

# How To Publish Content That Converts

## An Editor's Guide To Turning Readers Into Subscribers And Customers Through The Appeal Of Happiness

How you make the reader feel has an impact on whether they will buy.

Sad shoppers tend to spend more, and people who are in a grumpy mood actually feel better after shopping, and a foul or depressed mood often leads to more impulse buying. But when we are a part of a sad group as a whole, buying is the last thing we want to do. While you can't control the mood of your reader, remember that an alleviation of worries and sadness is the attraction, here, and that if your copy can tap into that, you'll get your reader to convert.

### How To Create A Positive Mood In Your Writing

#### 1. Highlight the desirable behavior.

- Highlight the desirable behavior.
- Avoid mentioning the behavior you're trying to stop

#### 2. Tell readers what can be, not what should be.

- Avoid making the reader feel hopeless—like what they're doing can never be corrected.
- Find all references of "should" and replace it with another word or rewrite that sentence. (Tip: "You should" can typically be removed all together with an implied "you"—just take those two words out and read your sentence without them to see if it works.)
- Find all references of the words "don't" or "don'ts" and replace those words with something less negative

**Pro Tip: Alleviation of worries and sadness is the attraction.  
Make sure your content solves a problem—that's how you'll  
get your reader to convert.**

### 3. Tap into that consumer confidence.

- Make sure your content inspires confidence in the readers so they think to themselves, "Yes! I can do this!"
- Edit your content to remove caveats like "I think", "Maybe", "Possibly", "I Believe", and other similar phrases.
- Make sure your content reflects a topic you really understand to be able to respond to comments on your blog and on social media with confidence.
- Include testimonials in your content. This includes linking to valid sources to back up your claims, using quotes, or other forms of social proof.
- Include other forms of content like video or infographics to show that what you're saying is the truth.

### 4. Write with high energy.

- Remove passive voice as much as possible.
- Use action words instead of adjectives.
- Inject cacophony into your content (group interesting sounding words together).
- Vary sentence and paragraph length.
- Read your post out loud before publishing to see how it sounds and feels, if it seems to slow in parts or if it moves along at a crisp, clear pace. Those slow parts will need editing.

**When you're ready to plan awesome content that converts, give CoSchedule a try. It's the world's only content marketing and social media editorial calendar for WordPress that combines team communication, workflow, planning, and publishing in an all-in-one tool.**

# HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

# CoSchedule

*The social media editorial calendar for WordPress*

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are navigation tabs for "WordPress Blog", "Schedule", and "Settings". A large circular CoSchedule logo is centered over the interface. Below the navigation is a grid representing a weekly editorial calendar. The columns are labeled with days of the week: SUN, MON, TUES, WED, THURS, FRI, and SAT. The rows represent different time slots. The grid contains several scheduled posts, each with a social media icon (Twitter, Facebook), a time slot, a title, and a category. For example, on Monday, there are three posts: "5 Tips For Writing Better Blog Headlines" (Marketing) at 8a, "5 Tips For Writi" at 8a, and "Don't Miss: 5 T" at 9p. On Tuesday, there is a post "5 Tips For Writi" at 8a. On Wednesday, there is a post "Schedule Your Blog Like a Content Pro" (Content Planning) at 4p. On Thursday, there is a post "Schedule Your" at 8a. On Friday, there is a post "Grow Your Aud" at 8a. On Saturday, there is a post "Grow Your Aud" at 9p. On Sunday, there is a post "Planning Your New Editorial Calendar" at 8a. On Tuesday, there is a post "Grow Your Audience & Traffic Now" at 10a. On Wednesday, there is a post "Schedule Your" at 9p. On Thursday, there is a post "Grow Your Aud" at 8a.