

# SHY THOUGHTS TO SAVAGE CONTENT



# WRITING EXERCISES

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# WHAT TO EXPECT:

## Writing Exercise

## Finding Your Voice

# Paramedic Exercise

Every blog post communicates your voice!  
It's there to really enforce your  
personality.

This method is designed to give your  
writing more punch, more power, more  
persuasion. It's designed to make your blog  
post more exciting to read. You'll eliminate  
boring, sluggish sentences and  
unnecessary wordiness.

## Follow these steps:

1. Circle the prepositions (of, in, about, for, onto, into)
2. Draw a box around the "is" verb forms
3. Ask, "Where's the action?" and "Who is kicking whom?" Move the actor into the subject.
4. Change the "kicking action" into a simple verb
5. Eliminate any unnecessary slow wind-ups

**Step #1:** Circle the prepositions. Prepositional phrases often create wordiness and some s-l-o-w reading. (around, at, by, for, from, in, of, on, over, outside, through, since, under, up, with, etc.) If I didn't care what people thought about my actions I would....

**Step #2:** Draw a box around the “to be” verbs. This is a good way to catch passive voice construction that detracts from exciting, active prose. (am, is, are, was, were, etc.)

**Step #3:** Ask yourself, “Where’s the action?” and “Who is kicking whom?” Figure out who is actually performing the action in this sentence. Who or what is the main subject of that sentence? Revise the sentence to clearly show the actor in charge.

**Step #4:** Change the action into a simple verb. Now that you know who is doing the action (who is doing the kicking!), revise the sentence to give that actor a simple action verb.

**Step #5:** Eliminate the slow wind-ups at the beginning of sentences. “I believe that...” and “In my opinion,...” These kinds of beginnings aren’t necessary and they slow down the reader. Instead, jump right into the sentence.

(n) this paragraph is a demonstration of the use of good style in the writing of a report.

Action in sentence; eliminate slow wind-ups

Revision

This paragraph demonstrates good style in reports (or) ...good style in report writing.

The doer is in the subject

**Example:** Currently there **is** a charity that **is** being done **to** help low income families in low income communities **to** further their jobs and have resource services made available **to** them.

----> Who is doing the action? "A charity" is the actor.

----->What is the action? Helping, furthering, and making.

**Revised Sentence:** Currently, a charity is helping low income families in low income communities by furthering their availability to jobs and resources.

**Example:** The point I wish to make is that the employees working at this company are in need of a much better manager of their money.

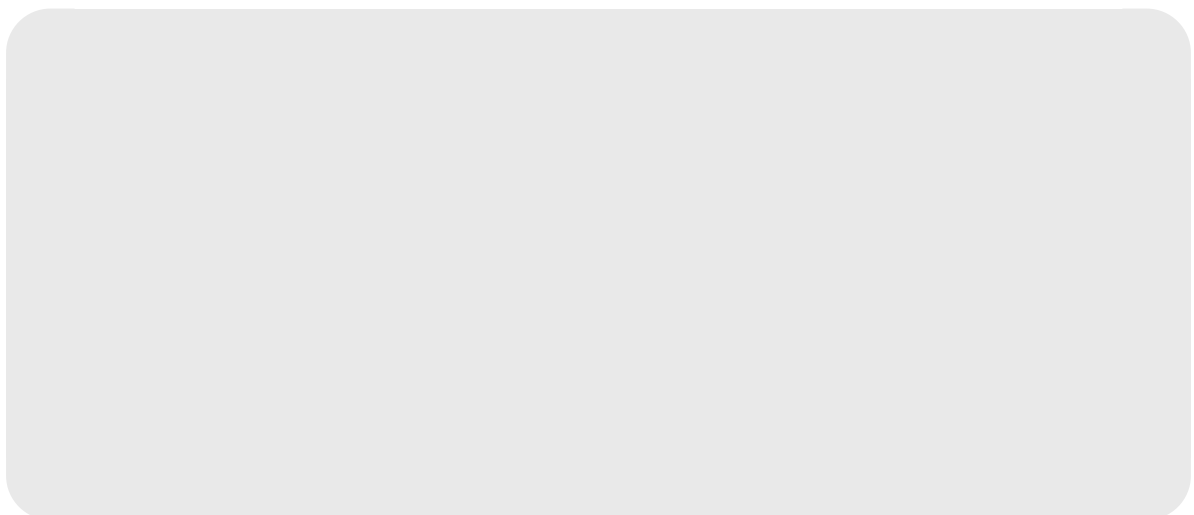
-----> Who is kicking whom? Employees are the main actors.

-----> What is the action (the kicking)? Employees need.

-----> Slow windup? The point I wish to make is that...

**Revised sentence:** This company's employees need a much better money manager.

**Your Turn:** It is widely known that most people in the world have become depressed and tired for most of their life in the winter.



Utilize this method with your most recent blog post or a paragraph of a post that you are planning on writing.

## Creating EverGreen Content

If you are writing content for your readers, this content has to remain evergreen. That means it's something that will be relevant 10 years from now.

Writing evergreen content is important because you want constant traffic. If your topic is no longer relevant then you can probably guess the amount of people who will land on your page...0

Think about some of the information that is highly searched for on the internet daily. Choose topics that people need answers for.

What are 10 blog post ideas within your niche that will never die out? ex: perfect gifts for guys, dealing with breakups, taking the perfect picture etc

## Creating Post Sequences or Series

Post series are the catalyst to a constant flow of traffic because series always indicate that there is more to come. If you think about the last successful blog you went to they probably had a dedicated day for a specific series.

Designated days for your series creates consistency.

Examples of Series:

-->How to take beautiful pictures in 5 days

---> The perfect strategy for 9 Day weight loss

These series can be distributed over the course of a week or even a couple months. It all depends on how you decide to structure your series.

What will be the main attraction post series for your niche?

When will you post the series, how many post will be in the series, how will you advertise the series, what message are you trying to send?

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What will be the main attraction post series for your niche?

# Find Your Writing Voice

Follow These Steps for finding your voice:

1. Have a topic you are passionate for writing about
2. Create an outline for the post
3. Before you write pretend like you are talking to a friend about the subject you are writing whilst pretending they have no idea about the subject (we pretend they don't know about the subject because we don't want to get caught in the jargon of our passion)
4. Write your blog post based off of your recording of you talking to the friend about your topic (this is if you recorded)
5. allow yourself 24 hours before you edit so that your brain has time to refresh. It'll be easier to spot mistakes this way.