

Guidelines

Introduction:

- The intro should ALWAYS be at most 60-80 words and should contain the main keyword.

Text Styling:

- Bold important bits of text or sentences. This makes it easy for one to skim through the post. But, please, don't overdo this.
- Avoid Italics and underlining words, unless you have to. Bolding is often more than enough.
- Keep your sentences short. When writing most (at least 90%) of your sentences should be less than 20 words long. And there shouldn't be any sentence that goes beyond 35 words in length.

For example:

"... In my opinion..."

"... I can comfortably say..."

"... If you ask me..."

Paragraphs:

- Keep them short. Your paragraphs should be at most 4 lines (not sentences) long. You want the reader to read through it as easy and fast as possible. So keep them short and punchy – not more than 60 words per paragraph.
- Break down big points into multiple paragraphs. That way your text will look more organized, easy to read, and appealing.

Tone and Engagement:

- Always keep the tone light and engaging. Try to make it as conversational as possible to keep the reader actively engaged. This makes reading fun and even more appealing.
- To do so, ask rhetorical questions along the way, use exclamations, and slide in a joke or two.
- You also want to avoid any sensitive topics, words, or names that might make the reader angry. That way you won't lose their interest in the post mid-way.
- Always maintain a friendly, yet, professional tone. That way the reader not only feels comfortable but also trusts what you've written.

Points Of View Usage:

- Write from the first-person point of view using pronouns like I, me, and my. E.g. "I've done this haircut several times and never felt any difficulty at all..."

Input (chatGPT)

1. Provide a sample article in PDF so I can learn the style, and structure (sentence and paragraph length, bold, tone, transitional words)
2. Provide the primary keyword
3. Provide the article length
4. Provide the article structure (headings)

Next, I'll provide:

1. PDF with the background for this article, and what he should use in the content.