

How to Create 57 Hot Article Topics in 5 minutes flat!



RAPID
WRITING SYSTEM
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Today I'll be sharing with you a system that shows you how to pump out a stack of content ideas, in a matter of minutes.

Not just ordinary content.

I am talking about content that is going to be able to grab people's attention, to make people WANT to read what you've written, or better have them to actually be excited to open up your e-mails!

So no more Writer's Block!

And you know what Writer's Block is right? Ever experienced it first hand?

It especially sucks when you NEED to create content and you have absolutely nothing in the tank!

The pressure you put on yourself...

- The pressure for it to be perfect
- The pressure knowing the content is going to be out there circulating
- The pressure of feeling judged
- The pressure of coming up with the grandest idea...

As soon as we put that pressure on ourselves, we actually STOP being able to find the genius in our mind.

Did you know that pressure actually stops the internal search from happening? Its' clinically proven now that brain activity or the lack of, is affected from such pressure.

Similar to when you're walking down the street and you see some people you know but you can't remember their name and you start thinking "Oh my gosh, what's their name? What's their name?" And you stand there and have a full conversation with them yet still thinking, "What's their name, what's their name...?"

The worst thing is as soon as they walk off and you are focused on something else...BANG! The name comes to you.

You took the foot off the brake. And that's exactly what it's like with Writer's Block.

We put so much pressure on ourselves to come up with the greatest content and ideas, but when we have so much pressure on, thus we can't find it.

The Rapid Writing System is about alleviating so you never have to have that trouble again.

The best part is that I'll show you how to use the Rapid Writing System that will not only help you pump out some of your best content ideas but it will also serve your reader at the highest level too.

Some hot tips:

- **Remove the fear of being judged.** Remove your filters. Be you, be authentic. Allow your readers to feel you – share your passion and your education that you can impart to them.
- ***Don't try to serve everyone in your writing!*** Remove that pressure you put on yourself too! Trying to serve everybody will make your message be bland.
- **The idea is for you to find out who your perfect customer is and speak directly to them.** Who are the people you LOVE serving? The easiest one for you to be able to reach out and pick...*I call this 'low-hanging fruit'.*

Find the customer that you enjoy spending time with, the customer that you love helping most, and the customer that you know gets the best results – that is your target market!

When you write content, you want to write it to that specific target market.

If you try to talk to everybody, it's like you're casting a big fishing net out there and trying to grab a hold of all those fishes. But then when you start to drag all those in, some fishes are going to go through the holes, you'll see that you are collecting a whole other crap besides the fish like seaweed and people's litter that's actually in the ocean, and a lot more than what you actually asked for and it's not the way it's meant to look.

- The idea is to have a sniper mentality on how you can really get that lined up with your most perfect customer.

Speak to them, speak to their problems, speak to their needs, speak to their desires, SPEAK TO THEM.

You know the beautiful thing is once you do that? The others will eavesdrop. Because you'll be able to have your message so succinct that when other people listen, they will LISTEN. They will eavesdrop and they will also come along for the ride.

The 2 Ways you can write content:

Did you know there are two ways to write content, meaning the angle?

- 1. Speaking to the Pain Motivator** - Connect to the pain motivator (e.g.: fears, frustrations, concerns, challenges, shock, etc.)
- 2. Speaking to the Pleasure Motivator** (e.g. desire, aspirations, hope, dreams, etc.)

Understand that our customers are motivated either towards a pleasure or away from pain. It is how our brains are engineered.

Our pain and pleasure motivates are in play from how we make everyday buying decisions, how we raise their children, what we decide to wear, and the list goes on...

The sooner you can comprehend that idea and how you position your writing in that area, the savvier in business, sales, and marketing you will be!

So let's just check in for a moment...

YOU ARE A MARKETER!

Do you realise by writing and wanting people to read, makes you a marketer? Also if it's wanting them to convert into a lead or a sale makes you a sales person too!

Writing, verbal and even visual communications (e.g.: images, body language) are the 3 biggest influences in connecting to your market.

If you're posting on Facebook, putting out newsletter, or writing blogs, that means you are putting educational content out there. You're a marketer.

If you want to draw people into your list, to build rapport, or trying to gain some type of relationship, you're a marketer!

Marketing really needs to be able to grab a hold of those customers that you know you can help you the most. And the only way to serve them better is to give them great content.

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The Rapid Writing System

This is about stripping down your purest content and saving you a stack of time.

What normally takes you an hour, to even some people I have heard of 6-8 hours to get some great copy and ideas on paper will now be minutes.

I'm about to obliterate strategies that'll save you time taking it down to an amazing 5 minutes in pumping out a minimum of 57 hot topics.

The best part is it will surely be READ and will make a DIFFERENCE in the world. Not to mention you'll be super proud of your work.

HOW IT WORKS

Step One: Choose 3 Categories/Topics

Choose 3 categories that you know your customer will be interested in learning more. Topics you know that if they were to read it, it would jump out to them and say, *"Yeah, this is great stuff!"*

As for me, my female entrepreneurs my categories are always under sales, marketing, and personal development.

Another industry example could be a personal trainer; 3 categories could be Fat loss, strength-training and food.

Step Two: The 6 Ways to Write about One Topic

Below are the 6 different ways you can write about one topic. You can either work across the page or go down the page.

Step Three: 5 minutes of power

Put a timer on yourselves. See how many topic ideas you can pump out in 5 minutes.

Write out what the killer title name.

1. The Attack/Rant.

The Rant is you talking about something that you're extremely passionate about. Perhaps it's something you've got strong opinion or you've got something to complain about.

Now remember the rant isn't just for you to have a whine. It's to show off your genius! Make sure that you allow moments for you to put some of your expertise in there.

TIP: This is the not time to be fearful of judgment. Stay committed in sharing your view that will truly help your perfect prospect, then have them think to see your views.

One example is that I hate pushy car salesman. I remember going to a shop and went through the whole sales presentation. And right at the end, as when I'm about to walk away, I turned back and said, "Oh by the way, my name is Annette" and I put my hand out to shake his hand because he didn't know my name. It is not just about the education about the customer service, but also on how to make better connection to your customer.

2. Behind the scenes.

Behind the scenes is where you share some of your journeys to the reader about what happens to you as you're setting up something that be like pepping behind the curtain on for example an event.

3. One Secret. What would be one sale secret tip, that you know if they could find out it would solve a pressing question in their head?

4. Case studies of your clients. People love case studies as they see themselves in the journey of others. It also helps invisibly sell your services/product.

For example you could interview your clients, finding out what were they experience before and after you service or product– ask what are the results. Share any statistics and/or outcomes about that.

5. Take 7-day challenge. Could your clients or the people on your list create a 7-day challenge with one or more of the categories?

For example, I could do a 7-day challenge on mindset or 7-day sales challenge which would be

every sale or every communication you had, ask for the sale every single time and see what it comes out with it.

6. Checklist. Create a super cool and well needed checklist for your clientele or prospects for them to follow a step-by-step procedure. Canva is a great place for you to create gorgeous templates that can be totally branded and super cost effective.

Comparison Story: A story of your products and services and get the results they are getting. In comparison to somebody else doing the same thing. One has a highest interest rate and whereas the company gets to choose where to put the funds. It is a great comparison to your clients what you can actually do for them.

Customer success story: Testimonials, but it's actually you sharing the journey you had with your customers.

Freebie: A video, an audio, a template, something educational stuff that they can download. E-book can be 24-pager, they get more interested as the less content they get for free.

Guard down: Share something about you while keeping it professional yet being authentic. See in YouTube the **7 Levels of Intimacy** that shows how to make great connection. Let them know that you can really help them.

b. Q&A.

What are the 3 most common questions you get asked by a prospective client?

(Feel free to write your 10 most frequently asked questions.... if you wish. That will really exploded the extra content you'll have at your fingertips)

To clarify each Question can be one hot topic/email/article.

You write the question and then you answer it.

c. Mistakes.

What are some of the mistakes that you see happening in your industry with your customers and/or with your clients? Biggest misapprehension? Identify the mistakes that you see in Topic#1, #2, #3.

d. How to...?

Did you know that "How to..." is the most searched combination words in Google and YouTube?

It is because people want to know how to do things and it's right at their fingertips.

"How to..." can also answer their biggest challenges (tied in the abovementioned pain motivator).

For example, I could do "How to build rapport with customer within 1 minute". It's a topic that

many people would love to know when selling. This is the first part of meeting a new prospect and breaking the ice. Many people are struggling with it.

e. Winners & losers.

This is more about case studies of people that you know you've already helped or a case study of someone who hasn't had your help. Obviously you're not going to mention names but you can talk about a case study.

I did a case study once when I was in a networking event and have seen two different types of women having the same type of business. One was taking quite some time to get all her ducks lined up such as her website, logo, and business cards. She was not ready to approach clients until everything is prepared perfectly.

At the exact same event, there was a lady doing the exact same line of work. Even though she hadn't even got anything completed yet, she went out there introducing herself and prospecting the people in the room. She already secured a couple of clients within the first hour.

And it was just so distinctively different and it could be a story of winners and losers.

You might also want to do more like a testimonial. Talk about the win that your customer had. I've had one of my Diamond Mastermind clients break the \$1m mark from \$70k sales in 14 months, so I did e-mail on that.

You could also do a before-and-after photo as well to share a customer story. It could be the losses that people experience from taking the wrong information.

f. Story-Lesson-Offer

I also call this **Story-Product-Offer**.

This one is about Reverse Engineering. First you have to know what the offer is. Then find the story that is going to match with the offer. So you talk about the story and give the lesson behind it then offer them the product.

For me, when I do webinars that were launching a product, you will notice that my first e-mail was always a story. Then goes into the product which is the webinar, followed by the offer that is the 'click the link' and 'first 100 people' – it's the same format all the time.

So the way you're going to do this is you're going to put your 3 topics down. You can either work across the page or down the page – depending which way works easier for you.

I suggest that you start putting 5 minutes on your clock. I'd like you to see how many topics you can pump out in 5 minutes.

Now remember, what you want is to create catchy title that grabs attention.

Did you know that headline titles that have numbers in them do really well? Numbers 1, 3, 5, 7, 10 are the best to include in a headline.

But you can also have something that is shocking! Drawing on the pain motivator or curiosity. Something that yells out *“They copied me!”*

Here is an example of a simple “How To...”

“How to feed your children healthy snacks”

Time to roll up your sleeves!

Here’s to No More Writer’s Block! :-)

