

7 Secrets of a Successful

Content Writer



There are no second chances to make that crucial first impression

Welcome to the 7 Secrets to Successful Content Writing

This free guide is from me to you, the aspiring native English content writer.

Every literate person can write, but not everyone knows how to write for an audience. Content writers exist because paying clients can't do it, or they have no time to commit. That's where we come in.

The demand for high-quality, written content has never been greater. I say that from personal experience. I've been a freelance writer for ten years and have NEVER been short of work. My guide shows you how to make an immediate start. It also explains how to avoid all the usual pitfalls and writer's roadblocks along the way.

Your journey starts now.

Andy H

About this writer's guide

This invaluable guide is a proven checklist of dos and don'ts. It guarantees to help you avoid common traps that so many aspiring writers succumb to. What it doesn't do is teach you how to write. Prose should be personal and shaped by the writer rather than replicated. It's your job to find, develop, and tweak your unique style. However, I do include an extra section on how to enhance layout and readability (see below).

The 7 secrets to successful content writing include:

1. Always ignore the naysayers
2. How to make a start
3. Don't sell yourself short
4. Beware of bottom feeders & low-ballers
5. Landing the first job
6. Tools to help new writers
7. Collect testimonials; build your portfolio

Extra! Essential Writing Tips for Novice Writers



Content Writing 101
For Raw Beginners & Struggling Pros

I've added a supplementary section at the end called Content Writing 101. It offers tips and suggestions for raw beginners and professional writers who still struggle.

Up next: Ignore the naysayers



#1 Always Ignore the Naysayers

One of the first things any hopeful content writer does is research the competition. That's sensible; you need to know if there's room for a newbie amid all the rivalry. Well, I can promise there is, so you can skip this step. Ignore the naysayers as you weigh up the pros and cons of a writing career. There are plenty of pessimists around, most of who share their misery, bad luck, and misjudgments online.

Be careful where you ZOOM

People tend to subconsciously ZOOM IN on negative comments and ZOOM OUT on positive ones. You may read a hundred inspiring reasons to write, and only two reasons not to. Can you guess which gets the most focus and re-reads? It's vital to break the negative-focus habit to develop the right mindset.

Below are some of the typical myths shared by failed content writers:

- The market is already oversaturated with qualified authors
- Newbies get stuck with lowballing clients and bottom feeders
- There's too much undercutting from developing countries
- It takes many years to build an impressive portfolio
- Today's clients are impossible to please
- Greedy freelancer platforms grab too much commission

Remember this

None of the above is true or needs to happen, as I explain later. Not every step is a walk in the park, but everything is perfectly doable; of that, I can promise.

Up Next: Making a Start – The Practice Run



#2 Make a Start—The Practice Run

Starting is always the hardest part of something new, and a writing career is no exception. It's much easier to put a thing off than it is to do it, especially when the outcome is uncertain. The usual stumbling block is knowing where to begin, and that's where this section helps. You don't need to jump in blind, but you do need to jump in.

Your writing career starts with a test piece

You may believe your writing is already good. That doesn't mean it is; it just means you think it is. Others might disagree with you. That's why maturing writers need critique partners early on in their careers. Start by writing about something you're comfortable with. Only stop when the sample piece draws to a natural end. Then, hand your work over to someone else for constructive feedback.

This step is vital because others can see things in your writing that you can't.

Find a critique partner online

Search online for *writing critique partners* to find impartial judges to review your work. Some of the popular sites are [Scribophile](#), [Writers Infusion](#), and [Freelance Writers Den](#) (paid). There are also critique partners and resource websites that specialize in specific genres.

How to survive that first critique

Critique partners can be invaluable when you follow a few basic rules:

1. Skip the family or close friends as they're likely to give bias views
2. Don't rush or try to influence the critic's feedback in any way
3. Prepare to hear stuff you may find uncomfortable or oppose
4. You may not agree, but don't argue or dispute the critic's feedback
5. Ask the critique to be more specific if you're unsure about anything
6. Become a critique partner for someone else once you're qualified

A writer never graduates, and there's always room to grow still further. But intense constructive criticism doesn't need to be an ongoing process. The objective of the temporary critique partner is to learn quickly from each experience. You can even opt to publish your work on writer's forums and invite GROUP feedback.

It sounds brutal, but it's not. The point of the criticism is to help—not hurt—you. It's a fast way to perfect your style before you apply for paid jobs, and that's the point.

Why outside perspective matters

New writers have a habit of seeing only what they want to see or believe to be true. That's why the critical eyes of strangers and outside perspectives are so valuable. It's also why the world's best authors have others edit and proofread their work for them.

Web content and SEO writers usually do their own checks and corrections, though. Thus, you must learn how to view your content with an impartial eye.

Don't scrap your test projects

There's a chance you can make good use of your early test pieces, so don't discard them. You may be able to sell the articles or guides later if they're 100% unique. Or, offer them as guest blog posts to relevant sites with your credits at the bottom. Remember to save the page URLs for your portfolio.

Up next: Don't Sell Yourself Short!

#3 Don't Sell Yourself Short

Never sell yourself short. It's the biggest newbie blunder bar none, but no one needs to fall into this awful trap. OK, you want to make a start and are keen to get some jobs and valuable client feedback under your belt. And you know your written work is good enough to sell now that you've completed the practice runs above.

But you also know you can't expect to charge top rates as an entry-level content writer. Even so, you should expect a reasonable return for your work.

Set the minimum you're willing to write for as a new freelancer. Aim for \$10-15+ per 1000 words for straightforward projects, and \$15-20+ for research writing. It's ultimately up to you, but don't jump in too low, or you may end up stuck in a rut.



Freelance Platforms Work

Consider a freelance marketplace at the start of your career. Yes, there's a lot of competition, but don't let it put you off. I almost didn't bother, but I'm glad I followed through. Why? Because I've NEVER been short of job offers using the online platforms. It's a much better approach for new writers than cold calling or sending out random emails.

OK, freelance platforms charge commissions we'd sooner not pay. But then they do bring clients and writers together in a safe, secure environment.

You can filter and bid for specific job types and accept interviews from advertisers. Best of all is that these portals guarantee payment upon job completion.

Freelance marketplaces also let you set up detailed profile pages. That's where you get to sell yourself and your services to potential customers. Many display your feedback history from previous clients. That can be priceless when 5-star ratings and glowing reviews start to dominate your public profile

Popular marketplaces for content writers



One of the best-known freelancer platforms is [Upwork](#) (Previously Odesk). There are others, but it's a great place to start and gives you a feel for how freelancing works.

Up next: Beware of bottom feeders and low-ballers

Beware of Bottom Feeders



Bottom-feeder: Pays \$5 or less for 1000 words, has high expectations, and insatiable demands.

Bottom feeders are clients who demand high-quality content at the lowest rates possible. They often lure newbie writers with a guaranteed 5-star review upon successful job completion. They expect a lot from you in return for minimal rewards. Moreover, a lot of bottom feeders are impossible to please.

Below is a real ad from one of the popular freelance marketplaces in 2020.

Job Type: Fixed price | **Estimated Budget:** \$3 | **Client Location:** UK

Urgent \$\$\$ Job. I need a creative content writer with extensive experience in tech gadgets. Only native English authors can apply. Work must be SEO friendly and 100% original (we check for plagiarism). Articles should be 1000–1500 words and formatted to specific guidelines. I am prepared to pay \$3 per article to the successful candidate. Guaranteed 5-star review for the lucky freelancer.

Please link to 3 samples of your best work when you apply. Good luck!

Unfortunately, job ads like the one above are quite common. Those new to writing often apply in exchange for a 5-star rating. Yet clients like these are rarely happy and may ask for several reviews. They can also be unresponsive to communication mid-job or when it's time to pay. Please don't let ads like these tempt you. They do nothing for confidence, and may even put you off writing for good.

Up next: Use Low-Bidders Wisely

Use Low-Ballers Wisely



Low Baller: Pays around \$10+ for 1000 words and has moderate expectations/demands.

Low ballers tend to be clients or agencies with tight budgets, but they're not a bad bunch. They can offer new writers lots of work, most of which isn't too demanding. Use lowballers to gain experience and get some 5-star feedback, but don't hang around for too long.

How to spot bottom feeders and low-ballers

Many bottom-feeders and low-ballers don't put budgets in the job descriptions. Instead, they ask you to apply with your best rates for 1000 words. Don't waste time bidding for these jobs until you first check the client's profile. Sites like Upwork—for example—give you access to some useful details. They include the number of jobs posted to date and the client's hire rates.

You can also view the total amount spent and any average hourly rates paid by the client. Some sites even give you access to feedback pages. From there, you can view comments made by previously hired freelancers. Avoid clients who have a high percentage of negative feedback, no matter how good the job sounds.

Now let's look at payment methods, writers rates, and potential earnings.



Hourly rates vs fixed-price

I've always thought it strange to offer hourly contracts to remote writers. There are plenty of clients who do, but I rarely take them on. The only exception is with repetitious work where I can predict how long it takes to write X number of words. But an hourly paid gig for research writing on topics I'm unfamiliar with? No way.

Clients who pay hourly want to see a minimum number of words for their time, and who needs that pressure? So, I prefer fixed-price contracts with a promise to deliver the work by an agreed deadline. This approach removes stress and lets me concentrate more on the content and less on the clock.

Don't skip the hourly gigs

I never ignore an interesting job that advertises an hourly rate. I explain to the client why I think a fixed price contract is better for both parties. I've done this on several occasions and never failed to get the payment method changed for jobs that I won.

Get to know your worth

Entry-level writers often accept jobs of around \$10+ per 1000 words at the start of their careers. They happily work away on projects that are none too taxing. Over time, speed and confidence grow, a few 5-star reviews come in, and the writer feels pretty good. He or she then decides to raise fees by just a few dollars, and the job offers STOP. Overnight! Beware of this trap.

The writer thinks they've been too quick to raise their prices when the job offers dry up. Hence, they drop their hourly rates or fixed fees back down to \$10+ per 1000 words. New offers of work return soon after. Phew! So, does that mean they found their real worth of around \$10+ per 1000 words? No, it doesn't. But this trap fools a lot of writers into thinking they've reached their earning potential (see next page).

The failed price hike explained

Your modest increase is too high for low-ballers but nowhere near high enough for serious players.

Low-ballers rarely go above the maximum rate they set for 1000 words. They discard freelancer bids, even if they only ask \$1–2 above their max budget. Higher paying clients ignore you too. Why? Because you sell yourself too cheap and they assume you won't be up to much. Ergo, your modest increase is too high for low-ballers but nowhere near high enough for serious players.

Thus, the price hike from low-baller rates should be substantial, not small. Remember this critical detail when you feel confident enough to move on to better gigs.

Entry-Level to Intermediate rates

You've now got paid writing experience, some 5-star feedback, and are ready to move to the intermediate level. First, make sure you change the skill level on your profile page if you work from an online marketplace. How much you charge now is up to you, but my advice would be to aim for \$30+ per 1000 words. Some jobs pay more and others less. Still, try to maintain an average \$30 at least as an intermediate writer.

The most I ever earned at this level was \$80 per 1000 words. I also won a few projects around the \$50 mark, but my overall average evened out at \$30. Today, that average is \$40+, and I hope to exceed \$50+ by the end of the year. Yes, there are plenty of clients willing to pay extra for expert-level authors. High-paying customers are also the easiest to work for providing you deliver what they need.

Up next: Landing the First Job

#5 Landing the First Job

Applying for a writing job is pretty straightforward. You answer any specific questions in the ad, and then tell the client why you think you're a good fit for the project. Landing that first paid gig is both exciting and daunting. The only thing that matters as a freelancer is that you follow the client's specific directions.

Simple mistakes do occur with entry-level writers, but most are avoidable. For example, the client wants the work in British English, and you wrote the entire piece in US English. Or, you add tables, lists, fonts, and some extra formatting to impress. The client then tells you they wanted a simple, unformatted file. You get the idea.

Consider a short confirmation request like the one below before you start:

Dear **Client Name**,

Please confirm or reconfirm the following points before I make a start on our project:

- What version of English do you need: US, UK, CA, or AU?
- Document format: MS Word, OpenOffice (.odt), PDF, other?
- File delivery: Email, message system, Dropbox, Google Drive, other?
- Do you have a preferred font you'd like me to use?
- Are there any specific format and layout preferences?
- Anything else you think I should know about?

Thank you in advance,

Freelancer

Clients are only human and sometimes forget to add details in the original description. Or, you may already have all the relevant information. Either way, simple confirmation or reconfirmation prevents any misunderstandings from the outset.

Start with lightweight gigs



Experienced writers are a flexible bunch who can produce a variety of quality content on demand. However, entry-level writers should avoid bidding for jobs they're unsure about. Easy work doesn't pay as well, but nor does it take long to write.

You're far more likely to get glowing reviews early on if you focus on less demanding projects. Lightweight gigs are also an excellent way to build confidence. Be careful not to take on more work than you can handle. Writers who over-promise and under-deliver are the ones who get negative feedback from clients.

SEO writers and content

You'll see plenty of ads calling for SEO (Search Engine Optimization) writers. Algorithms are forever changing, so on-page optimization is not an exact science. Despite that, there are a few definite dos and don'ts when it comes to SEO content.



Many clients have a specific set of SEO rules for the hired writer to follow. Some instructions can be quite detailed. IMHO, SEO content is simply about writing with authority and presenting the text well. In other words, it's no different from any other high-quality, well-researched piece of written work. But as a freelancer, I follow my clients' instructions, whatever I may think to the contrary.

What SEO content looks like

SEO-friendly content—in its purest form—must check the following four boxes:

1. Well-researched, highly-focused authority content
2. Free from spelling and grammatical errors
3. Uses authority words and phrases in a way that reads naturally
4. Has a clean format and page layout, with plenty of white space

Some clients still insist on old SEO practices. They include things like keyword stuffing, precise keyword placement, and keyword density, etc. It's an outdated approach that doesn't work or read well. This style of writing requires you to write for search engines rather than people. It's up to you whether you accept such jobs.

Search engine optimization also relates to various on and off-page factors and maintenance. Just like written content, site navigation and interaction should be geared toward people, not algorithms.

What Google says about SEO content

"Give visitors the [information they're looking for](#). Provide high-quality content on your pages, especially your homepage. This is the single most important thing to do. If your pages contain useful information, their content will attract many visitors and entice webmasters to link to your site. In creating a helpful, information-rich site, write pages that clearly and accurately describe your topic. Think about the words users would type to find your pages and include those words on your site"

Up next: Tools to Help New Writers

#6 Tools to help new writers

This section looks at the use of writing tools once you become an active freelancer.

Writing Secrets #2 looked at the value of critique partners. Third-party feedback is a brilliant way to help develop prose and confidence before you go it alone. Critiques won't always be around to guide you, though, and nor do you want them there. But online writing tools do have a place.

Use writing software with caution

I never write anything using an online checker. The reason is that they distract and interfere with one's natural flow. Online tools also force you to write in an artificial way. I think that MS Word is perfectly adequate. However, new content writers should consider putting their completed work through a dedicated checker.

Writer's tools can spot errors and other blunders not picked up by you or a word processor. You won't always need them, but they can be invaluable as you continue to develop your style. Some of these platforms are free. Others charge a nominal fee or at least offer free and fee-based versions.

Grammarly comprehensive writing tool

There's no shortage of online writing tools, so play around with a few until you find one you like. [Grammarly](#) is currently one of the best out there, so I'll use that to illustrate typical features. It has a free and a fee-based option, with an online (browser) and desktop version. Let's check it out.



grammarly

Your best writing-assistant online

The best way to check out the features and functions of Grammarly is to paste some text into the editor window. It may surprise you what it picks up.

You can get Grammarly to check your work based on the following goals:

1. Formality: Informal, Neutral, or Formal
2. Domain: General, Academic, Business, Technical, Casual, and Creative
3. Tone: Neutral, Confident, Friendly, Optimistic, and a few others
4. Intent: Describe, Inform, Convince, or Tell a Story

How Grammarly checks your text

Grammarly checks for overall correctness. That includes spelling and grammatical errors and punctuation. It looks at clarity, engagement, and content delivery, too. The program offers a free performance report at the end of each run. Users can select language preferences, i.e., British, US, Canadian, and Australian English. There's also a built-in Plagiarism Checker (paid version only).

Most writing tools have similar features. Some offer more checks than others, and accuracy may vary between the programs. They can be valuable for writers, but only when used with caution.

Below are 5 other grammar and punctuation platforms worth consideration:

1. [WhiteSmoke](#)
2. [ProWritingAid](#)
3. [Ginger Online](#)
4. [PaperRater](#)
5. [Hemingway Editor](#)

A word of warning

Online comprehensive writing tools are useful, but don't let them determine your prose. You also need to know that they're not always correct. Moreover, it's not necessary to accept every change offered by these checkers. View each correction as a suggestion only, so take what you need and reject the rest. Writing will become too sterile if you let strict syntax and morphology dictate every sentence.

#7 Collect Testimonials Build Your Portfolio

Your portfolio is your passport

Writers must build portfolios and collect testimonials from happy clients. The more positive feedback and job variation you can show, the easier it becomes to land new gigs. I used to apply for a lot of jobs, but today offers come to me. I'm usually too busy to take on new work, but it's a nice problem to have. My current situation is thanks in large part to an impressive and growing portfolio.

The best testimonials are those with headshots, but it's not always possible. Not every client allows the use of a personal photo. Also, the feedback sections on some marketplaces don't have an option to upload images. That's okay, as it's impossible to leave fake reviews on member-only sites.

Keep it updated

Your jobs may be online or off, large, or small, straightforward, or complex. Whatever they are, make sure you save the details and get some feedback from happy clients. Create a portfolio to display your work and add every completed assignment to it. Online access is the best approach as you can point potential clients directly to the file. Portfolios uploaded to the internet may also appear in search results.

The next page shows a snapshot of my client feedback on one of the freelancer sites.

Andy H | Top Rated Upwork Freelancer

100% Job Success (JS) Score

WORK HISTORY SAMPLE & CLIENT FEEDBACK

Long-term Writer on Consumer Tech guides, article, etc.

\$27,476.00 Fixed-price

Rating: ★★★★★ 5.00 | Sep 2018 - Jun 2020

"Great writer! Will definitely use again. Excellent communication."

Social Wellness Article

\$50.00 Fixed-price

Rating: ★★★★★ 5.00 | Aug 2019

"Andy Hill is polite, punctual, quick to respond to queries, and above all, a great writer. Really impressed with the work he has done for me."

Photography Writing

\$2,830.00 Fixed-price

Rating: ★★★★★ 5.00 | Apr 2018 - Feb 2019

"Andy has always been a quality, reliable team member, and I'd never hesitate to work with him again!"

SEO Optimized Home Care Page Content

\$5,200.00 Fixed-price

Rating: ★★★★★ 5.00 | June 2017 – August 2018

"Andy has always been a pleasure to work with over the years! I cannot wait to have more projects come up again so I can utilize him. He will do the due diligence needed to research and write on virtually any topic as well as ensure the work you are getting is of high quality."

Multiple Articles + Guides

\$10,127.00 Fixed-price

Rating: ★★★★★ 5.00 | June 2017 – August 2018

"Fantastic writer. Great communication and follow through."

Photography Writer (15+ Articles)

\$1,320.00 Fixed-price

Rating: ★★★★★ 5.00 | January 2018 – April 2018

"Andy is outstanding to work with! Good quality, knowledgeable, and self-starting. Would be happy to work with him again on future projects."

Articles Needed for Website

\$500.00 Fixed-price

Rating: ★★★★★ 5.00 | Jun 2017 - Oct 2017

"Andy has been a blast to work with. His communication skills are excellent and the articles he wrote for me were superb. I highly recommend him for any writing jobs you may have."

[Go here to view my full client feedback on Upwork](#) (must be a member).

Build Your Portfolio

A simple approach

My 5-star client feedback goes on way past what you see above. People hire me because I create valuable content. And I always strive to exceed expectations with each new job. I'm also responsive, value the client's input, and try to add a personal touch where possible.

It's a simple approach and one I never stray from, no matter what.

Up next: Writing 101, Tips for Raw Beginners

Content Writing 101

For Raw Beginners & Struggling Pros

I can't teach you how to write, but I can show you how not to.

Talented writers never graduate. Your natural style in two, five, or ten years hence may look quite different from how you write today. Language changes, new words emerge, and old ones die out. Don't change for change's sake, though, not if well-paying clients continue to want what you offer.

There's a vast difference between writing for personal pleasure and writing for profit. This bonus section offers some valuable tips and suggestions for the latter. I wrote it with the raw novice in mind, but it's also helpful for the pro who still struggles.

Keep It Simple Stupid (KISS)

Few people ever complain that something is too easy to read. The only exceptions are legal eagles and academics. It's possible to write those styles in simple English, but it's rare. As a content writer, your job is to captivate an audience with clear, concise material. That's unless your clients demand a more sophisticated approach.

Use the reference list below to help focus and enhance the readability of any topic:

1. Always aim for clarity in your writing
2. Vary the length of sentences to avoid monotonous passages
3. Keep paragraphs short
4. Avoid long, multi-syllable words when there are shorter alternatives
5. Avoid the passive voice when it's important who or what is doing the action
6. Try not to use identical words in the same or consecutive sentences
7. Limit the use of adverbs
8. Never plagiarize, and always check for accidental plagiarism

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Content Writing 101

For Raw Beginners & Struggling Pros

It's OK to break the rules

Don't become obsessed with the suggestions above other than point 8, plagiarism. Rules are there to be broken. Your job is to make the written content readable and as comprehensive as it needs to be. Sometimes, you may have to go against the guidelines to achieve that, so follow your instincts.

Also, long sentences have their place, especially with lists. Likewise, there's a place for adverbs, complex words, and the passive voice, etc. If your content looks tidy and sounds right, then it probably is, whatever the rules may say to the contrary. Read the text aloud or use a voice-to-text app if you're unsure. Hearing the words on a page can be an effective way to capture what the eyes miss.

First impressions matter

Don't underestimate the importance of format and page layout. Your writing may read well, but it's the visual elements your client sees first. A neat, well-spaced piece is far more inviting to the reader than huge blocks of text. Large paragraphs are boring to look at and hard on the eyes. An uncluttered page has plenty of white space so that busy readers can quickly scan the content.

Clients may have set preferences about format and layout. If so, be sure to adhere to those, and only offer alternatives if asked.

Keep the following 4 points in mind when writing content for others:

1. Keep paragraphs short and concise
2. Use headers and sub-headers to divide different sections
3. Insert bullet and numbered lists where appropriate
4. Use images to illustrate specific points if required

You don't need to be fancy, colorful, or overly creative. A clean, simple layout never goes out of style because it serves the reader well. Search engine algorithms prefer it too. Lists also help with flow, but you need to use them with care (see next).

Content Writing 101

For Raw Beginners & Struggling Pros

Be careful with lists

The reader should be able to browse lists with ease. Bulleted or numbered points that go on forever are hard on the eyes and difficult to scan. Similarly, if an item in a list spills over to 3,4 or more lines, then perhaps it shouldn't be there. I prefer to keep details to a single row for each point. Anything else becomes a paragraph, and paragraphs don't look good as lists.

The examples below illustrate the arguments above. Both lists have 5 points, yet one is easy on the eyes while the other is a jumbled mess.

Example 1: The Clean List

1. A list that looks like this is easy on the eyes and quick to scan
2. A list that looks like this is easy to scan
3. A short list like this is neat and concise
4. A list like this adds to page flow
5. End of the clean list

Example 2: The Cluttered List

1. A list that looks like this is not easy on the eyes or quick to read. A list that looks like this is not easy on the eyes or quick to read. A list that looks like this is not easy on the eyes or quick to read. A list that looks like this is not easy on the eyes or quick to read.
2. A list that looks like this is not easy on the eyes or quick to read
3. A list that looks like this is not easy on the eyes or quick to read. A list that looks like this is not easy on the eyes or quick to read. A list that looks like this is not easy...
4. A list that looks like is...
5. A list that looks like this is not easy on the eyes or quick to read. A list that looks like this is not easy on the eyes or quick to read. A list that looks like this is not...

Sadly, too many writers still use the second example.

You can choose to add a period at the end of each item—or not, but be consistent.

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The same rules apply to tables as with lists. Consider a different way to organize your page if you're stuffing too much text into single cells. Cluttered tables are also hard to scan and make a page look messy. If there's another way, use it.

Example of a hard-to-read text block

I grabbed a hard-to-read paragraph and put it through a free online tool called the [Hemingway Editor](#). The program suggests changes to make the complex text easier to read. It's not perfect, but it can teach new writers how to simplify their content.

Here are the results of that test piece:

The screenshot shows a paragraph of text with several words highlighted in different colors. To the right of the text are four colored boxes with analysis results:

- 2 of 4 sentences are very hard to read** (Red box)
- 1 of 4 sentences is hard to read** (Yellow box)
- 3 phrases have simpler alternatives** (Purple box)
- 1 adverb. Consider removing it** (Cyan box)

The Hemingway Editor uses color codes to tell us a few things about this sample paragraph. There are 2 sentences (red highlight) that are very hard to read and 1 sentence (yellow highlight) that is hard to read. The paragraph also has 3 words that have simpler alternatives and 1 unnecessary adverb.

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Content Writing 101

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I've done a quick rewrite of the original paragraph and run it through the same tool.

English language students often find written grammar rules hard to grasp. They complain of too many word types and choices. That includes the plethora of nouns, pronouns, adjectives, adverbs, verbs, prepositions, and conjunctions. Some find translation tools useful, while others think they add to the confusion. These are some of the reasons why so many overseas students fail to graduate in English.

0 of 6 sentences are very hard to read

0 of 6 sentences is hard to read

0 phrases have simpler alternatives

0 adverbs. Well done.

Now there are no hard or very hard to read sentences. Nor does the edited text include overly complicated word choices or unnecessary adverbs. Again, I would never write inside a tool like this as it's too distracting. Still, it can be useful to evaluate any pre-written, hard-to-read text.

I hope you found 7 Secrets to Successful Content Writing useful. Please contact me if you have something to say about this guide, good or bad. I'd love to hear from you.

Check out my [Upwork profile page here](#).

Good luck, and may all your writing endeavors be profitable.

Andy H