



Armin Parvin ✅
@arminparvin

Here's what no one tells you about >
writing content.

(Save this for later)



Armin Parvin ✅
@arminparvin

Many content creators are guilty.

They are guilty of:

- Being unintentional with their content.
- Having no purpose when writing content.
- Creating content for the sake of content creation.

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@arminparvin

But each piece of content must have
a purpose.

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Or else it will not have the results
you want.



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Let's talk about 2 main types of content:

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- ↳ Content that grows
- ↳ Content that converts



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1. Content that grows (audience-building)

Goal: Reach more people, earn attention.

>

Metrics: Likes, shares, impressions, follows, reach

Tone: Entertaining, inspirational, or educational.

Strength: Builds trust, visibility, and community.



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@arminparvin

This type of content makes people
say:

>

**“I like this person.
I want to hear more from them.”**



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@arminparvin

2. Content that converts (sales-driven)

Goal: Drive action

Metrics: CTR, conversion rate,
reply rate, ROI >

Tone: Persuasive, clear, and
focused.

Strength: Turns attention into
revenue.



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This type of content makes people
say:

>

**“I need this.
I want to take the next step.”**



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To write content that **BUILDS**
your audience:

>



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Hook → use curiosity, emotion, relatability, or controversy

Examples:

- ↳ No one talks about this, but ... >
- ↳ I almost gave up on my business last year.
- ↳ Here's why your content isn't working - and how to fix it.



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@arminparvin

Tone → conversational, storytelling, open-ended, personal, entertaining

Structure → scroll-stopping hook, story/lessons/tips, value-first, soft CTA

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CTA → soft

- ↳ What would you add?
- ↳ Follow for more honest takes
- ↳ Repost this to educate your network



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To write content that **CONVERTS** >
your audience:

A circular profile picture of a man with a beard and glasses, wearing a white shirt and tie, set against a blue and red background.

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@arminparvin

Hook → specific problem, offer, or solution

Examples:

- ↳ If you run a SaaS and struggle to get leads, read this. >
- ↳ We helped a CMO 2x their MRR in just 3 months. Here's how.
- ↳ Looking for a content partner who can generate qualified inbound leads? Read this.



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@arminparvin

Tone → clear, confident, problem-solving, results-oriented, credibility, outcome-focused

Structure → specific pain point, solution (case study framework offer), social proof, strong CTA >

CTA → strong

- ↳ What would you add?
- ↳ Follow for more honest takes
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Define the purpose of your content
before writing it.

>

Be clear on who you want to help
and how you want to help them.



Armin Parvin ✅
@arminparvin

Write your content with that in mind. Measure its success with that in mind.

>

Your content won't flop if you follow this and stay consistent.



Armin Parvin ✅
@arminparvin

Follow me and hit the bell 

Repost  to educate your network.

