics. For example, look at your competitors' newsletters to see what topics come up repeatedly, or see what sorts of lead magnets they're offering.

As you walk through these steps, it will quickly become clear that certain topics are really popular in your niche. These are the ones you'll want to write about.

Next step...

Step 2: Craft Attention-Grabbing Titles

You can write epic content, but no one will read it if you don't also have an epic, attention-getting title. That's why you'll want to invest time in brainstorming a really good title for your post.

Here are templates to kick off your brainstorming:

- The Secret of [Getting a Benefit].
E.G., The Secret of Getting Rich.
- You Won't Believe It Until You See It – How [Something Awesome Happened].
E.G., You Won't Believe It Until You See It – How a Waitress Quit Her Job and Became a Million-Dollar Entrepreneur.
- The #1 Way to [Get a Benefit].
E.G., The #1 Way to Improve Your Golf Game.
- Who Else Wants To [Get a Benefit]?
E.G., Who Else Wants Washboard Abs?
- This [Method] Worked for Me – It Will Work for You Too.
E.G., This Fat-Loss Method Worked For Me – It Will Work for You Too.
- The Easy Way to [Get a Benefit].
E.G., The Easy Way to Start a Business

- How to **[Get a Benefit]** Faster Than Ever Before.
E.G., How to Lose 10 Pounds Faster Than Ever Before.
- You'll Never **[Get a Benefit]** Until/Unless **[Something Happens]**.
E.G., You'll Never Land a \$100,000 Job Until You Use This Surprising Interviewing Strategy.
- Here's a **[type of]** Trick That Works Like Magic!
E.G., Here's a Dieting Trick That Works Like Magic!
- Don't Even Think of **[Doing Something]** Until You **[Read This]**.
Don't Even Think of Buying a DSLR Camera Until You Read This Shocking Special Report!

NOTE: For More Post Titles Refer to the **Post Title Templates** document in this collection

And the final step...

Step 3: Create Engaging Content

Now it's time to create something that will keep your readers hanging on your every word. Obviously, the content needs to be useful – in other words, it should solve a problem. But it also needs to be engaging.

Here's how to achieve that:

- **Entertain your reader.**

This includes:

- Using a light, conversational tone as if you were writing to a friend.
- Injecting humor here and there.
- Telling relevant stories.

- Using similes, metaphors and analogies to spark your reader's imagination.
- **Arouse curiosity.** One really good way to keep readers hanging on your every word is to arouse curiosity about what's coming up. E.G., "In just minutes you'll discover the weight loss trick that's going to change the way you diet!"
- **Add value to the content.**

This includes:

- Offering examples to clarify concepts. This checklist is a good example of how to insert examples into content. 😊
- Making the content more visually appealing through the use of relevant pictures, graphs, charts and other graphics.
- Inserting tips. Your tips will be even more valuable if they are immediately actionable and provide fast results. For example, a diet tip on how to use skim milk in mashed potatoes is a quick and easy way for readers to create a healthier meal.
- Offering tools to help your reader achieve a goal. The title templates above are an example of offering useful tools. Other examples include swipes, checklists, worksheets and planners.

Let's wrap things up...

Conclusion

So there you have it, the three step process for creating epic content:

- 1. Choose popular topics.***
- 2. Craft attention-getting titles.***
- 3. Create engaging content.***

Go ahead and put this checklist to work for you to start creating epic content today!