



a writing course by James Chartrand

# Course Syllabus

## Welcome!

The Damn Fine Words writing course provides you with a comprehensive education plan that teaches you how to become a better, faster, more confident writer that gets results from your words.

You'll learn specific writing techniques, tactics and strategies, and insider secrets from the pro writer world so you can build up solid knowledge and improve your writing skills quickly.

Lessons are in-depth and progressive, each building on the last, and they include practical, hands-on assignments and downloadable worksheets. Each lesson also includes a valuable 'Use It Now' tactic that helps you immediately apply what you learned to your business, website or blog – you'll see instant results.

You'll be writing alongside fellow students who want to learn and improve their writing skills just like you. You'll also be working directly with me, getting valuable feedback that helps you succeed.

Keep reading for a description of each lesson, and what you'll learn in the Damn Fine Words writing course.

Here's to your success,

A handwritten signature in black ink, appearing to be 'J. Chartrand', written in a cursive style.

James Chartrand

## Module 1: Preparing Yourself to Write

### Lesson 01: How to Find Your Writing Zone

If you can't find the zone, that place where you produce effortless writing, you're in trouble. A good writing routine trains your brain to sit down and create words on command – just like athletes win races seconds after they hear the start gun go off.

This lesson teaches you how to build a healthy writing routine so you're warmed up, ready to hit the keyboard and find your perfect zone to write. No false starts, no blank page syndrome.

### Lesson 02: How to Find Your Writing Voice

Almost all business owners and new writers struggle to find their writing voice. What is it? How do you find it? Do you even have one?

You do. This lesson teaches you all about writing voice – how to find yours, capture it and bring it into your work. Even better, you'll learn how to adopt different voices, styles and tones for all your writing needs.

### Lesson 03: How to Create External-Internal Balance

Worried your writing isn't "good enough"? Feeling unsure? Lacking self-confidence? Crushed by negative feedback or nervous about what your readers think of your writing? You're not alone.

This lesson teaches you how to shed the worries and "not good enough" feelings so you can replace it with strong self-confidence. You'll write better, faster and get your words out there so they can get to work for you!

## Module 2: Writing to Reach Your Reader

### Lesson 04: How to Write with Passion and Focus

Before you write anything for anyone, you need to find your passion, or you'll lose interest in the subject and find yourself wondering what to write about. You may even start hating writing, and that can definitely hurt your business!

This lesson teaches you how to find your passion, know your focus and create boundaries for your writing to help you stay focused, on track and on fire with your words.

### Lesson 05: How to Discover Your Ideal Reader

Many business owners make a huge mistake: They write to everyone. But "everyone" isn't your target market. You have a specific Ideal Reader, one that brings results to your business because your reach him directly, emotionally and where it counts.

This lesson teaches you how to discover your true Ideal Reader so that you write directly to that person, every single time. You'll come to know this person intimately, and be able to speak to his needs.

### Lesson 06: How to Write What Your Reader Really Wants

Imagine you could eavesdrop on your Ideal Reader. Wouldn't you love to know what he truly needs and wants? You'd be able to speak directly to those needs and offer up the perfect solution, the one that gets him saying, "This is exactly what I was looking for!"

This lesson teaches you a sweet technique that lets you take your Ideal Reader out for drinks so he can cry in his beer and pour out his troubles to you. You'll never guess at what he wants to hear again.

## Module 3: From No Words to First Drafts

### Lesson 07: How to Write Headlines that Hook Readers In

Did you know that 80% of readers never get past the headline? That means only 20% of people will ever read what you wrote – even if it’s stellar work. Imagine if your headline fails to loop in even that paltry amount!

This lesson teaches you how to write effective, compelling headlines that hook readers in so you get their eyes on your words. Use this lesson to boost your open rate, up your conversions and have your readers at hello.

### Lesson 08: How to Write Using Just Three Sentences

Did you know that you can write anything using just three sentences? It’s true. And when you know exactly which to use, you’ll have the foundation for every piece you’ll ever need to write again.

This lesson teaches you a secret ninja-writer technique that lets you capture ideas, bank up blog drafts or plan out a year’s worth of newsletters at the drop of a hat – in three sentences only.

### Lesson 09: How to Create Structure for Your Writing

Everything you write needs structure – it’s the skeleton that holds your work together. And structured writing keeps your words focused, on track and able to deliver the right message to readers.

This lesson teaches you how to pull out an accordion outline to create instant structure and effortless organization. You’ll be able to write faster, more easily and more effectively than ever before!

## Module 3: Writing to Reach Your Reader (cont.)

### Lesson 10: How to Improve Your Writing Credibility

Ever read something that falls short in the credibility department? You think, "I don't believe that." And then you move on. Writing credible-sounding words is very important to getting the results you want.

This lesson teaches you how to apply critical thinking techniques to your writing. You'll boost your confidence levels knowing your writing conveys strong, valid points, and readers will take your words far more seriously. (Now that's a win.)

### Lesson 11: Why You Need Shitty First Drafts

Wish you could sit down and write excellence at the drop of the hat, without having to edit a thing? That's a fast route to slow writing and an critical hamster-wheel of self-doubt chaos - maybe even dreaded writer's block.

This lesson teaches you the importance of embracing shitty first drafts so you can speed up production, write with more confidence and smash writer's block forever. You'll never think, "That's not good enough," again!

## Module 4: Beyond Writing Basics

### Lesson 12: How to Split Up Your Mental Writing Staff

Three elements go into generating fast, effective writing that gets results. But let those elements get in each other's way, and you're in for a real mental mess.

This lesson teaches you necessary tactics to separating each phase of writing into its own corner. You'll break up the squabbles, know what comes next and always be aware of impending production line breakdown – so you can avoid it!

### Lesson 13: How to Make Your Work a Breeze to Read

Readability is crucial. No one slogs through huge chunks of text. Your writing needs to let readers skim through to the point. Otherwise your writing will be too much work for readers to bother with at all!

This lesson teaches you smart and effective ways to break up your writing so you create a smooth, easy-breezy reading experience every single time. Your Ideal Reader will love you for it!

### Lesson 14: How to Write with Benefits

So much DIY web copy and amateur content out there is packed full of features... and features just don't sell. It takes special know-how to write with benefits. You need to show your reader what's in it for them!

This lesson teaches you the distinct difference between features, advantages and benefits so you can pack your writing full of benefit-rich awesomesauce. With strong benefits on your side, your sales could soar!

### Lesson 15: How to Write an Awesome Call to Action

Want readers to take the next step? Then start creating action. And imagine if you could write words that get readers doing exactly what you want them to do – easily, quickly and without any prodding.

This lesson teaches you the crucial elements that go into a great call to action. You'll know how to rev up results, get people saying yes and light an action-packed fire for your business!

## Module 5: The Trim, Spit and Polish Phase

### Lesson 16: How to Cut the Clutter from Your Writing

Clutter up your writing with fluff, and you'll leave readers thinking, "What was the point? I don't get it..." That's not good at all. And fluff like that can damage your credibility or worse, cripple your business. Fluff is detrimental to results!

This lesson teaches you how to cut the fluff from your writing to create a smooth, easy read that leads people straight to your point. They'll get it – fast.

### Lesson 17: How to Warm Up to Cold Writing

Cold writing makes for slow starts, lost readers and chilly results. Wouldn't you prefer to hit the hot spot, fire up your writing and get some heat in your business? You bet!

This lesson teaches you how to warm up cold writing and find the perfect spot where it all comes together nicely. You'll be able to spot the spark, fan it up and add some fire onto your results!

### Lesson 18: How to Write Well by Reading Aloud

It's easy to write words that sound like a natural conversation between you and your reader. One simple writing technique (that doesn't use writing at all) brings out that natural voice in your writing easily.

This lesson teaches you why you should read your work aloud and what happens in your readers' brains when you do. It's a critical strategy that lets you shed that stiff, boring business voice you hate!

## Module 6: Unleash Your Writing

### Lesson 19: Your Editorial Checklist

When you KNOW your work is good, you can write, hit publish and get your words out there so they can start bringing you results. But hitting publish isn't as easy as it looks.

This lesson teaches you how to build an editorial checklist that confirms you hit the target and are ready to unleash your writing on the world. You'll feel confident about letting your words go to work for you!

### Lesson 20: How to Handle Performance Anxiety

It's easy to write for yourself. It's tougher when you're writing for an audience of 100, 500 or even thousands of readers – and if performance anxiety strikes, it can grind your words to silence. (It'll kill your business efforts real fast too.)

This lesson teaches you how to smash through performance anxiety with confidence-boosting tricks that let you write for your readers, no matter how large or critical your audience. It's the writer's block solution you've been waiting for!

### Lesson 21: Wrapping It Up: The Final Wash, Rinse Repeat

This lesson brings the entire course together. It pulls together every single technique you've learned and gives you the ultimate wash, rinse, repeat checklist for any writing project you'll ever undertake.

You'll have every single step at your fingertips so you can move through your writing quickly and easily, with no stress or fuss. You'll know exactly what to do, and what comes next, so you can get your writing out there to bring you business results.

*You'll be set to write for results – for life!*