

# Learn Real-Life Content Strategy, Skills and Systems in The Content Hacker™ Academy

I'm Julia McCoy, your content marketing mentor. In The Content Hacker™ Academy, myself & other leading experts get together to teach you brilliant entrepreneurs and marketers cutting-edge inbound marketing growth strategies through powerful courses and workshops with proven, custom-developed hands-on curriculum, coaching and community. We take pride in being one of the best resources for entrepreneurs and marketers seeking cutting-edge, PRACTICAL training.

Level up and *finally* understand how to assemble content on your own for serious online growth.

Get proven processes for the content you create, gain laser-like focus on your audience and goals, build online authority and presence, and join a community of hundreds of savvy peers.

*Your content marketing friends and mentors are here.*

Learn about The Content Hacker™ Academy Offerings: Keep Scrolling



The Content Hacker™ Academy & Julia McCoy's training has been trusted by 1,300+ marketers and entrepreneurs, and dozens of leading agencies.



**MARIANA NORTON, Customer Conversation Architect**

“As a digital strategist, I’ve been able to grow my end profits with the course and apply what I learned from Julia to create high-ROI content, ultimately turbo-charging my content strategy game.”



**SARAH ANDRADE, Content Manager at Nextgen Healthcare**

“Julia taught our 4-hour content creation workshop and it was like she’d been teaching her whole life. Thank you, Julia, for delivering! We appreciate your accommodation to the deadline and flying down to California on such short notice.”

## Testimonials



**MATTHEW SHAFER, Content Creator**

“Big Win I just realized today...Julia leaves her ego at the door so her students can take off and fly.”



**DOLLY ALI, Content Writer**

“Thank you Julia! The support means the world to me, and I feel much more confident now to do what I have been wanting to do, share my passions as well as serve the community and put good, relevant content out there. Thank you.”

**JULIA MCCOY, Content Marketer, Author, Founder**

Julia McCoy has spent more than a decade as a full-time entrepreneur, and is a content marketing advocate and influencer. She teaches courses at The Content Hacker™ Academy, leads operations at her writing agency Express Writers, and writes bestselling books. Read *So You Think You Can Write?*, *Practical Content Strategy & Marketing*, *Skip the Degree*, and coming 2022, *Create Content Without Burnout*.



# Free Content Strategy Business Training Class from Julia

## Choose Your Free 30-Minute Class



### **I'M A SOLOPRENEUR READY TO USE CONTENT TO GROW AN ONLINE BUSINESS AROUND MY SKILLS**

Learn exactly how to scale your digital business through content strategy and smart delegation, so you can step away and follow more of your passions.

[GET INSTANT ACCESS TO THIS CLASS](#)

### **I'M A MARKETING EXEC OR FOUNDER READY FOR MY OWN HIRED, TRAINED CONTENT MARKETING WRITER**

Learn exactly how to hire, train, and KEEP a top writer to produce all your content for life: WITHOUT losing all your time, money, and energy to bad writers.

[GET INSTANT ACCESS TO THIS CLASS](#)

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Content Hacker™ ACADEMY 

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the content *transformation*® system 



## A Step-by-Step Program for Online Experts to (Entirely) Skip the Burnout and Build a Sustainable Business with Content Strategy

**Get the pathway on how to build a content strategy and business around your expertise. Work with Julia and Content Hacker coaches inside The Content Transformation System.**

**APPLY NOW**

# ONLINE EXPERTS: GROWING A BUSINESS OUT OF YOUR EXPERTISE STRATEGICALLY AND SUSTAINABLY TO 7 FIGURES ISN'T GUESSWORK.

It isn't luck, either.

Or about being a special type of person, having a ton of capital, or having decades of experience.

Nope.

You can be a beginner who just went all in on your business idea.

Or you can be a struggling entrepreneur with years of trying behind you.

And you can make it.

You can grow your business to whatever you desire it to be...

...in just 90 days of learning, with The Content Transformation System – Julia McCoy's flagship program and course.

**the content transformation<sup>®</sup> system** CH + 1:1 Coaching with Julia McCoy

**Plug-N-Play Template Library to Grow Your Business**

- Plug-N-Play Template Library
- Job Post Template
- 1-Script: Market Magnet Formula
- Viral Social Media Stories
- Market Research (Call Script)
- Contractor Payroll Setup
- Brand Vision Template
- Your Book Title, Synopsis, Goal Outline
- SEO Blog Outline (Current)
- Contractor SOPs & 30+ more!

**5-Phase Video Curriculum + Worksheets/Summaries**

**Student Community**

**1:1 Expert Help**

- LISA**, Writing & Strategy Coach
- ALYSSA**, Writing Coach
- SARAH**, Strategy Coach
- VICTOR**, Student Accountability
- JULIA**, Creator & Lead Coach

**On-the-Go App**

**Mastermind-Style Monthly Zoom Calls**

**APPLY NOW**

## WHEN YOU SIGN UP TO THE CONTENT TRANSFORMATION SYSTEM, YOU'LL GET IMMEDIATE ACCESS TO:

- **“Under-the-Hood” Training Style Curriculum (5 Modules, 40+ Videos):** The powerful five-phase video curriculum (Mindset, Skillset, Growth, Get Known & Focus/Diversify/Refine) inside CTS teaches business setup, content strategy, marketing, and growth in an engaging way that will have you watching, understanding, and re-watching just to binge it all again.
- **A Wealth of Resources in a Living Plug-n-Play Template Library:** Includes all the templates you need to achieve every step of our phases. Over 50 templates organized by folders (Business Setup, Content Creation, etc.) in a Google Drive that Julia & her team updates.
- **1:1 Calls with CTS Coaches:** You'll be able to actually request a 1:1 video call with a bonafide expert Julia has staffed inside the program. At a minimum, our experts have 10 years of experience – sometimes 15+. You'll get real help, not just some random “coach” staffed to check off Q&A.
- **Daily Support in the Student Group with Real Content Coaching:** You'll be able to submit your work (social media posts, blogs, etc.) to our CTS coaches inside the student group, tagging our writing coach on your work, for real critique. Our very own Content Hacker writer, Alyssa, will personally review and comment on your work in a Google Doc to help you perfect what you share.
- **New #TrainingTuesday Gold Nuggets:** Twice a month, outside of the calls, Julia gives additional new training inside the community on a topic she finds important and based on what's working right now to bring business growth through content. You'll receive cutting-edge trainings, fresh from the master.
- **Monthly Mastermind Calls:** Once a month, Julia hops on with the CTS community to answer questions, encourage, bolster and build up members. You'll love these calls.
- **Real Knowledge & a Community You'll Love:** Stop feeling alone in your content strategy and business growth. Join us today and walk into a community you will absolutely LOVE.

APPLY NOW



*Andia gained a business partner and got her ducks in a row*



“In 2016, I started as a personal finance freelance writer. But after five years, I wanted to expand my business to work with bigger brands in the financial and fintech industry. But building a successful business meant defining my target audience, working with a team, and setting up systems to sustain the business.

**Julia’s Content Transformation System (CTS) is just what I needed.** I learned how to build CORE business skills to drive success like a well-oiled machine through CTS. I defined my ideal client avatar, created all my core business drivers and critical building blocks such as outsourcing, structuring a team, and setting up a system to manage the team.

Using CTS coaching and templates, I’m now pitching to get ideal clients and seeing results in my business, working 100% from my website without social media.

Julia is priceless because she is so inspiring, always available to respond to my questions and review my work. She is more like a business partner. If you have been stuck in a rut, nothing seems to work, you’ll love Julia’s Content Transformation System. She’ll help you transform your mindset - probably the biggest and most important part of your business. Then she’ll teach you how to put all moving parts of your business together **so they can move like ducks in one row to the next business level.**”

—ANDIA RISPAH, OWNER, [CONTENTTAKEOFF.COM](http://CONTENTTAKEOFF.COM)

*Michele was able to finally get clear on how to scale and hire*



“I so appreciate the detail in this system. I’ve had some light-bulb moments and I can already tell this going to help me **think about my business in new ways and save time.**”

—MICHELE LINN

*Chris overcame big mindblocks and inspiration for his new business began to flood him*



“It’s invaluable to have a group of people all working through the same process to help with brainstorming. Until The Content Transformation System I felt stuck, and after it was as if the floodgates opened and I had one moment of inspiration after the next.”

—CHRIS ROBERTS, SENIOR PRODUCT MANAGER & COPYWRITING FOUNDER

*Rowena has found her key to making WAY more business progress*



“Can’t help but share this with you Julia – I am having so much clarity as we are setting the whole SEO roadmap for our clients using your system. It now being mostly DFY with DWY means we can bump up the price I originally planned on. YAY! Your program, Content Transformation System, just clicks with me! It’s like you have the key that opens up the lock that’s been preventing me from making lots of progress!!”

—ROWENA BOLO, FOUNDER, [THECONTENTMAMAS.COM](http://THECONTENTMAMAS.COM)

*Lorraine at The Sacred Healing Well used the authentic approach taught in Content Transformation to re-align her brand and earn more leads*



“I can’t say enough how empowering, informative, and transformative Julia’s CTS program has been for me and my business. I’ve been wanting to uplevel all of my systems, strategies, and processes for a long time, and have worked with and checked out a handful of successful business mentors. **None got me and my rebranding potential and needs as well as Julia did.** In a matter of just two months, she and her brilliant videos have helped me to cherry-pick, and clear all the key bottleneck areas in my business, and quantum leap- me in a genius zone of magic and momentum.

**All the puzzle pieces are finally falling in place--all the right words, images, openings, people, an ideal writer, a special connection and guest post with a major brand-aligned online magazine--have fallen in my lap, all the result of me fully exercising a new crystal-clear boss mindset, gaining mastery in much-needed areas and skills, and understanding how to scale my business without losing my authentic flow and unique touch.”**

—LORRAINE VAN TUYL

*Michelle’s homeschool family jumpstarted their entrepreneurial business ideas*



“We LOVE The Content Transformation System, Julia!! We are having so many lightbulb moments for many digital endeavors our family is doing.”

—MICHELLE LANIER, HOMESCHOOL MOM OF 7

*Andrea was able to get clear on her messaging and go to the next level with her business*



“I have been stuck. I can’t grow. Nothing seems to be working. When I tried hiring help, it just didn’t work out. I loved Julia from the moment I saw the quality of content she does. In The Content Transformation System, she covers mindset, which is going to be probably the biggest and most important part of your business. You have to be willing to put in the work, but Julia’s system WILL TAKE YOU to that next level you have been looking for.”

—ANDREA BELASCO, OWNER, VIRTUAL ONLINE HELP

**APPLY NOW**

# Content Hacker™ ACADEMY

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**THE EXPERT SEO  
CONTENT • WRITER**



# What's In The Expert SEO Content Writer Course?

This course was created by SEO and content marketing expert Julia McCoy to dramatically grow your skills and knowledge in *long-term, hack-free* SEO writing — fast.

Built for busy people with busy lives, this course is perfect for the day job employee or freelancer/solopreneur building their brand and looking to increase their marketability. You can get through this laser-focused, intensive course in just a week or less.

With under five hours of on-demand video content, subtitles, audio files and easy-to-remember knowledge sheets — not to mention tons of templates and short live demos — you'll fly through this material and be ready to apply it to your content NEXT WEEK.

In The Expert SEO Content Writer Course, you'll learn every skill involved in becoming an expert SEO content writer.

Across three modules, you'll learn all about:

- The how and why of SEO writing: You'll gain a deep perspective on how to research and find amazing, high-ROI keywords using the best software on the market. You'll learn to write and optimize structured content for the best chance at ranking for the target keyword.

- How to find hot topics that will perform well in SEO and with human readers: You'll learn not only SEO keyword research techniques, but how to use my favorite content analysis tools to capitalize on hot topics your audience will love.
- How to master each step involved in writing SEO content, with templates: Learn and become an expert at the art of SEO writing!
- How to write the supporting content around SEO content: This includes lead magnets, great headlines and hooks, SEO web and landing pages, email content and other forms of copy.
- How to put an accurate price tag on your content services and how to close more clients: If you work in an agency, learn how to deliver and build proven reports that show your boss the ROI of the content you produce.

## You'll get:

- The ability to work at your own pace. There are three main modules with videos and on-demand training, as well as a brief introduction and closing module section. You'll get between 4-5 hours of video content, guiding you all the way from beginner SEO writer to expert.
- Clear action items that set you up for success. You can download and work from proven content templates, see examples of content formats live in video demonstrations and more!
- Printable workbooks, knowledge sheets, and templates that help you stay on track, organized, and guided—so you never feel like you're alone inside this self-paced course.
- Exclusive access to a private student community to discuss coursework and trade ideas with your classmates.



# What Our Students (over 250!) Say

**Emma Lander @EJLander** - Oct 5  
Woohoo! Happy to announce I am now a certified SEO writer thanks to @JuliaEMcCoy's 'The Expert SEO #Content Writer' course. A great educational program that I thoroughly recommend if you need help getting your head around #SEO. Thank you, Julia!

**Kristeen Romero @SG**  
JUST ENROLLED! I tried as hard as I could but I couldn't find anywhere else that offered anything near what @JuliaEMcCoy is with this new course. 😊  
Looking forward to leveling up my copywriting skills!

**Julia McCoy @JuliaEMcCoy**  
IT'S ENROLLMENT WEEK for my new Expert SEO Course!  
My brand new #SEO #writing course is open till Sep Thursday, 11:59 PM CST...

**Karen Carlson Hawker** is 😊 feeling grateful.  
November 2  
I just want to say that I am grateful for this forum. I started a new job in SEO/Content Marketing two months ago, after working 19 years in PR. I've been reading everything I can get my hands on all summer, and it's so nice to have a private forum for me to ask the experts my newbie questions! Thanks Julia and team!

**Inga Hockenbring** is 😊 feeling satisfied.  
October 9  
I just finished the course which gave me a lot of information + tools for professional SEO writing. The advice given is actionable from the very beginning. It is also great to gain insight into how a successful content agency works. Only rarely you find insider tips & tricks shared so openly elsewhere. A huge thank you to Julia and her team.

**Chuck Frey** <chuck.frey@cultivate-communications.com>  
to me ▾  
Hi, Julia! I'm working my way through your SEO writer e-course, and am really learning a lot.

**Lisa Farrell** • 1st  
Digital Marketer and Content Creator  
1d  
I'm almost halfway done with Julia McCoy's SEO Writing Course, and I have to say, I can't recommend it enough.  
I'm a writer by trade, but writing with SEO in mind is just a totally different animal. I've already learned a lot about keyword research and I'm excited to put it into practice.

**Vladimir Mirnii** • 1st  
I help businesses grow traffic & sales through content mark...  
Yes. Thanks a lot Julia for this amazing course! It's jam-packed with deep insights, useful hacks that can save lots of time for everyone who'd like to improve their SEO, content writing and content marketing skills. Tons of value!  
Like Reply  
My blog is too young enough to post (still in its infancy).  
As I have monitored the post and comments here, I have to tell you that there is a wealth of information in this group.  
Thank You for sharing.

to me ▾  
Hi Julia,  
this is Vladimir, your big fan and student of The Expert SEO Content Writer Course.  
I liked your course so much.





# Modules

**INTRO: Let's Get Started**

**SEO Content Writer Course Bonuses**

**Module 1: Understanding SEO, Your Audience, & How to Come Up with Profitable Content Ideas**

**Module 2: How to Write High-ROI Online SEO Content & Supporting Formats**

**Module 3: Marketing Yourself & Proving the Worth of Content**

**CERTIFICATION: Quiz & Certification**



# Individual Curriculum Lessons Section

## **INTRO: Let's Get Started**

- Welcome! What's Ahead in This Course: Get Set Up for Success (9:36)
- Private Student Community Access

## **SEO Content Writer Course Bonuses**

- Bonus #1: Content Template Library & Prompts
- Bonus #2: Student-Only Partner Discount Codes
- Bonus #3: Complete Course Workbook

## **Module 1: Understanding SEO, Your Audience, & How to Come Up with Profitable Content Ideas**

- 1.1. How Do I Generate Profitable Topics? Thinking in Terms of Content Ideation Goals (4:37)
- 1.2 Your 4 Content Keys & Persona-Building: Understanding How to Reach & Impact An Audience with Content (6:47)
- 1.3 How to Understand SEO Keyword Research & Uncover the Right Keywords (With Templates) (27:25)
- 1.4 How to Do Content Analysis for Even More Powerful SEO or Thought Leadership Content (11:21)
- 1.5 Intro to Content Writing Templates: How to Optimize Content Correctly for Search Engines & Humans (16:27)



## **Module 2: How to Write High-ROI Online SEO Content & Supporting Formats**

- 2.1 2 Writing Formulas To Help You Write More Structured Content: PAS & KISS (With Cheat Sheet) (9:14)
- 2.2 AP English vs. Online Writing: Major Differences (With Cheat Sheet) (13:00)
- 2.3 Modern Online Writing 101: Terrible, Good & Amazing Content (Live Recording of Julia's Writing Coaching) (47:01)
- 2.4 Creating Lead Magnets & "Content Upgrades" For Subscriber Growth (with Worksheet) (10:57)
- 2.5 Creating Powerful Headlines & Hooks (with Worksheet) (5:58)
- 2.6 How to Create 2 High-ROI Blog Types (Templates & Worksheets) (3:36)
- 2.7 SEO Web & Landing Pages (Templates & Knowledge Sheet) (10:01)
- 2.8 How to Write Other Key Supporting Forms of Content: Email, Social Media & Video (10:25)
- 2.9 FAQ: I'm Not a Native Speaker... How Do I Up My Game at Writing? (11:02)
- 2.10 FAQ: Tips for Boosting Your Writing Productivity & Speed (4:53)
- 2.11 FAQ: Should I Syndicate My Content? & Other Top SEO Questions (16:00)
- 2.12 FAQ: How Should I Link to Sources or Quote in My Content? (7:26)

## **Module 3: Marketing Yourself & Proving the Worth of Content**

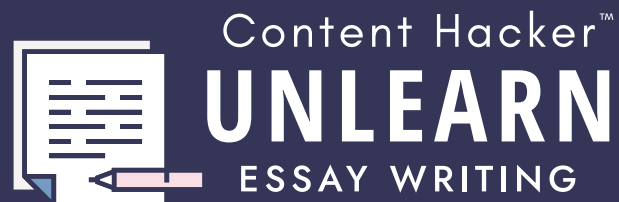
- 3.1 How to Price Content Writing Services (With Pricing Template) (5:38)
- 3.2 How to Guide Content Strategy & Marketing Clients to a Close (Sales Tips) (2:35)
- 3.3 KPIs & Boss-Friendly Stuff: How to Look Up Content Rankings & Traction (Tutorial) (12:24)

## **CERTIFICATION: Quiz & Certification**

- Congratulations! You Did It! How to Get Your Certificate (1:23)
- Test Your Knowledge: Short Course Quiz
- Badges & Adding Certification to Your LinkedIn (0:22)

# Content Hacker™ ACADEMY

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This course is your ticket OUT OF the stuffy, clunky essay writing habit and INTO learning how to write for 11+ content formats

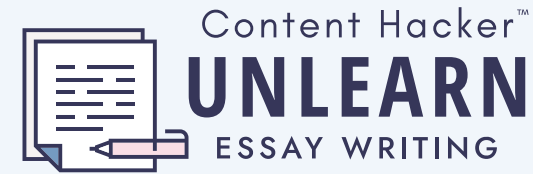
It's chock-full of all the online writing secrets I've discovered in my near-decade of creating content. Secrets which allowed me to grow my content agency Express Writers from a tiny startup worth \$0 to a growing brand that has earned \$5 million to date.

I know the kind of writing clients pay for. You will too, when you finish this course.

## You'll get:

- **1 week, 3 modules, 20+ videos:** Zero-fluff video lessons. Say good-bye to 500-page “how to write” books stuffed with jargon and tedious, unbroken paragraphs. My zero-frills video lessons take you straight to learning the ABC’s of amazing writing in ONE WEEK.
- **In-depth workshop-style tutorials:** “Look over my shoulder” and watch me write a piece of content from scratch. In this never-before-seen tutorial style, I take an idea and transform it into a perfectly finessed blog.
- **ALL my productivity hacks to write faster, better:** My secret sauce for writing, tools, and techniques. With these in your toolbox, you’ll never again get stuck staring at a blank Doc and blinking cursor.
- **8+ bonuses:** A plethora of bonuses and resources. Amp up your writing with power words, writing tools, links to resources and books, and a copywriting formula that’ll persuade your audience to do what you want them to.
- **Lifetime access.** Your one-time payment will give you immediate and permanent access to ALL the material in my course. Plus, the evergreen course I’m relaunching later in the year and all the upgrades and updates after that.
- **Student-only partner discount codes.** Get big savings on my favorite tools and products!
- **A library of templates.** Make content creation super easy with 11 content templates to use any time you need them. No more brainstorming your content format – plug your own words into my ready-made templates, and you’re good to go!
- **Mega-thorough student workbooks.** Make the course your own by writing your answers in these detailed workbooks.
- **1:1 access to Julia,** and hands-on editing, critique, and LIVE writing training from Julia on Level 2.





[contenthacker.com/academy/pro-writing-course/](https://contenthacker.com/academy/pro-writing-course/)

## The Unlearn Essay Writing Course with Mentorship

**6-Month \$99/MO**

MONTHLY PAYMENT PLAN

- ✓ The entire course + mentorship + certification (3 modules & guides, references, worksheets)
- ✓ Learn AND write your own 1,000w blog
- ✓ Intensive, on-demand writing workshops with Julia
- ✓ Lifetime student community & course access
- ✓ Mentorship, critique, & expert certification from Julia

**ENROLL – \$99/MO**

## The Unlearn Essay Writing Course with Mentorship

**Upfront \$699/ONE-TIME**

70% OFF Pay-in-Full

- ✓ The entire course + mentorship + certification (3 modules & guides, references, worksheets)
- ✓ Learn AND write your own 1,000w blog
- ✓ Intensive, on-demand writing workshops with Julia
- ✓ Lifetime student community & course access
- ✓ Mentorship, critique, & expert feedback from Julia

**ENROLL – ONE-TIME \$699**

# The Unlearn Student Essay Writing Exercises (Physical Writing & Editing)

**Total *exercise* time: 2.4 hours**

(If you have some prior experience in online writing, it may take you much less than this.)

There are five exercises in this course. The suggested time to take for each exercise is written next to the exercise below.

- **Module 1 (Exercise 1: Identifying Good Content)** (Unlearning: 40 minutes – Lesson 1 & 2)
- **Module 1 (Exercise 2: Writing the Hook)** (Learning: 45 minutes)
- **Module 1 (Exercise 3: Self-Editing)** (Learning: 20 minutes)
- **Module 2 (Exercise 4: Writing the Bulk)** (30 minutes)
- **Module 2 (Exercise 5: Finalize Your Writing)** (10 minutes)

## The Unlearn Student Essay Writing Exercises (Hands-On Writing & Editing) & Curriculum

**Total *lesson* time (with exercises): 5-6 hours (maximum)**

**MODULE 1: Unlearn Irrelevant, Weak Writing (with Hands-On Exercises) 1.8 Hours (Max)**

1. **What Is “Bad Online Writing” vs. “Good Online Writing”? + Example (Exercise 1: Identifying Good Content)**
2. **The Basis of Creating Content to Pull in an Audience vs. Essay Writing: Internet Grammar Lessons**
3. **[Workshop-Style] Unlearn Stuffy Writing: How to Write and Cut the Gunk (Exercise 2: Writing the Hook)**
4. **Know What, How, and When to Cut: Identifying and Killing Phrases that Don’t Serve the User (Exercise 3: Self-Editing)**

## **MODULE 2: Learn Powerful Online Writing Techniques (with Hands-On Exercises) 4 Hours (Max)**

- 1. The ABCs of Good Online Writing**
- 2. “Good Writing” vs. “Bad Writing” in Action (Across A Variety of Content Formats)**
- 3. How to Never Get Stuck While Writing (Ever Again): The Secret Sauce, My Tools & Techniques**
- 4. [Workshop-Style] Watch Me Write: From Content Idea to Publish-Ready Blog**
- 5. Student Cheat Sheet and Style Guide for 11 Content Formats**
- 6. Creative Wording: How to Amp Up Your Writing + Real-Time Writing (Exercise 4: Writing the Bulk)**
- 7. Write A Real Content Piece: Finalize Your Writing and Editing Exercise (Exercise 5: Finalize Your Writing)**

# **The Unlearn Essay Writing Course Curriculum**

## **Introduction Module**

### **Module 1: Unlearn Irrelevant, Weak Writing**

1. What Is ‘Bad Online Writing’ vs. ‘Good’? + Example (Exercise 1: Identifying Good Content)
2. The Basis of Creating Content to Pull in an Audience vs. Essay Writing: Internet Grammar Lessons
3. [Workshop-Style] Unlearn Stuffy Writing: How to Write and Cut the Gunk (Exercise 2: Writing the Hook)
4. Know What, How, and When to Cut: Identifying and Killing Phrases that Don’t Serve the User (Exercise 3: Self-Editing)

# Module 2: Learn Powerful Online Writing Techniques

1. The ABC's of Good Online Writing
2. 'Good Writing' Vs. 'Bad Writing' in Action (Across A Variety of Content Formats)
3. How to Never Get Stuck While Writing (Ever Again): The Secret Sauce, My Tools & Techniques
4. [Workshop-Style] Watch Me Write: From Content Idea to Publish-Ready Blog
5. Student Cheat Sheet and Style Guide For 11 Content Formats: Social Media Posts, Web Pages, Product Descriptions, Meta Titles and Meta Descriptions, Blogs, Headlines, Emails, Case Studies, Ebooks For Lead Magnets, Whitepapers, Video Scripts
6. Creative Wording: How to Amp Up Your Writing + Real-Time Writing (Exercise 4: Writing the Full Draft)
7. Write A Real Content Piece: Finalize Your Writing and Editing Exercise (Exercise 5: Finalize Your Writing)

## Module 3: Bonuses & Resources

- All Student Workbooks in One Downloadable Guide
- Bonus #1: Julia's Ultimate List of Writing Tools
- Bonus #2: 200+ Power Words and Phrases to Amp Up Your Writing
- Bonus #3: The Unlearn Glossary for The Online Content Writer -- 94 Terms Every Online Writer Should Know
- Bonus #4: A Killer Copywriting Formula to Pay Attention to (For Structuring Strong Content)
- Bonus #5: Stay Current as a Content Expert With These Resources & Books
- Bonus #6: Unlearn Essay Writing Course -- Student-Only Partner Discount Codes

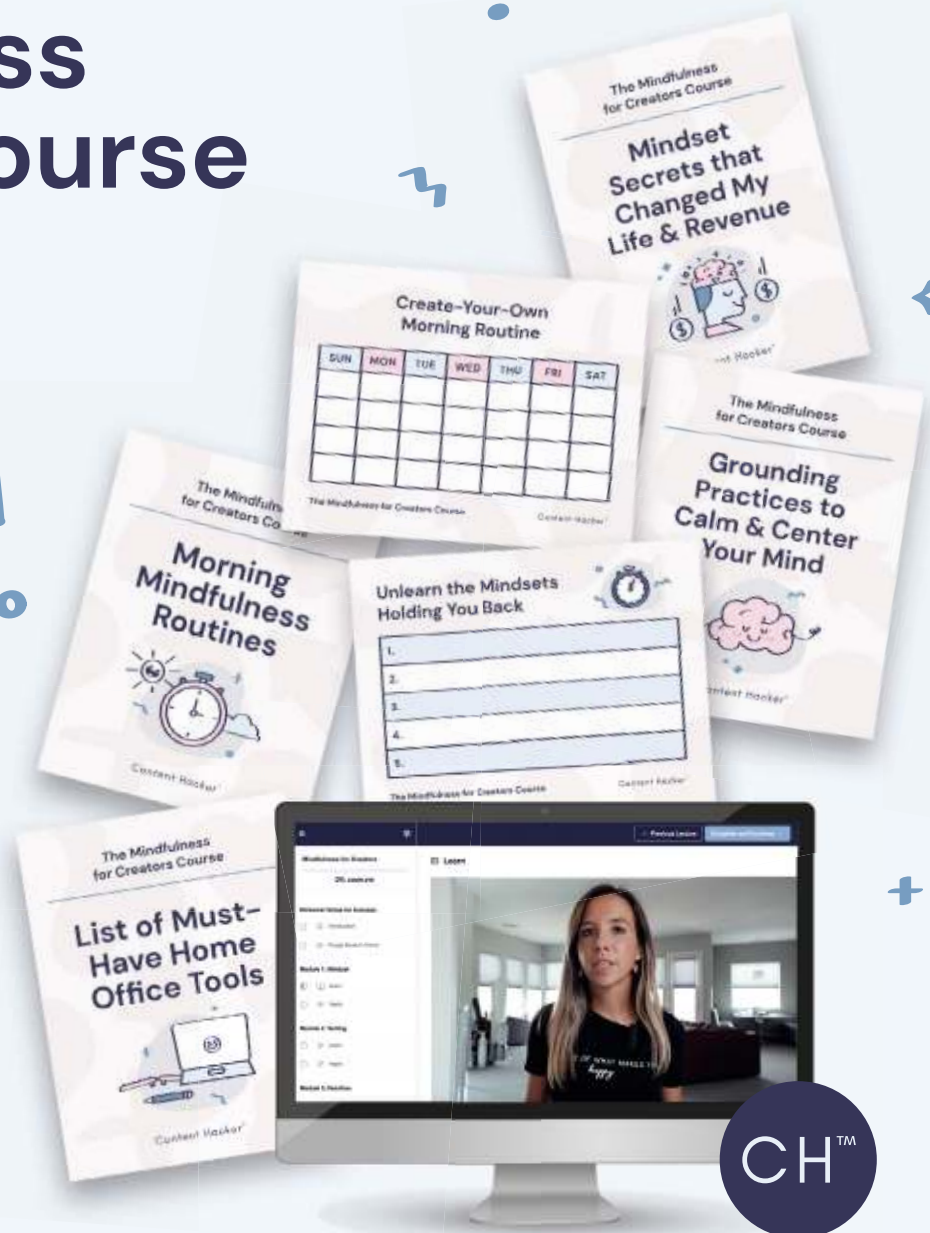


# The Mindfulness for Creators Course

YOURS FOR **\$147** TODAY!

Worth ~~\$397+~~

- Printable create-your-own morning routine
- Plan your home for work
- Ergonomic must-buy home office list (updated and added to!)
- Sprint day planning
- Recharge days planning
- Lifetime access



**ENROLL NOW:**  
[contenthacker.com/mindfulness](https://contenthacker.com/mindfulness)

# Content Hacker™ ACADEMY

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O N - D E M A N D   W O R K S H O P S

NEW: Content Hacker™ Academy Workshops

## Powerful, one-hour content marketing skill-building classes.

*Made for agencies + their teams, also built to serve freelancers, entrepreneurs and marketers.*

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**Agencies:** Teach your teams how to do marketing RIGHT—real skills. No gimmicks.

**Brands/Entrepreneurs:** Succeed in your inbound marketing and social media.

- One-hour video training workshops with exclusive content, hands-on activities & downloadable templates
- Lifetime access per seat
- Easy-to-follow workshops for all beginner levels, with 1-hr total training broken up into multiple videos
- Student workbook and text summary for each video workshop



Lead Teacher  
**JULIA MCCOY**



Featuring  
Guest Expert

**ALEXANDER RODRIGUEZ**  
SEO/CRO Consultant,  
SEO for WebMd.com

Content Hacker™ ACADEMY 

ON - DEMAND WORKSHOPS

Enroll Today

# Social Media Training



How to Get Clients from Social Media (WITHOUT Ad Spend)



## Curriculum

- Introduction
- How Do You Approach Brand Growth on Social Media?
- What to Write: 4 Types of Posts: Story, Ask, Statement & Thought Provoking Posts
  - *Includes templates and cheat sheets for you to write your own engaging posts!*
- The Best Copy Formula
- A Topic Chart for Developing Social Media Stories that Convert
  - *Includes a topic chart for you to use anytime, all the time*
- The Platforms to Be On: Instagram, Twitter, Facebook & LinkedIn
- Best Time & Days to Post
- Instagram Reels Step-by-Step
- How to Delegate & Hire for Social Media

In this one-hour workshop on social media, you'll learn directly from Julia what social media platforms to be active on in 2021, how to approach inbound growth on social media, a simple grid system to follow to post relevant, noteworthy, revenue-earning content from your profile; the best copywriting formula for writing social media copy; what times and days to post on social media, a step-by-step guide to Instagram Reels, and more! PLUS: an accompanying 40-page workbook!



<https://www.youtube.com/watch?v=teGU1HGv-B8>

# Learn to Write Online Content



Research, Outline, Source Images for, & Write Great Web & Blog Content



## Curriculum

- Introduction & Welcome!
- How to Structure, Research & Outline Your Content: Watch Me Write an Article for Entrepreneur.com
  - 30-minute writing workshop
  - Watch Julia write, research, and outline a publish-worthy article for her column on Entrepreneur.com
- How to Source and Include Screenshots
  - Learn how to (legally) source images to use in your content
- How to Use AI In Your Content Writing (Without Suffocating Creativity)
  - Watch Julia use and listen to the top concerns to avoid with GPT-3 writing tools
- How to Self-Edit Your Content
  - Get details on the most important step in your writing process to avoid factual inaccuracies, errors that could make a writing client or publisher run, and more
- How to Build Great Headlines
- Final Stages of Writing Content & 10-Minute Writing Exercise

This is a powerful class that guides you step-by-step through what it takes to write online content that works for any brand or publication. Watch Julia write a new article from scratch for her Entrepreneur column, in a detailed over-the-shoulder tutorial. Get clear on how to structure and powerful content, and how to use AI (artificial intelligence) tools in your writing process. (Contains NEW and updated strategies for 2021!)



[https://youtu.be/\\_5dzb\\_Wk1Yc](https://youtu.be/_5dzb_Wk1Yc)



# Press Release Writing



Learn How to Write Press Releases that Get Published



## Curriculum

- Introduction & Welcome!
- The Rules, Rhythm, and Template of Writing a Press Release
  - *Watch Julia write a publish-worthy press release*
  - *Includes Downloadable Template, Examples & Guidelines*
- How to Use AI to Help You Formulate a Basic Press Release Draft
- Which PR Submission Outlets to Use

*In this one-hour workshop, watch Julia put together a press release from start to finish that has every single must-have ingredient to win on a news network. PLUS, how to use new AI (artificial intelligence) tools to speed up the PR writing process, and how to pick a submission outlet. Any marketer can pick up this workshop and learn how to write a PR that will get accepted, any time, any place.*

# How to Find Hot Topics with BuzzSumo



Top Strategies Julia Uses to Uncover the Hottest Topics on the Web



## Curriculum

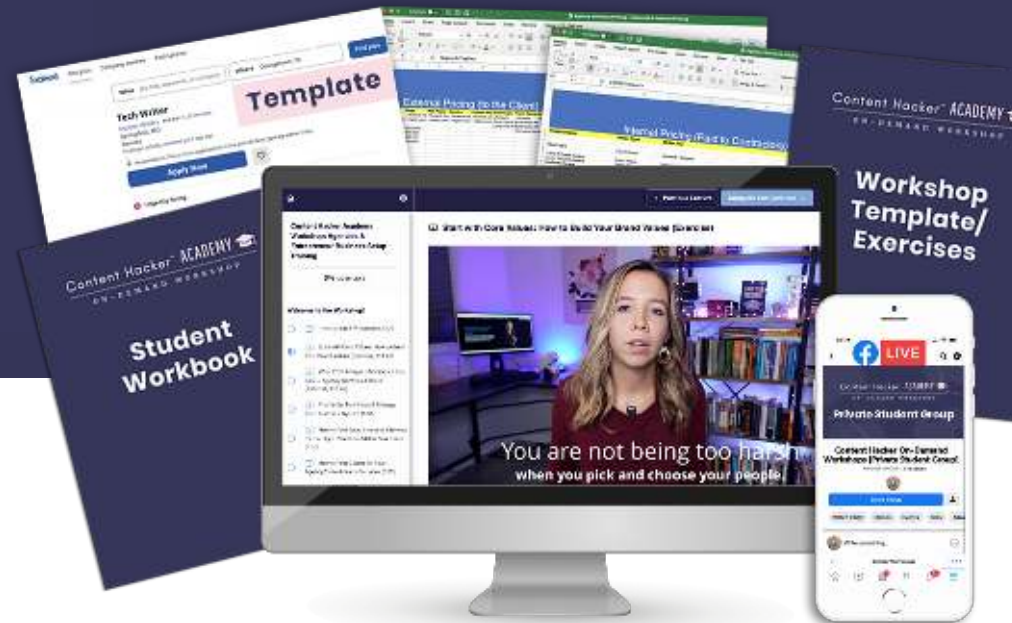
- Introduction & Welcome!
- How to Use BuzzSumo to Uncover Hot Blog Topics
- How to Use BuzzSumo for Our Sites And/or Client Sites
- How to Use BuzzSumo to Uncover YouTube Topics
- How to Use BuzzSumo to Uncover Hot Questions People Ask NOW in Your Niche
- Workshop Exercise: Pull 5 Topics

*Inside this workshop, learn in one hour the EXACT strategies Julia uses to find and put together the hottest topics on the web, using content data research techniques in BuzzSumo. Don't reinvent the wheel—craft content publishers AND readers love! Julia uses these strategies to analyze and create top-read content on the guest publications she writes for. Includes student workbook!*

# Agencies & Entrepreneur Business Setup Training



How to Price Yourself, Scale Up & Find Clients  
Without Wasting Money on Ads



## Curriculum

- Intro & Welcome
- Start with Core Values: How to Build Your Brand Values
  - Includes an exercise to uncover your core values, & Julia's top two must-read books for team leaders in training!
- What Profit Margin (PM) Should You Set? + Agency Services & Roles (Exercise)
  - Includes a Services & Roles Chart to help you uncover who to hire, how to structure needed roles, and more!
- Plan to Set Pay Rates & Manage Your Team in a System
  - Includes Julia's Internal & External Pricing Sheet with Actual Profit Margin (PM)
- How to Post Jobs, Hire and Interview for the Right People to Add to Your Team
  - Includes POWERFUL job templates you can copy, paste, customize and use!
- How to Find Clients for Your Agency/Done-For-You Services
  - Includes a step-by-step tutorial to go out and GET your clients—with pitching strategies and templates Julia has used to win clients SAME-day!

Learn how to build a done-for-you services-based model for your business in this POWERFUL one-hour workshop! You'll learn techniques for how to build and hire for an entire team, how to delegate properly, find your best contractors, and, pitching strategies to gain IMMEDIATE clients (Julia has used these techniques to secure brand-new clients same-day of pitching!). Includes worksheets, agency spreadsheets, job templates, and tons of downloadables!



# Learn Tech SEO & Audience/Content SEO

How to Set Up a Healthy Ecosystem of SEO for Your Website



+ Featured Guest Instructor:

**ALEXANDER RODRIGUEZ**  
10-Year CRO/SEO Expert



## Curriculum

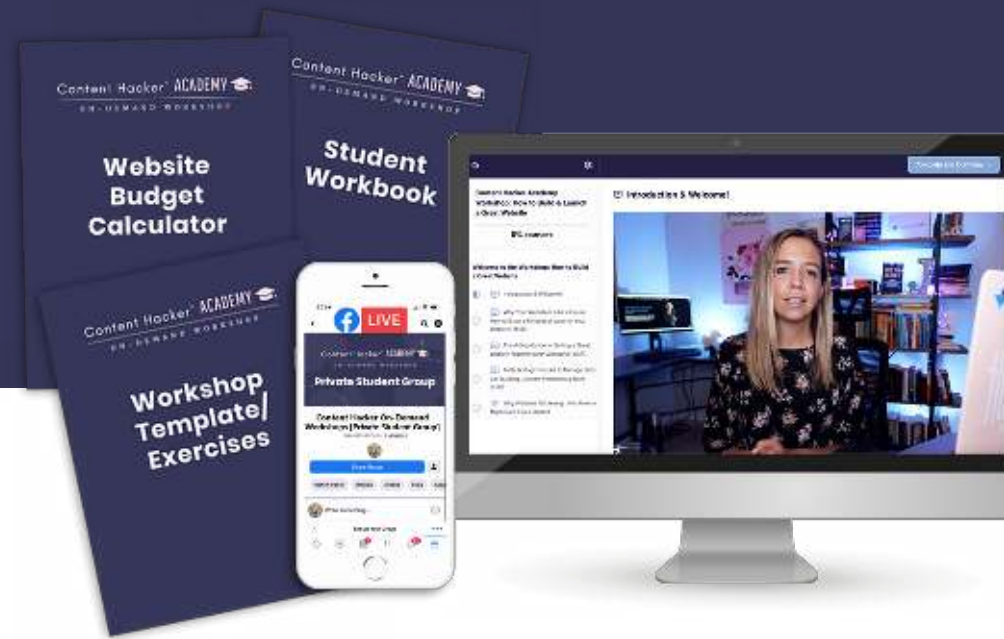
- Tutorial with Julia: How Julia Manages the Tech Side of Her Content
- Guest Expert Alex Rodriguez: Mindset & Beginning Tasks for New Website Owners
- Guest Expert Alex Rodriguez: Getting to Page 1 of Google (Length & Formats)
- Guest Expert Alex Rodriguez: What to Do if Your Content Isn't Ranking
- Guest Expert Alex Rodriguez: On-Page SEO
- Guest Expert Alex Rodriguez: Common SEO Mistakes
- Guest Expert Alex Rodriguez: Internal Linking for SEO & Site Structure

*In this one-hour workshop, learn strategies for technical and content SEO. Guest expert Alexander Rodriguez, who has helped WebMD increase their rankings and achieves massive ROI from each campaign he puts together, leads this session. BONUS: Alexander's on-page wireframe SEO template included!*

# How to Build & Launch a Website



Creating A Site: Domain Name to Hosting, Setup, & Maintenance



## Curriculum

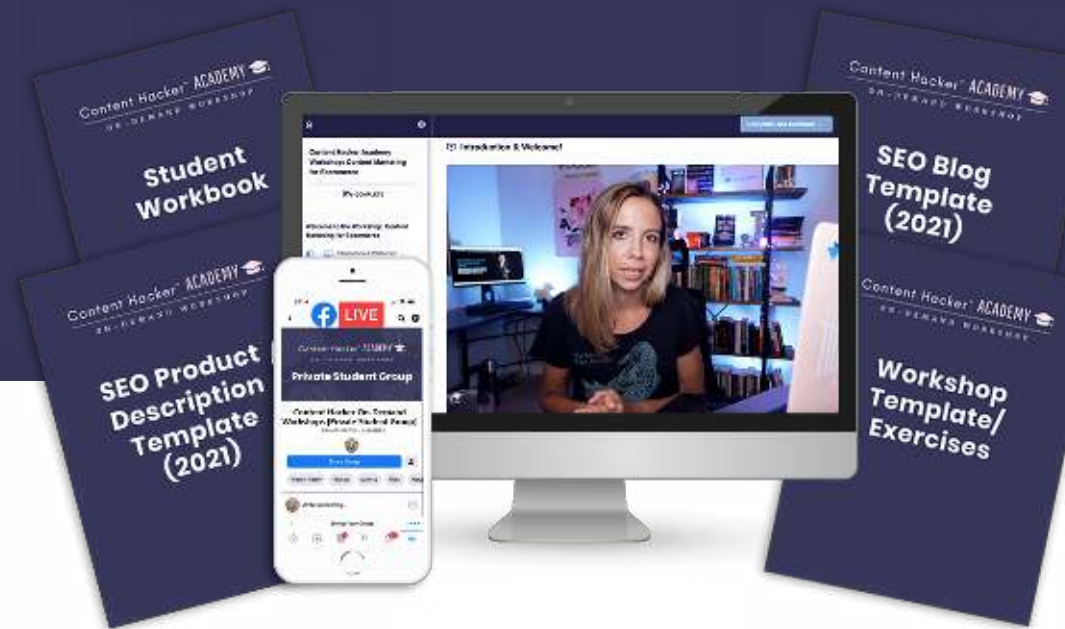
- Why Your Website is Like a House; How to Grow a Mindset of Love for Your Website
- The 4-Step Guide to Getting a Great Website Together
- Rolodex of Who to Hire: Julia's Go-To Partners (WordPress, SEO, CRO, Designer)
- Tools & Plugins to Manage SEO List Building, Content Promotion & More
- Why Websites Go Wrong...And How to Make Sure Yours Doesn't (Maintenance Strategies)

*A website is one of the most critical marketing assets an entrepreneur, marketer, or brand can have. Inside this powerful one-hour workshop, learn from Julia McCoy how to set up a well-built WordPress website and domain, delegate the technical build to a knowledgeable designer (successfully!), and how to guarantee ongoing success and profit from your website presence.*

# Content Marketing for Ecommerce



Content Strategies to Use in Ecommerce Brands



## Curriculum

- **SEO Blogging for Ecommerce: Why & How It's a Great Strategy**
- **BEFORE You Blog: Get Your SEO Ecommerce Product Descriptions Written (with Template)**
- **How to Find Topics & Keywords to Pull In Ecommerce Traffic (with Template/Exercise)**
- **How to Structure and Write Traffic-Earning SEO Blogs (with Template)**
- **How to Maintain Your Ecommerce Content Marketing Over Time**

*With Julia at the helm, Express Writers has made over \$5M total through its ecommerce platform. 99% of those leads and sales come from the search-optimized inbound content she and her team have created. In this powerful one-hour workshop, you'll learn from the practitioner herself (Julia) how to structure your own SEO content for massive ecommerce success. Learn SEO blogging strategies that can be directly tied to ecommerce profit and revenue!*

# Content Hacker™ ACADEMY

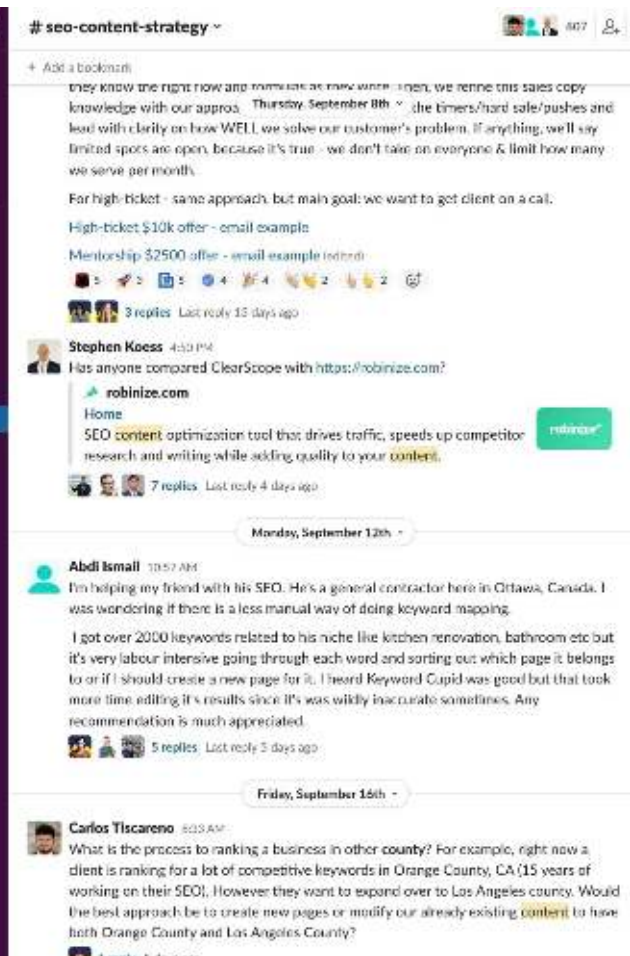
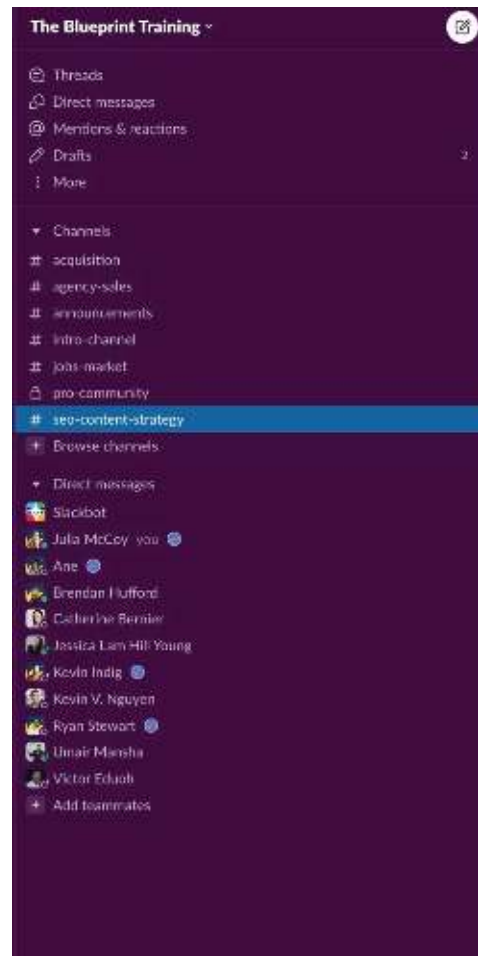
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\$59/Month



Join 400+ smart marketers and founders in the Blueprint Pro Slack Community, led by Ryan Stewart. Julia McCoy is a trainer alongside 5+ seven-figure agency owners and expert coaches. On-call help in dedicated Slack channels. You'll get incredible help, ideas, networking, and support.





# Free Content Strategy Business Training Class from Julia

## Choose Your Free 30-Minute Class



### **I'M A SOLOPRENEUR READY TO USE CONTENT TO GROW AN ONLINE BUSINESS AROUND MY SKILLS**

Learn exactly how to scale your digital business through content strategy and smart delegation, so you can step away and follow more of your passions.

[GET INSTANT ACCESS TO THIS CLASS](#)

### **I'M A MARKETING EXEC OR FOUNDER READY FOR MY OWN HIRED, TRAINED CONTENT MARKETING WRITER**

Learn exactly how to hire, train, and KEEP a top writer to produce all your content for life: WITHOUT losing all your time, money, and energy to bad writers.

[GET INSTANT ACCESS TO THIS CLASS](#)