



Sweet Content Hacks:

A Practical Approach

for Writing that Sizzles

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A wooden boardwalk leads towards a sunset over a field. The sky is filled with soft, golden light from the setting sun, and the clouds are tinged with orange and yellow. The boardwalk is made of wooden planks and is flanked by green grass and low-lying vegetation. The overall mood is peaceful and contemplative.

WHAT'S IN IT FOR YOU?

- Magical 4-step recipe for increasing engagement
- Discover THE core principle of solid web writing
- Three office-ready hacks for punchy writing



4 STEPS TO INCREASING ENGAGEMENT

1. One purpose
2. Add structure
3. Shot of action
4. Blend with voice

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by **GARY VAYNERCHUK**

@garyvee

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Following my appearance on Apple's first original show [Planet of The Apps](#), I'm finding more ways to get involved in Apple's ecosystem.

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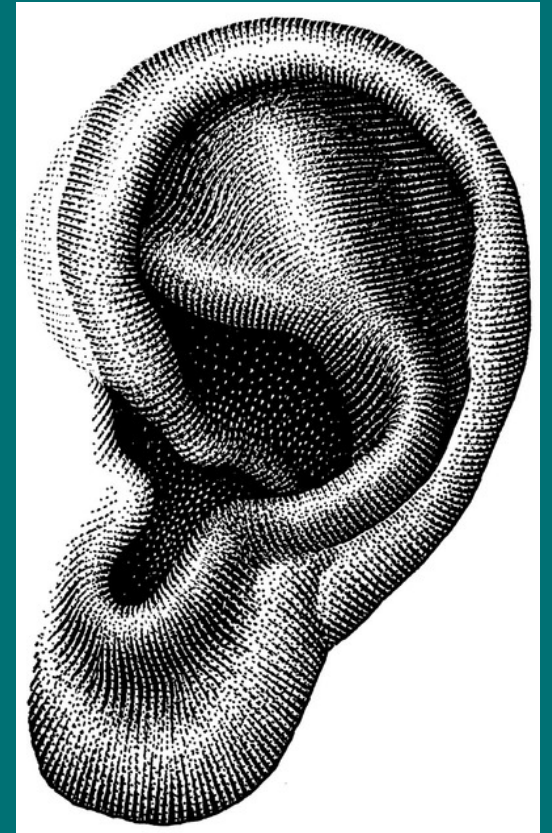


HOW TO START A PODCAST

THE ONE RULE FOR WRITING ONLINE



VS.



WRITE LIKE YOU TALK



- Short Paragraphs
- Short Sentences
- Short Words
- Fragments
- Contractions
- Simple language
- Graphic hints
(italics, bold,
underline, color)



THREE OFFICE-READY WRITING TRICKS

1. AMI Headline Analyzer
2. Flesch-Kincaid Test
3. Computer Read-aloud

This Social Media Influencer Asked for a Free Hotel Room. Instead, the Owner Sent Her an Invoice for 5.3 Million Dollars.

Published on January 23, 2018



David Beebe | [+ Follow](#)

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1,172



140



181

Advanced Marketing Institute - x

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Free Headline Analysis Results

Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

"This Social Media Influencer Asked for a Free Hotel Room Instead the Owner Sent Her an Invoice for 53 Million Dollars"

Your Headline's [EMV Score](#):

19.05%

This score indicates that your headline has a total of 19.05% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75% EMV words** in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 19.05%, your headline also has the following predominant emotion classification:

Intellectual

Your headline carries words that predominantly appeal to most people's intellectual sphere. Intellectual impact words are especially

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Wrike

Advanced Marketing Institute - x

in (1) This Social Media Influence x

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Free Headline Analysis Results

Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

"Free Room HA Why Even Beauty Bloggers Need a Good Pitch"

Your Headline's [EMV Score](#):

63.64%

This score indicates that your headline has a total of 63.64% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75%** EMV words in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 63.64%, your headline also has the following predominant emotion classification:

Intellectual

Your headline carries words that predominantly appeal to most people's intellectual sphere. Intellectual impact words are especially effective when your goal is to arouse curiosity, and when offering products and services that require reasoning or careful evaluation.

The majority of words with emotional impact in the English language

Virtual Answering Service

Cheerful Ruby® Receptionist Dazzle Clients, Connect You To Callers & Win You Business.

Ruby Receptionist

>



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The WordPress.com Blog



Keep Track of Your Conversations in One Place

You can now stay on top of the discussions you care about, right from your Reader.



Jan Cavan Boulas

🕒 February 2, 2018

URL Text

Today, we're introducing **Conversations**: a tool in the Reader that makes it easier for you to monitor and participate in the discussions you care about the most.

Let's face it: it can be hard to keep track of all the **conversations** you take part in online.

When your favorite posts generate an active discussion, you might miss out on some meaningful exchanges. To find out if a **i e** has new comments, you would have to manually search for it in your stream, or enable comment emails, which would then fill your inbox with every single comment coming from that **i e**.

With the new **Conversations** page, new comments on your followed posts on anyWordPress.comor Jetpack-connected sites will all appear in a single stream, including for sites you don't follow. You'll now be able to read and add your replies without having to leave the Reader!

You can also view earlier comments by expanding the row of avatars under a **i e**.

Readability Rating



RATING: **C**

💡 You are using too many long words. Try replacing some of them with shorter alternatives.

Download Results: PDF CSV

Readability Grade Levels



Readability Formula	Grade
Flesch-Kincaid Grade Level	10.0
Gunning Fog Index	12.6
Coleman-Liau Index	9.5
SMOG Index	12.5
Automated Readability Index	9.8
Average Grade Level	10.9



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NOW WHAT?

- "Am I baking purpose, structure, voice, and action into my content?"
- "Am I writing for the ear?"
- "Do I regularly use writing tricks to make my content punchier?"
- and if you want more...

The Mindful Copywriter Method:

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Audiences with Words
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Your turn...

**Questions?
Comments?
Violent Disagreements?
Relevant Dreams?**

HINT: Tweet your takeaways @GretaPerel_PhD

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