

four step method

FOR WRITING CONTENT:

eoskoch.com

1. SEEK INSPIRATION

Get it out of your head, collect inspiration and bring everything together through mood boards, art, mind maps, audio recording, free writing or whatever comes easiest to you.

2. OUTLINE AND STRUCTURE

Create an outline and structure your content into a flow that is easy to follow and makes sense. Try to make them feel, know and do everything that they need. Decide on your format and plan what you need to create.

3. FREEWRITE

Write your content in the flow, don't care about grammatical rules, just allow the story to come together.

4. EDIT AND POLISH

Reread your writing, edit and polish this rough diamond into a brilliant piece of content that helps solve a specific challenge. Share and learn from your experience.

TELL YOUR STORY

MARKETING AND CONTENT CREATION