

# Content **basics**

HOW TO MAKE MOST OF A GOOD  
CONTENT WRITER?

Content creation is as easy as purchasing your grocery or probably enjoying a vacation. Yes, great writers can make this an effortless process.

Great Content attracts Great Clients.

Here, you begin.

# PHASES & PROCESS

## **PHASE I: INTRODUCTION**

Step 1: Company, Product, and Industry Information

Step 2: Material and Document Inputs

Step 3: Discussion of Monthly Scope of Work

## **PHASE II: PLANNING**

Step 1: Project Plan

Step 2: Content Outlines

This phase is recurring based on the mutually agreed timelines

## **PHASE III: EXECUTION**

Research

Writing

Editing

## **PHASE IV: OUTPUT & PUBLISH**

Approvals

Iterations

On-page SEO & Metadata Creation

Publish

## **PHASE V: MARKETING**

Distribution

Off-page SEO

Other Marketing Activities

[www.nischalagnihotri.com](http://www.nischalagnihotri.com)

# WHAT SHOULD A CONTENT WRITER DELIVER?

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You can expect sound research, structure and outline recommendations with edited versions of your final output from a good content writer.

Great content writers add more value by recommending topics and titles for future topics. They align their output with your marketing objective and customer needs.

Ask your content writer if they specialize in website content, long-form copy, short-form copy, video scripts, storyboards, ad copywriter or any other specific space.

All content writers cannot do everything.

# WHAT SHOULD YOU EXPECT OUT OF THE FIRST DRAFT?

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A first draft should include the originally agreed structure and main contents. It should contain clear call-to-actions, essential hyperlinks, and objective.

The revised title, sub-headings, and other updates can be added as a part of iteration.

You can achieve the best first draft in less time by providing all the necessary inputs to the writer and keeping your objectives clear.

Redoing an entire article without an approved structure is a futile exercise leading to poor productivity.

Poor Productivity = High Costs



# HOW TO AVOID ITERATIONS & INCREASE PRODUCTIVITY?

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Those who want to get most out of a writer, agree upon the objective, structure, tone and voice before beginning the writing process. This helps in reducing the unnecessary rounds of iterations.

Smart Managers use a checklist to provide information to the writer as well evaluate the quality and efficacy of the final output.

Use a Checklist.

# [CHECKLIST] THINGS I NEED TO SHARE WITH MY WRITER.

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- Brand Manual (Design or Graphics team can provide this)
- Brand Statement (Marketing team in tandem with founders and senior mgmt team)
- Brand Positioning and positioning statement
- Empathy Map
- Experience Map
- Customer Journey
- Customer Personas
- Focus Keyword List for SEO
- Case Studies from the past
- Whitepapers from the past.