

Content Writing

Every piece of content is written with a purpose.

- ↳ quality content.
- ↳ audience engagement and retention.

Fundamental of content writing

1. Language and Tone

- ↳ specific and concrete
- ↳ Concise and clear
- ↳ Familiar words
- ↳ Formal / Informal / Casual

2. Grammar

Plagiarism

• SEO optimization

- ↳ quality content
- ↳ Heading
- ↳ Media
- ↳ Paragraphs
- ↳ Meta description
- ↳ Linking

6. Readability

- ↳ Short sentences
- ↳ Familiar Word
- ↳ Heading & subheading
- ↳ Images
- ↳ Simple word
- ↳ simple fonts

Research

- ↳ Audience
- ↳ Keywords
- ↳ Competitors
- ↳ Stats
- ↳ Credible information

Blogs

Average word count : 600 to 2500 words

⇒ more towards 1500 - 2000

Good blog post

- ↳ Attention grabbing title
- ↳ Interesting Introduction
- ↳ Supporting points
- ↳ Readability
- ↳ Powerful Call to Action
- ↳ Editing and proof reading

Types :- List, How to, Infographics, Interview Articles, Newsjacking articles, Pillar Page articles, Personal Stories.

Create blog post

Decide the topic → write a catchy title → create an outline

CTA and conclusion ← Heading and sub heading → Introduction



Proofreading and editing → Plagiarism check

- ↳ Research and facts
- ↳ Include Images and media
- ↳ Avoid repetition
- ↳ Featured image
- ↳ Bulleted / numbered list
- ↳ Short sentences → max 15 to 20 words
- ↳ Short paragraph → max 3 to 4 sentences
- ↳ interlinking

SEO Content writing

SEO → Search Engine Optimization

Ranking = quality content + SEO

core content of SEO

- Keyword Research
- Convert Keyword into title
- Meta description
- Voice search optimization
- Consistency
- User friendly
- Simple words
- ↳ Content Organization
- ↳ Comprehensive content
- ↳ Internal and external linking
- ↳ Analysis
- ↳ Uniqueness
- ↳ Simple Words

Tips for successful blog

- ↳ Get ideas from audience
- ↳ Understand your audience
- ↳ Write for yourself first
- ↳ Build your email list
- ↳ Build an amazing call to action
- ↳ Give stuff away
- ↳ Consistent
- Marketing
- Offer value
- Avoid cluttering UI
- Write like you talk
- Add subscription
- Backup regularly
- Analytics from day 1

Story Writing

I) Character

"Very few brushstrokes are needed to get a character in"

- James wood

- ↳ great characters
- ↳ inspiring
- ↳ memorable

↳ Show character thoughts

↳ Avoid too much information

↳ Decide whose thoughts we have access to and stick to it

↳ Make your character act.

↳ Make your character familiar

↳ Show don't tell

↳ give character a goal/goals

↳ unique, complex and surprising

Flat characters

Round characters

- Built around a single idea or quality.
- One-dimensional

- More complex
- Built around lot of qualities and ideas.

↳ Characters should have flaws

↳ Character grow / change for better

> Dialogue

Great and dynamic dialogue make great fiction.

Not too real and not too fake.

Characters are what they say.

Stick to the point and include only the parts of conversation that are important.

Punctuate your dialogue

- ↳ Every time a new character speaks or the speaker changes, the first line of their dialogue must be set apart by a paragraph break.
- ↳ Only direct dialogue require quotation marks.
- ↳ Punctuation should always go inside quotation marks.
- ↳ if you follow a quotation mark with a dialogue tag (e.g - he said or she asked), a comma ends the quotation and a period comes after the tag.
- ↳ if you decide to start the sentence with a tag, make sure to put a comma before dialogue
- ↳ Dialogue can be broken up with a tag, but make sure to add a comma after the first piece of dialogue and another after the tag. Or if the first piece of dialogue is a complete sentence, use comma after the dialogue and a period after the tag.

Mix up different type of dialogue help focus ~~on~~ in on important part.

Summarized dialogue

The exact word in the speech are written, instead the meaning summarized.

Direct dialogue

The exact word in speech are written and included in ~~not~~ quotation marks.

→ simple

(Dialogue + tag / verb+tag) + adverb (Not use all the time) ↪

↳ we can describe character expressions or body language sometime character say one thing and mean another. (Subtext)

Lialect

III > Point of View

- ↳ Refers to who is telling the story
- ↳ Types: First person, second person, third person
I ↓ me You ↓ Your he, she, him, her, they,

Third person

- ↳ Most common

Type

- ↳ Omniscient: "know it all" narrator, all-knowing, all-seeing and can jump around time, narrator can see inside heads of characters

* ~~multiple perspectives~~ ↳ can get confusing

- ↳ Limited third person (solution)

- ↳ Close: one character

- ↳ Multiple: separate scenes from viewpoint of different characters.

First Person

- ↳ Story is told from the perspective of main character.

- ↳ make sure to stay true to ~~multiple~~ character's voice.

- ↳ Start with character like you.

Multiple first and third person

- ↳ Telling a story from point of view of multiple characters

Second person

- ↳ narrator is talking directly to reader. or

- ↳ narrator is addressing another character in story.

Unreliable narrator

- ↳ First person narrator who can't be fully trusted / unreliable.

- ↳ Their credibility is in question.

Narrative Style

Tense

↳ In which tense story is told.

↳ "Show don't tell"

↳ describe all the details.

↳ Telling: summarizing

↳ Showing: slowing things down, zooming in, and describing details that really help the reader paint a picture in their mind.

↳ specific, vivid and sensory details.

↳ not go over the top

↳ show and tell (show important things)

Flashbacks

↳ can be very useful in telling your story and adding depth and intrigue.

↳ can vary in length - from fleeting memories to full detours into the past.

↳ Try avoiding cliche transitions like "thought back in time" or "drifted back in memory."

↳ clearly indicate that you are going in and out of flashback.

↳ Don't overuse flashback, avoid unnecessary flashback, avoid flashback within flashback

Different formats

↳ eg:- letters, stories, film script, emails, logs, transcripts, journal entries, etc.

↳ Some novels are written in entirely one format and some are mix of different format.

IV > Setting

- ↳ "Nothing happens nowhere" - Elizabeth Bowen
- ↳ Surrounding, place where action is taking place.

Familiar settings

- ↳ Where character live or belong give a lot of details about character.
- ↳ Don't just have to be character home.
 - ↳ Workplace, friends house, city or town, parents house, backyard.
- ↳ Any place a character knows of feels comfortable in.
- ↳ It can be useful to draw from your own familiar settings.

Unfamiliar Settings

- ↳ Setting that are unfamiliar to the character.
- ↳ Place where character doesn't belong.

Mood, Atmosphere and emotion

- ↳ Setting that can be used to ~~make~~ evoke a emotion or mood.
- ↳ Mood and emotion of character ~~can~~ can also change how settings are portrayed.

Time Period

- ↳ Setting also refers to in which time period character live.
- ↳ research tips:
 - ↳ don't rely on wikipedia alone
 - ↳ read books and other internet resources about that era. etc.
 - ↳ research as much as possible.

Plot

↳ Character = who is in the story

Dialogue = what those character say

Setting = Where the story takes place

Point of view = who is telling the story

Narrative Style = How the story is told

Plot = what happens in the story

→ Structure → Order in which you tell the events of story.

↳ All stories are built on the same skeleton.

→ Stories have 3 parts ⇒ Beginning, middle and end.

↳ setup ↳ Journey & conflict ↳ Resolution

Set Up

↳ All good stories should start with a character who has a problem that needs fixing.

↳ In setup we learn about the characters, where they live, what they do, what kind of people they are and what their big problem is etc....

Journey & Conflict

↳ A good story requires a character who goes on some kind of journey.

↳ The character ~~goes~~ doesn't physically have to go anywhere. They just have to try something new.

↳ conflict is essential to any great plot, especially in the second act.
↳ problem, difficulties, or complications.

↳ Conflict should increase as the story ~~goes~~ progresses.

Resolution

↳ When the character figures it all out and discovers how to fix all problems or conflicts ~~from~~ from the journey in the second act.

↳ Try and figure out your resolution before you start writing.