

10 Starter Prompts that Content Marketers Love



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Mark Of Approval

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Instructions

Thank you for downloading these starter swipes. I truly do hope you'll find them useful.

I'll start this manual by introducing the swipes then we'll also look at some examples of how I've applied them to come up with topic ideas relating to WordPress Freelancing.

There is virtually no limit to how you can use these sparks to generate ideas, but here's my top 3 suggestions below that work well for me:

Use these swipes in the following context:

- To come up with fresh, original ideas for your blog posts
- As ways of fleshing out your outlines to add extra meat to your content
- When proofreading and you find you need more content or padding

Good luck with your writing. Now let's get to it and check out the swipes.

Fill in the blank Swipes

1. One of the biggest reasons people fail in _____ is _____.
2. The greatest lesson I've learned about _____ is _____.
3. The biggest mistake in _____ is _____.
4. Here are the top seven reasons why you should _____.
5. If I had to narrow it down to five steps, they would be...
6. The real secret to _____ is _____.
7. One thing that almost no one knows about _____ is _____.
8. Three of the best web sites for _____ are _____.
9. The absolute worst way to _____ is _____.
10. A secret weapon I use for _____ is _____.

Examples of fill in the blanks

1

One of the biggest reasons people fail in **Internet Marketing** is **lack of focus**.

One of the biggest reasons people fail in **building a website** is the **presence of too many choices**.

2

The greatest lesson I've learned about **working online** is that **sometimes we just have to try new things and pay for resources**.

The greatest lesson I've learned from **working with outsourcers** is that **you get what you pay for**

3

The biggest security mistake people make in **using WordPress** is **setting admin as their username**.

The greatest mistake I've seen made in **the field of Affiliate Marketing** is that of **people throwing links out prior to building the relationship with their audience**.

4

Here are the top 7 reasons why you should **ensure your website works on a mobile device..**

Here are the top 3 reasons why you should **never add a subscriber to your list without his or her permission..**

5

If I had to narrow **marketing** down to 6 core disciplines they would be **content marketing, search engine marketing, customer value optimization, PPC Marketing, Video Marketing and List Marketing.**

If I had to narrow **posting a WordPress blog** down to 5 easy steps they would be: **Determine keyword you are using, simplify permalink slug, Ensure Keyword is used at least once in body, Enter read more or excerpt and use tags and categories.**

6

The real secret to **writing CSS** both quickly and efficiently is to **use a preprocessor like SASS or LESS.**

7

One thing that almost no one knows about **Google** is that **you can use the related operator in the search to bring up similar or competitor sites.**

One of the most overlooked aspects of **WordPress** is its ability to **bulk edit posts and pages.**

8

Three of the best websites for **learning coding** are: **Team Tree House, Lynda and Nettuts.**

Two of my favourite websites for **learning Internet Marketing** are **Earncome** and **Digital Marketer.**

9

The absolute worst way to **write a blog post** is **to be too generic.**

The absolute worst way to **modify a child theme in WordPress** is **to touch the code of the parent theme.**

10

My Secret Weapon for **smashing out fast websites** is **using a plugin called WPide with wp-scss plugin.**

My Secret Weapon for **creating an affordable ecommerce site** is **I-Themes Exchange.**

Get The Ultimate Kit

“Blogger Jan has it all!! A perfect blog, huge list and an actively engaged tribe. It just isn’t fair!”

Now...

How would you like over 700 pages of incredible prompts, templates and tutorials? With this invaluable kit at your disposal, you’ll never want for ideas again.

Show Jan who’s boss!

So what does the kit contain?

It is a helpful guide that assists you all the way from generating ideas to writing line by line and keeping the momentum going.

In this kit you’ll find:

- Even more swipes you can steal, borrow or manipulate for headlines, idea generating and email messages
- **Fill in the blank templates so the hard work is done for you - all you need to do is bring your own style and twist**
- Tutorials on how to get started writing
- **Tutorials on how to edit your work and add some pizzazz**
- An entire module dedicated to copywriting with a 10 day challenge

Brought to you by: [Mark Of Approval Web & Marketing](#)

This kit is perfect for struggling content marketers and entrepreneurs who want to pull in more leads and clients. See some of the content types you'll successfully and quickly write with the kit as a guide below:

“After all, why should Jan be the only one to have an award winning blog?”

Content Types	
➤ Blog posts	➤ Autoresponder series emails
➤ Articles	➤ Press Releases
➤ Short Reports	➤ Sales Letters
➤ Ebooks	➤ Landing pages
➤ Kindle books	➤ Advertisements
➤ Book “blurbs”	➤ Forum posts
➤ Video Scripts	➤ Social media posts
➤ Newsletters	➤ Video Tutorials
➤ Solo Emails	➤ Joint venture proposals

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