



Definitions by
Adebajo

Introduction to Content Writing



What We Will Cover

- Block 1 - The Beginnings
- Block 2 - Nobody, Anybody, Everybody
- Block 3 - Writing to Influence
- Block 4 - Spiritual Intelligence



Block 1

The Beginning

What Content Writing Is

Content Formats

What Content Writing Is Not





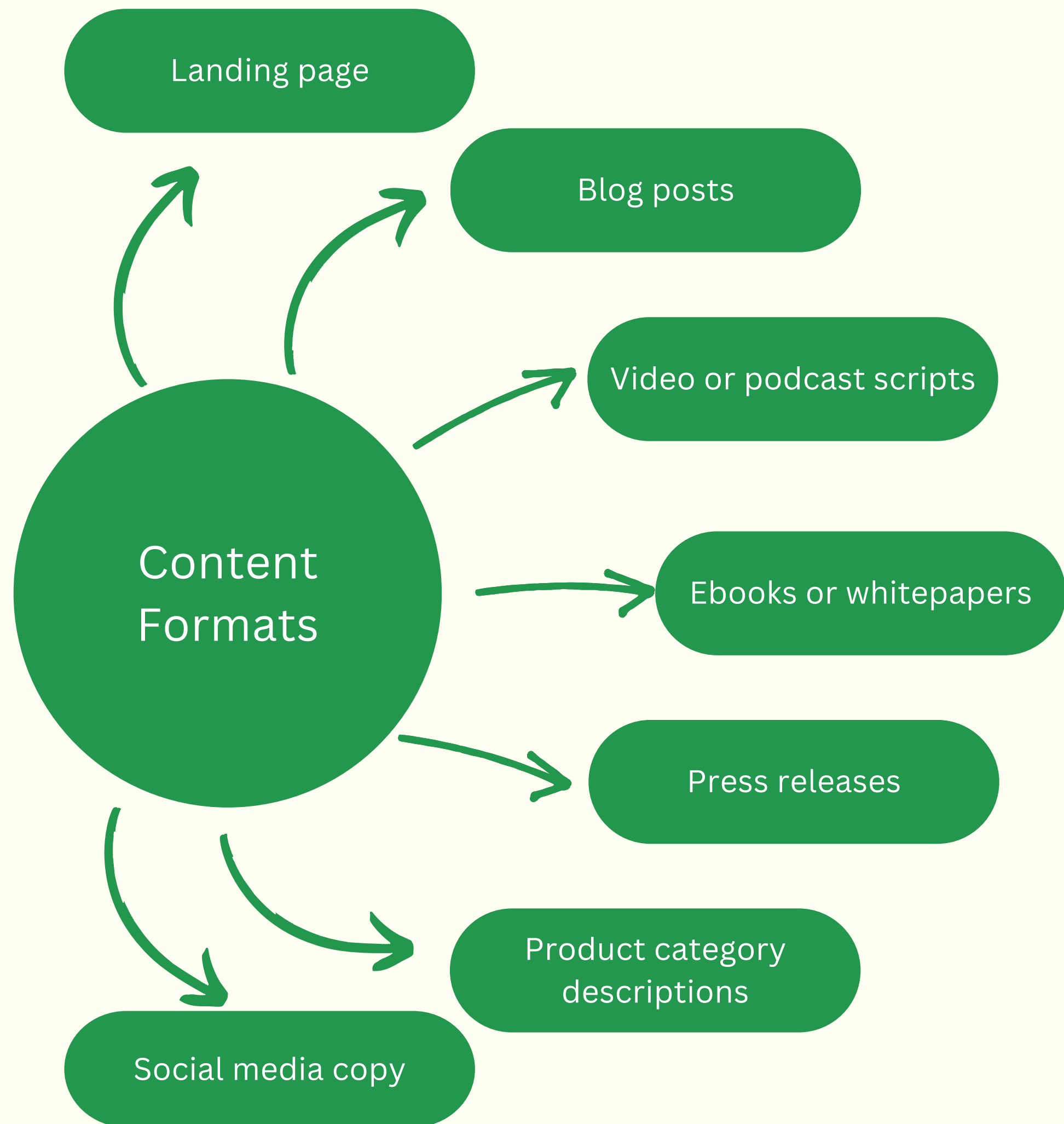
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What Content Writing is

- The process of writing, editing, and publishing content in a digital format to engage your target audience



Content Formats



Nobody, Anybody, Everybody

Block 2



Key

Nobody has a monopoly of writing skill

Are geniuses born or made?

With the right tools, anybody can write

Is AI going to take over?

Everybody is Under influence

Choice Architecture



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NO MONOPOLY

“Writing is not the privilege of a few creative geniuses, but a possibility of everyone who exercises themselves in the art.”



WHICH TOOLS DO YOU NEED?



CHOICE **ARCHITECTURE**

Choice architecture is all about how we present choices influence what people choose.



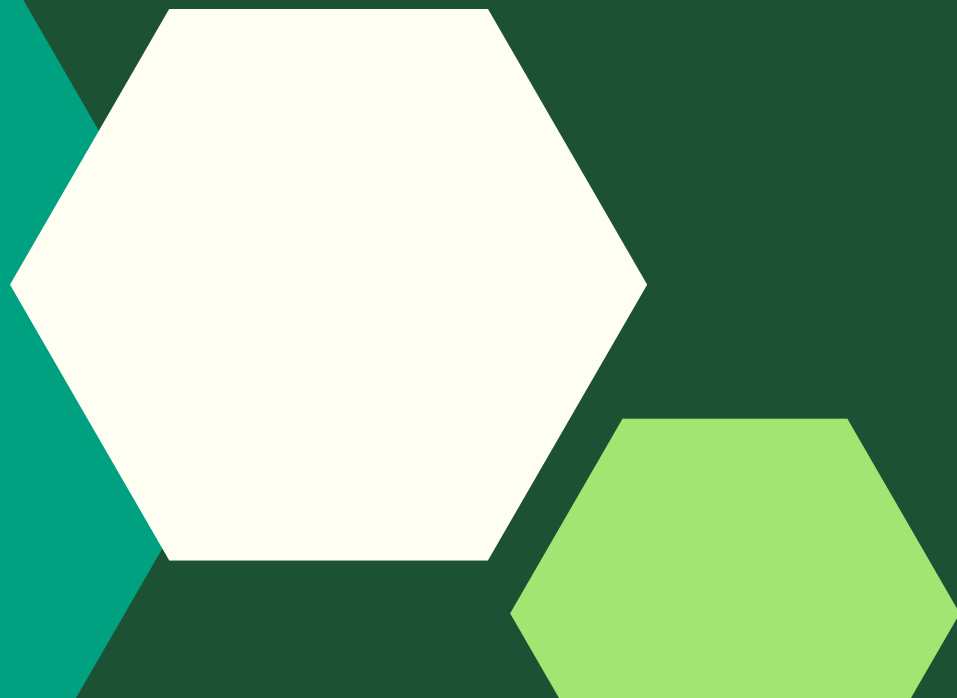
ABOUT
90%

Of people who buy online have reported buying things impulsively



Block 3

Writing to Influence





WRITING TO INFLUENCE

Becoming an Inflection
Point

Authenticity

Storytelling

Clustering of Geniuses



Spiritual Intelligence

Block 4



Shaping Culture through Content

- The Word
- The Spirit



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THANK YOU

For listening raptly and much more for going ahead to
put these things into practice.



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