

# The Deliberate Millionaire

Making Money, Creating Freedom,  
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## How To Write A Blog Post Or An Article In Double Quick Time

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Lots of business owners struggle with this and find it really hard to be productive with their content..

Do you realize that ‘They who create the most, win’ ?

Surely you realize that the content you produce is key to how people see your brand and yet when it comes to putting fingers to the keyboard of our computers, we struggle to actually get it done.

So here is a quick report designed to help you make progress super quickly at getting lots of quality content out in the world without all the fear about running out of ideas and without all the time wasted staring at a screen and wondering what to write about.

I am going to keep it brief (or as brief as I can!) as I want you to get straight into work and start creating articles and blog posts that put you across in a great way.

So, let’s start at the top

### **WHY DO YOU NEED CONTENT?**

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Just in case you are still wondering whether this is useful to you or not, I wanted to start this by giving you a few reasons to focus on content marketing as way of generating leads into your business and an audience for your various products or services.

## 1. It makes your marketing cheaper

IF you have a lot of content out in the world working for you even when you are asleep then prospects come to you pre-sold. There is less of a need to sell them on buying from you so less money is spent on advertising.

## 2. It makes your prospects trust you

For the reason given above, they are presold already. They have read your writings and they think you are awesome enough to warrant another glance so again, it is easier to get them to buy from you

## 3. It makes Google like you

Please do not get in the habit of writing more for the search engines than you do for your customers but the truth is, this is an important reality. The more of your content is out there for the search engines to find, the more likely they are to find you and send traffic to your blog or your ecommerce site.

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## 4. It helps you clarify your own message

The more you write out what you believe in and what you stand for, the clearer you get about the kind of people you want to work with, the reason why you are in business and all of that good purpose-driven stuff which you may or may not care about at the moment but it does help.

## 5. You get more relevant prospects

The more you get your message out there in the world, and the clearer your messaging is, the more ideal prospects pop into your world. You do not have to keep sifting through the freebie seekers and the overly demanding customers because they have read your writings, they have an understanding about what you will stand for and what you will not before they even come to you so hopefully, only the most likely to buy from you will actually stick around long enough to contact you.

This becomes particularly relevant when you are a coach or a network marketer – You have to actually work with these people so you really do want to filter out the riff-raff.

Hopefully that gives you some pretty good ideas why you need to create content on a regular basis.

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OK, so how do you do it?

## The Step By Step Process To Creating Blog Posts Quickly

### 1. Know who your blog post is for.

It is so much easier to write blog posts if you already know who you are writing to because you can speak in their language and stop taking lots of time to do the research to actually crank out the blog post.

Have someone in mind and speak solely to that person. It just makes it more interesting and specific rather than general and bland.

### 2. Have a list of keywords that your people have issues with or want to know more about.

Do this work before you sit down to write a blog post so that you are not thinking and researching when really you should just be cranking out the post.

To make our life easy, have a list of 12 topics that your people want to know about and then...

### 3. Before writing the post, research an angle...

Some winning blog templates would be

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'How to'  
'Latest news about'  
'3 Tips On' (or whatever number)  
'This Vs That' (compare something)  
'Things to avoid doing if you want \_\_\_\_\_'  
'Why you should \_\_\_\_\_'

If you keep your blog posts within these headline templates, you will get attention for the article.

## 4. Pop Over To Google

Do a search for the topic you are about to write and see what comes up. Choose three to five points from three to five other blog posts on your topic. Make sure they are things you know something about so that your writing will flow from your own heart and head. The idea here is not to plagiarize but to recognize that there is really not much new under the sun.

The chances are, someone out there has written about what you want to write about – Just get a few ideas and make them your own. This really helps when you are struggling with ideas.

## 5. Start writing...

Take those three to five points and write something about each one of them – At least 3 – 5 sentences each. You can even make one point lead to the next one in

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the final sentence on each point.

## 6. Then write an introduction & conclusion

As soon as you have written your 25 sentences, write an introduction off the top of your head. Please do not over think this process. And then also add a conclusion with a call to action. Always end everything you write with a call to action – What do you want your readers to do next?

You might have a product to sell, send them to the link.

You may want them to opt in for something, send them to that link.

Always figure out how to take them deeper into your world using everything you write.

And there you have it... This is the quickest way to write articles and blog posts that I know of. The key thing here is not to overthink everything. Make it quick – Do not allow your brain to get stuck in ‘Aaagh. It all seems too much’ mode because it is not too much. You are more than capable of getting this done so stop doubting and start typing.

After you have done this process a few times, you will speed up and be able to write blog posts at will within 15 minutes or so. Imagine being able to create content that quickly! How cool would that be.

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You can write scripts for your videos like this, you can write scripts for your audios as well. Or you could even just write the post, do a video of yourself going over the quick points, post that up as a separate piece of content, extract the audio, upload that elsewhere as another piece of content, create a presentation from it and there is another piece of content. Do a few of these and you have a book planned out ready to put on Amazon.

There are so many ways being able to write quickly will benefit you and your business. You can become the 'go-to' expert in your niche very easily. Just by choosing to do the work that most will not do.

And to end, this is a great way for building blog posts that contain strategy-based information but what of when you just want to write from the heart? Most of my blog posts come out of my morning journaling sessions. I have to consciously choose to put together strategy posts and I must admit it is not my preference so I do face a lot of resistance, which is why I came up with this method to just do the work. However, if you are anything like me with a message that you want to share with the world, then a more free-flowing approach may work for you.

Ultimately, all I do is grab a hold of one idea that comes out of my journaling or the day before or what my kids are doing and I start to write whatever flows into my mind. I send up a prayer to the heavens for abundant creativity and I just

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make a start and by the time, my head comes up for air, I have usually written over a thousand words of butt-kicking, motivational, 'get right to the heart of the issue' text and I put it out in the world without too much editing.

That is something you can do as well. Make it a goal of yours that while you are in the business ramping up phase to write at least 2 posts daily – One to be straight strategy or information for the people in your niche and the other to be you sharing your heart, your message, what you stand for and what you stand against.

Let people connect to you on two levels – Both in the heart and in the head and watch how your sales soar as a result.

You may think that people buy based on logic but the truth is, they buy based on emotion. They want to be inspired and then they want to convince themselves with logic. So give them both.

I know it seems tough but this is why most people do not succeed. If you are ready to be different from the norm...

**DO THE WORK!**

If you want to create a life and business that you actually want...

**DO THE WORK!**



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If you are ready to stand out and create massive fame, impact and wealth...

**DO THE WORK!**

It all comes down to the work.

You can learn all the fancy, schmanzy tactics of marketing and sales and waste time consuming rather than creating or you can just be so persistent that no one can deny you what you want.

Your choice!

OK, now if you would like to take your learning & implementation to a whole new level and if you would like to be part of a growing community of action takers with bootcamps, challenges, daily bum-kicking information and full online access to a leading entrepreneur mentor who will support you no end to create the life and business you want, then come take a look at the Deliberate Millionaire at

<http://RosemaryNonnyKnight.com/DeliberateMillionaire>

If you are fed up of having great ideas and not following through and you are driven and determined to create a life and a business that you adore then take a look at both the above and also, for a deep dive and even more personal contact with me, Look at Make Stuff Happen Now

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<http://RosemaryNonnyKnight.com/makestuffhappen>

Pick one and join right in. It is time to change your world  
and THE world.

Fight for, create the life, the business you want.

Xx

Rosemary Nonny Knight