



Feel like this about
your content!

144 STRATEGIC
TOPICS AND HEADLINES

CONTENT CREATOR

*Map out your ideas, plan your content,
write the right words every time*

hello!

Woo hoo! You need a big
CONGRATULATIONS!

Why?

Because you just took a little step that's going to make a huge difference to your content and business.

Here is that next step ... the Content Creator and recording (and the little extras that will help rock your content writing!).

Have a look at it, watch the recording and fill in the template.

BIG TIP: Don't overthink it or try and get it perfect. Just follow the instructions, do a big brain dump and schedule in time to get it done (a little bit each day might be the trick for you!).

The Content Creator's superpower will help you:

- *organise your ideas*
- *be strategic about the topics you write about (and your future content)*
- *write headlines that spark interest and engagement (all 144 of them!)*
- *while forever being a place where you can add other ideas so you can turn them into awesome pieces of content too!*

It's A.M.A.Z.I.N.G!

☆



WOW! School mini courses
with The Word Stylist Elizabeth Campbell

*Transform your business,
change your life*

www.ecwritingservices.com ~ liz@ecwritingservices.com ~ 0427 366 824

**TAKING
ACTION**

Get results **FASTER**

Having ideas is just one part of your content strategy ... the other part is actually creating and organising them strategically.

*Sometimes you get **IDEAS OVERLOAD** and this can actually stop you from creating, which can stop your business in its tracks.*

*So, to get the results you want **FASTER** (AKA more clients), you need to do three things:*

1. Organise your ideas strategically
2. Create your quarterly, monthly and weekly content plans
3. Only write the content that will help your audience and you get the desired results

Here's what you need to do...

1. Use our Content Creator template to organise and collate your ideas strategically.
2. Map your topics for 3-6 months in our Content Strategy template (it's part of our **Wow Words Mini Course**)
3. Follow the plan and use our writing guides to always write the right words.

**Get all your templates
and instructions on
the next page!**



WOW! School mini courses
with The Word Stylist Elizabeth Campbell

**Transform your business,
change your life**

Step 1: Content Creator

Download the [Content Creator template](#) here on this link. It is an Excel file. You will find the recorded instructions link on the next page.

Content Creator



How to use this magic tool – the Content Creator

This is how we do it! And how the superstar content writers do it too ... and that's what you are ... A CONTENT STAR!

All you need to do is match your ideas (or any other content you have written or published, such as book chapters)

with each topic you want to write about. (Use your Content Ideas Swipe File if you get stuck).

This is the space for you to get all of your ideas out of your head and into a rational (and strategic) order of organisation.

This is also how we write with restyling in mind.

Let's have a look (check out the recorded instructions here)

Get it here: <https://zoom.us/recording/play/tMphEIdcOVNBLidXEaoR6tCtGCTvBFGtD6lYifZLEHGil7AyXOVN22TwpMdmigU>

See you soon!

Liz

Area of Business or Expertise		BLOG WRITING TYPES (proven for engagement and leads)											
Month	Topic	List	How to / Why	Client questions	Story	Checklist	Mistakes/learnings	Industry news/trends	Case study	Expert interview (list of questions)	Your opinion	Guest post	Pros and Cons / problems/solution
EG	Children's fashion design	Top 10 tips to oh-so stylishly dress your kids	How to go shopping with your children successfully	I don't really know much about <insert topic>, can you help?	When I was little I loved dressing up in Mum's shoes and wearing her makeup	Children's wardrobe audit checklist - what to keep and what to hand down	Let your kids dress themselves. What and what not to do	3 hot new looks that just hit my inbox	Client's child only wants to wear a hot pink tutu	Fiona Sinclair, Fred Bare owner	I don't agree with buying cheap material from overseas	Ask someone to write a post for you	The pros and cons of the latest fashions
1	business	Top 10 tips on growing your business to 6	How to start of a business in 5 steps	When should I leave my full time to be in	Business story	Business 101 checklist to scale your	The biggest business mistake you can make	Face to face vs online business	Paul	Seth Goddin	Small business need more support	Emily	Systems and process for fast growth

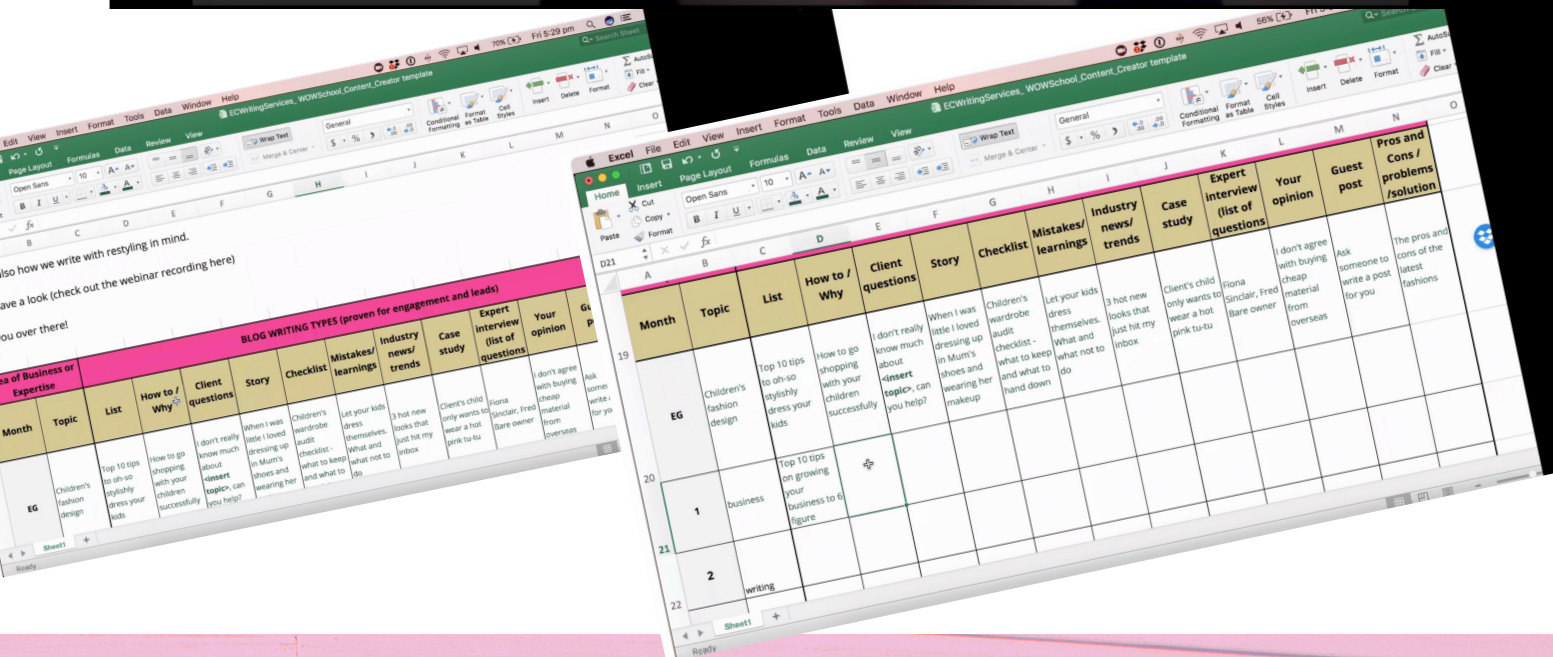
WOW! School mini courses
with The Word Stylist Elizabeth Campbell

*Transform your business,
change your life*

Step 2: Video

Here are the >>> **recorded instructions** <<<. This is a recording from our 8-week signature course - Content 2 Ca\$h and has never been made public before to anyone outside of our programs! I am excited today for you to receive it because I know how much it is going to help you!

Listen to this recording as you fill in your Content Creator template.



WOW! School mini courses
with The Word Stylist Elizabeth Campbell

*Transform your business,
change your life*

Step 3: Headlines

Use our headline writing formulas as you fill out the Content Creator. Sometimes headline writing can be hard, so we have taken the pain away with 12 formulas you can rewrite with your own keywords.

This will make it very quick and easy for you, so you don't get stuck!

12 headline formulas for your 12 topics

How to write a headline:

Writing the headline can be one of the most daunting parts of your content because a lot rests on this important click tool!

It's got a big job to do. So we taken some of the hard work out of it for you. Rewrite these headline formulas with your own spin

They have been tried and tested and get more engagement for your content (social, promo posts, blogs, website pages, videos, whatever content you are creating)

Once you have rewritten them, add them to your Content Creator.

Number	Type	Headline Writing Formula
1	The How To Headline	How to achieve (the outcome your audience wants)
2	The Question Headline	Are you suffering with (the biggest problem your audience is having)
3	The Mistakes Headline	(Insert number/odd numbers work better) mistakes every XXX (insert overall target market) makes with (keyword/common action/what you help people with)
4	The BIG Secret Headline	(Insert number/odd numbers work better) BIG secrets to (achieve the outcome your audience wants)
5	The Lessons Headline	(Insert number/odd numbers work better) lessons I learned when (you did took what action?)
6	The Swipe File Headline	(Insert BIG number/odd numbers work better) of ways to (achieve the outcome your audience wants)
7	The Ultimate Guide Headline	The Ultimate Guide to (what your audience wants to achieve/their big why)
8	The Get-a-Result Headline	How (taking action on something small) can lead to (the outcome your audience wants)
9	The Shock Factor Headline	Why you need to (add something huge here. the biggest step your audience can take!)

Other top ideas for your headlines:
Use a title generator!

Try these:

Portent
SEM Rush
Co-Schedule
Tweak Your Biz

<https://www.portent.com/tools/title-maker>
<https://www.semrush.com/title-generator/>
<https://coschedule.com/headline-analyzer>
<https://tweakyourbiz.com/title-generator>

Plus there are some other goodies in there to help with your headline writing!



Who is *Elizabeth Campbell*

The Word Stylist

Award-winning journalist and editor Elizabeth Campbell spent more than 15 years in the media telling people's stories and mentoring up-and-coming journalists, often coaching them into their dream writing jobs.

Writing was her passion well before her first day on the job in a small country town in outback Queensland, Australia.

Ever since she was a little girl, Elizabeth has always loved everything that happens at the intersection of writing and beauty. When she was 4 she penned her first book and by 14 was a published journalist.

Today, Elizabeth is The Word Stylist and best-selling Amazon author of the book *Wow Words on the Web*. She is an entrepreneurial woman who runs successful businesses and writes for many publications, such as Flying Solo and Tweak Your Biz.

Elizabeth also teaches small business owners the art of online content writing and continues to mentor writers.



She has been commissioned by multi-million-dollar companies to write content and be their writing coach, and speaks to groups on the topics of online content writing and how to stand out from the crowd.

Known for her high energy and positive outlook, Elizabeth is considered an expert in her field and has been labelled an "asset" to the many businesses she has worked with.

WOW! School mini courses
with The Word Stylist Elizabeth Campbell

*Transform your business,
change your life*