

3-Step Writing Framework



There is one thing you need to focus on at the start of any new writing project. Whether it's a blog post, a book, or even a Tweet. What is this writing going to do?

In other words, begin with the end in mind.

Maybe it sounds daunting. But you can break this down into 3 simple steps.

01

What is the reaction?

This decision needs to be made before your first word is written. People will only act on content if they feel something.

Decide the emotion you want your writing to tap into and work backwards from there. Should this writing spark outrage? Sadness? Joy? Affection? Use this to inform every word.

How to do this better:

1. Understand your audience to evoke relatable emotions.
2. Start with a strong hook to set the emotional tone.
3. Use descriptive language to engage the senses.
4. Show emotions through storytelling and vivid examples.
5. Match tone to the intended emotion for maximum impact.

02

What is the action?

Craft your message with a clear call-to-action in mind.

What do you want the reader to do after engaging with your content? Is it clicking the buy button? Sharing with a friend? Maybe, signing a petition? Whatever it is—tailor your writing to prompt that specific action.

How to do this better:

1. Make the CTA visually prominent with colors, font sizes, and buttons.
2. Create urgency with phrases like “Limited time offer” to prompt immediate action.
3. Highlight the benefits of taking the action for the reader.
4. Personalize the CTA to resonate with your audience using tailored language and tone.

03

What is the takeaway?

“People remember sentences, not books.” You need to determine the one core message, or the one sentence, that you want readers to remember long-after they engage with your content.

Craft your writing with a memorable takeaway in mind. Identify the key message or sentence you want your readers to remember.

How to do this better:

1. Simplify your message to a clear and concise sentence.
2. Use vivid language for a memorable takeaway.
3. Repeat and reinforce the key point throughout your writing.
4. Make the takeaway actionable for practical value.
5. Add surprise or intrigue to enhance memorability.