



# Content Brand:

## How to Write Online Content – The Rules

Provided by:



Compass **R**ose Consulting  
Donna Lynn Price

## Welcome. Welcome!!

Content is such a powerful tool for growing your business. These ‘Rules’ will help you create that content.

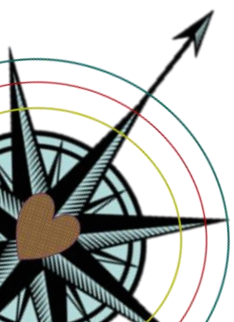
Let's get started!

*Donna*

Donna Price  
Founder and CEO

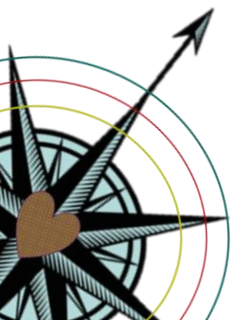
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**I**t's an old cliché but it's extremely true: Content is king (QUEEN). All businesses need an online presence, and written content is at the heart of this presence. What this means for many business owners is that now they have to put on their writing hats, even if they have never done much writing before.

Daunting? It might seem that way. This is why creating content is often outsourced.

But many business owners outsource before they understand that no, you're not writing the Great American Novel. You're writing content that is light, simple, and easy to read. It's the easiest writing you can imagine, and you can easily do it yourself.

If you can write an email, you can write web content. You may not be able to write the most stirring, engaging, and highly original web content, but you can write content that's helpful for your readers, and that's what the web wants.

In this short report, I'm going to help you get over your fear of writing. I'm going to explain how easy it is and cover 'The Rules' for writing web content. By the end of the report, you'll be ready to start writing.

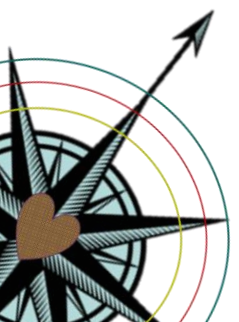
First, let me tell you a story...

### **Writing Is Just Talking with a Keyboard**

Once upon a time there was a writer and a marketer. The marketer hired the writer to write his web content. The two worked well together and they became good friends.

Over time, the marketer began teaching the writer the basics of SEO and online marketing. It helped him get his writing career off the ground and got him many clients for future work. The writer returned the favor by teaching the marketer how to write.

The only problem is that the marketer had about an 8<sup>th</sup> grade education and a serious inferiority complex. Even though the marketer was a marketing



genius with a highly profitable online business, he felt like he was not smart enough to write.

When the writer told him he could write, the marketer said things like, "Yeah, but I don't even know the difference between *their*, *there*, and *they're*."

The writer said, "For now, that doesn't matter."

Of course, the difference between *their*, *there*, and *they're* matters. It matters a great deal. But what the writer meant was that writing is about communication. Grammar and spelling are important, but it's your insights, ideas, expertise, and information that online readers want. They're not looking for great literature.

The writer encouraged the marketer to dump the information from his brain onto the page. He read over his writing and gave him tips, sometimes correcting him and calling his attention to grammar and spelling mistakes.

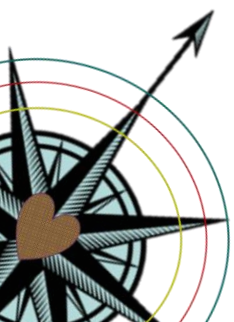
The marketer began publishing his articles on his blog. They were articles that offered advice for the less-experienced, using stories from his struggles. The blog became hugely popular because people could relate to what he was writing and the information helped them. He even got compliments on how great a writer he was.

### Online Content Explained

Before we get to The Rules, I need to introduce you to the world of online content. Surely, you've read content online, and probably a great deal. But you may not have noticed the differences between a blog post and an article for *The New York Times*.

Online content is all about conveying information. People are looking for answers to their questions, help with their problems, and advice they can use.

Online writing should deliver this help and information. If it's well-written with clever turns of phrases and excellent writing skill, that's a nice bonus. But what makes a reader choose one content source over another is how helpful the information is and the ability of the writer to communicate.



People skim online writing looking for that key tip or bit of information. They don't settle into their reading as you would with a book or magazine.

Not all people who consume online content are 'readers.' They may be folks who don't read much and never crack open a book in their daily lives. They're simply on the hunt for a solution to their problem.

I hope by now you realize that you don't have to be Shakespeare to produce excellent, valuable content for your online readers. Now, let's get to 'The Rules' of online content.

## The Rules of Writing High-Quality Online Content

### *Simple Language*

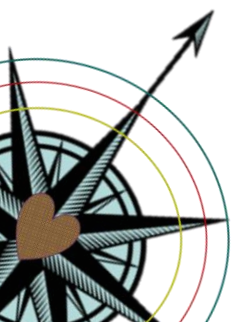
Keep the language simple and plain. Don't use any words that a typical English speaker might need a dictionary to understand. Avoid using jargon or technical language. Keep sentences short and uncomplicated.

### *Casual Tone*

The tone of your web content should be casual, as if you're talking to a friend. In fact, it's good to address the reader as 'you.' Write like you're writing to a friend. It's also perfectly fine to use 'I.' Writing that is stiff and formal alienates readers and doesn't build a personal connection, in addition to being hard to read.

### **Small Chunks of Text**

The same goes for the text. There's nothing tougher than reading a huge block of text on a computer screen. It's even worse when you're using a mobile device. Paragraphs should be short. There's nothing wrong with a paragraph as short as a sentence.



## Break It Up with Headers

Break your articles up into headers. These are subtitles that tell the reader what each paragraph or part is about. These are great because people skim online web content. You can write your headers afterward and they can just be a few simple words describing what that section is about.

## Short and Digestible

Keep posts short and centered on one main point. If you find yourself stretching it out too long, make sure it still flows from top to bottom. Blog posts ideally should be 300 to 500 words (this is about a page in Word).

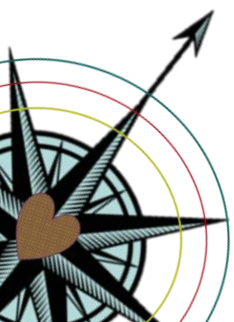
\*It should be mentioned, though, that longer articles tend to bring more benefits in terms of SEO. The search engines tend to favor longer content over shorter content. But for the sake of getting started, keep your posts short. You have to get used to writing a bit before you can stretch it out to longer articles.

## Give It the Quality Test

Gear your web content toward solving readers' problems. Of course, your 300-word blog post may not solve the problem completely for them. But give them some tips and advice that they can use. When you finish writing, read over it and ask yourself, "Does it offer some value?" If it does, it passes the quality test.

## Help Readers Take Action

A nice touch is to add a few takeaways at the end of the article. These are specific things your reader can do to solve their problem right now. You can summarize with steps if the article describes a process.



## No Perfectionism!!!!

Don't be a perfectionist. Don't fuss about your writing and pick over the details. If the article passes the quality test and offers some value to the reader, it's good and ready to publish. As you write more, your writing will improve.

## How to Write Online Content

Now that we've covered 'The Rules,' it's time to start generating ideas. No matter what kind of business you run, you know more about it than your customers. You have valuable expertise to impart to them. You probably do it every day without even realizing it.

Plumbers know this. When a plumber arrives at a customer's home, the customer is in a panic with questions on how to avoid a disaster the next time around. Any question a customer asks a plumber could make a great web article.

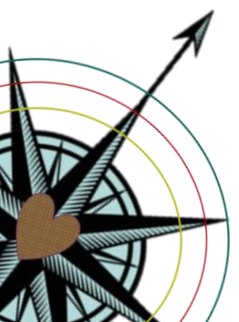
Wine shops know this. A wine shop owner may not be a sommelier, but s/he can definitely recommend something delicious to go with the lamb you're having for dinner. They can recommend wines through their blogs to readers on the web as well.

An engineer who creates Internet security software can give you countless tips off the top of their head to keep your computer safe from malware. All of these tips could be blog posts.

If you need interior design ideas, an interior designer can take one glance at your home and write a 500-word blog post worth of excellent ideas.

The point I'm trying to make is that you have expertise to share and you can do it through your online content. What are the things your customers need to know from you? What have you learned in your years of experience that most folks don't know? What's a simple tip you often find yourself giving someone?

Answer these questions and you'll have a long list of excellent content ideas.



## Getting Started with Content Marketing

Once the writing bug bites you, like the marketer in our story, you'll be cranking out content like mad. You may also find yourself creating other types of content like videos, audio, or webinars that impart the same information to your customers.

If you really want to learn how to leverage content to drive business your way, I've created a full course that covers everything in exhaustive detail. The first part teaches you to think in terms of brand strategy. Like your company's brand, you'll develop a content brand so that you can build a strong relationship with your customers.

The second part goes into detail on each type of content you can produce, including tips for each. The third part shows you how to get your content to your customers.

*Now it is time....to make it happen!!*

You don't have to be a writer to create online content. You don't have to be a marketing whiz to drive business your way leveraging that content online. I hope this report has been helpful to you and gets you started on your way to becoming a great writer.

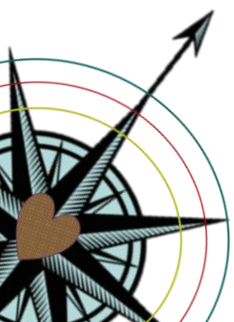
**Want to learn more about how you can use content marketing to build your brand? Head over here: [Content Marketing](#)**

BUT, if you don't or you need some help to refine it, schedule a brainstorming session with me. During the 45 minutes, we will look at what you have and sort through your questions. Let me help you to get into forward action.

Schedule YOUR brainstorming session today!! I would love to talk with you!!

To your success!

*Donna*



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