Learn Real-Life Content Marketing Skills 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.

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 500+ marketers, and dozens of leading agencies.

**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.”

**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.”

**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.*
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Want to learn **EVERY STEP involved in creating a high-ROI brand content strategy from scratch?**

*Works for any niche, any industry. For marketers and entrepreneurs.*

**Enroll in The Content Strategy & Marketing Course**

- 45-day course
- 6 modules, 70+ guided videos
- Learn EVERY step in the content marketing ecosystem
- Guidance from Julia & 11 other featured guest experts
- End the course with YOUR OWN content strategy (built by you throughout the course!)
- Certification & personal review of your content strategy
- All the curriculum, lifetime access, & 1:1 access to Julia

$999/seat or $99/month

contenthacker.com/academy/content-strategy-and-marketing
What’s In the Practical Content Strategy & Marketing Certification Course?

For entrepreneurs, agencies and freelancers who want to optimize BOTH their time AND tools to only create content that converts

Are you TIRED of reading a gazillion blogs for marketing wisdom?

Perhaps, you’re sick of trying to implement their tips and tricks because you never get results.

Do you feel burnt out and FRUSTRATED when it doesn’t work?

Here are some common struggles content marketers and strategists deal with.

• You find content creation, planning and publishing difficult.
• You draw a blank when it comes to writing on topics that will reach your audience and offer them REAL VALUE.
• You don’t know how to target your ideal audience and get in their head so you can create for them.
• You are missing some part of how to do the “SEO” part of content marketing. Do you really know how to research for high-ROI keywords?
• You’re confused about which tools to use, and how to use them.
• You aren’t sure how to build a brand “content strategy” from start to finish that the boss or your client will approve. The Practical Content Strategy & Marketing Course is a proven, tested 6-week online training course that teaches you the actionable steps and implementation methods you need to make immediate advancements with the skills you have.
This is not your typical course.

This is not simply about reading a textbook to get a certificate and a pat on the back.

What’s inside is an actionable program with very specific, outlined steps.

Steps for you to follow and learn from.

Steps that will teach you wildly profitable content marketing and strategy skills.

Skills that guarantee you will thrive.

Skills you can take to the bank, to earn respect from your boss or win even more clients with.

Build a Brand Content Strategy from the Ground Up as You Learn the Skills That Matter in Content Marketing
Modules

Introduction: Welcome to Content Strategy

Module 1: Core Foundations of a Practical, ROI-Focused Content Strategy

Module 2: A Beginner’s Guide to Audience Discovery, Personas, & Brand Content Style Guidelines

Module 3: Understanding Keywords, Researching Opportunities, & Creating Keyword Reports

Module 4: Building an Authority Presence Online

Module 5: A Guide to Topic Discovery & Practical Content Creation on (Your Site & Guest Blogs)

Module 6: Content Promotion Techniques, Setting a Budget, Preparing Your Editorial Calendar, & Maintenance

Resource Module: Bonuses, Guides & References Section
Individual Curriculum Lessons

Introduction: Welcome to Content Strategy

1. Introducing An ROI-Driven Content Strategy Teaching & the Skills You’re About to Learn
2. Setting Your Personal and Professional Goals for this Course
3. Content Strategy vs. Content Marketing: The Big Picture
4. Why Does Content Fail? Protecting Against Content Catastrophe with the 4 Keys
5. The Reality & Budget of Many Businesses When It Comes to Content Creation
6. Where Content Marketing is Headed: Inspiration
7. The Story Behind Julia McCoy: From Freelancer to Content Agency Owner (Video Story)
8. Content Strategy vs. Everything Else: What You’ll Learn in This Course
9. How Planning & Executing Great Content Is a Multi-Person, Expert Job (Content Team Structure)
10. What’s Ahead: The 6 Cores You Need For a Profitable Brand Strategy & Your 4 Certified Skill Points

Module 1: Core Foundations of a Practical, ROI-Focused Content Strategy

1. Your Content Expertise: Defining Your Topic Area for an Authoritative, High-ROI Online Presence
2. Tying Your Content Expertise to Your Content Differentiation Factor (CDF)
3. Your Content Creation: 3 Goals for Repeated Content Success
4. Setting A High-ROI “Net” of Content Marketing: Tracking vs. Reality
5. An Example of ROI Content: Highly SEO Ranked Content
6. An Example of ROI Content: Brand Awareness and Customer Engagement Content
7. Bonus: Guest Speaker Michele Linn Presents: How CMI Was Built Through Content & Practical Content Marketing Strategy Tips
Module 2: A Beginner’s Guide to Audience Discovery, Personas, & Brand Content Style Guidelines

Are Personas Actually Worth Creating? 4 Keys to Keep in Mind
Where Creating Great Content Begins: Your Audience & an ROI Perspective
Bonus: New Audience Persona Bonus: Using Facebook Insights as A Low-Budget, High Quality Discovery Alternative
A Beginner’s Guide to Mapping out a Content Audience Persona: Existing Audiences
A Little Social Media Stalking Goes a Long Way: How to Discover Your Persona’s Interests (Demo)
How to Map Your Buyer Persona to Lifecycle Stages to Create Sales Awareness Content
How to Discover Sales Awareness Questions: Key Questions to Ask Your Persona [New Audience]
Brand Strategy Part 1: Create a Brand Content Style Guidebook (Content Guidelines & Persona)
Module 2 BONUS Resource: Best Email Marketing Tools

Module 3: Understanding Keywords, Researching Opportunities, & Creating Keyword Reports

1 Outlining Your Three Goals for Setting Keyword Research & Online Content Success (Exercise)
2 Why Organic Search Holds Higher ROI Than Paid & Google’s Quality Standards for Content
3 The Blueprint to a High-ROI Keyword (Core Keyword Types & Defining the Sweet Spot)
4 Keyword Research: Biggest Common Problems/Mistakes (The Don’ts)
5 The Content Strategist’s Keyword Toolbox: Favorite Tools & Major Differences
6 How to Choose a Tool for Both Keyword Research & Position Tracking
7 Guest Speaker Ryan West Presents How to Find a Good Keyword: An Overview of Keyword Research in SEMrush
8 Guest Speaker Ryan West Presents Live Examples of Pulling Two Brand Keyword Reports
9 Detailed Keyword Discovery: How to Find Keywords & Define Your Next Content Action Steps (Live Demo Using KWFinder)
10 Geo-Targeted Keywords: How Local Keywords Offer Excellent Long Tail Opportunities
11 How to Check for DA (Domain Authority), a Moz Ranking Factor, & How it Impacts Creating Content
12 Brand Strategy Part 2: Create a Comprehensive Keyword Report (Exercise)
Module 4: Building an Authority Presence Online

1. Building Your “House” Online: How to Have Content Focus For Better Results & Where Your Focus Should Be
2. How to Win Every Time With A Core Content Commitment Approach in the Online Content Presence You Build
3. Defining the 3 Commitments to Core Content Creation
4. Core Focus Circle: Identifying the Key Integral Commitment & Who to Trust for Content Production
5. Proving the Key Integral Commitment With Case Studies: I. How Unbounce Built Authority Solely Through Blogging
6. Proving the Key Integral Commitment With Case Studies: II. What Happened When My Agency Doubled Our Budget
7. Site Structure: A Map of a Strong Content House
8. What is Cornerstone Content & Why Does it Matter?
9. A Nutshell Guide on Internal Linking In Your Content & How to Judge Link Quality with Alexa
10. The ROI of Blogging (Aka, 2 Key Reasons Why You Should Have Started Blogging Yesterday)
11. Level 2 Guest Speaker Michele Linn Presents: You Need a Blog: Ground Rules of Creating a Tangible Blogging Plan
14. Building Roads to Your House With Outside Channels: Guest Solo Appearances

Module 5: A Guide to Topic Discovery & Practical Content Creation on (Your Site & Guest Blogs)

1. Simplifying the Content Ideation and Creation Process
2. Live Demo of Pulling Strong Brand Awareness Topics from a Web Crawl
3. How to Find Hot Topics Using BuzzSumo
4. Buyer-Focused Content: An Overall Look at Creating Content for the Stages of Your Funnel (Exercise)
5. Buyer-Focused Content: Customer Topic Discovery for the Stages of Your Funnel (Demo)
6. Best of Both Worlds: SEO Content That Achieves Sales Awareness Content Goals
7. SEO Optimization Checklist: 8 Steps to Help You Accurately Optimize Your Content
8. Creating SEO Content That Ranks: The 2 Super Simple Steps & Why They’re Missed Most of the Time
10. Anatomy of a High-ROI Optimized Landing Page
11. Repurposing Core Format into Other Formats
12. The Art (and Habit) of Comprehensive “10x Content:” Creating Your Best Content, Each Time [5-Step Checklist]
13. CTAs: The Importance of List Building With Your Content
15. Guest Blogging Tutorial: How to Pitch Irresistible Topic Ideas (BuzzSumo Demo)
Module 6: Content Promotion Techniques, Setting a Budget, Preparing Your Editorial Calendar, & Maintenance

1. Guest Speaker Sujan Patel Presents: Content Promotion Strategies [Tools and Tactics]
2. A Beginner’s Guide to Content Promotion & Key Fundamentals for Boosting Exposure
4. Email Marketing: Best Practices for Email Writing & Scheduling
5. Costs, Budget Setting, and Expectations to Associate with Content Creation (Brand Strategy Part 4A: Budget Setting)
6. Guest Speaker Dan Levy (Content Director at Unbounce) Presents: The Cost & Return of 10x Blogging
7. A Short Guide on How to Find Amazing Writers to Support Your Content Creation
8. Getting All Your Moving Parts In Place: How Do I Start Creating a Content Plan?
9. Editorial Calendar Planning: A Tool That’ll Take You 5 Minutes (Tutorial)
11. Old Content is Your Money Content: Why & How to Set a Plan for Auditing, Maintaining & Updating Content
12. Guest Speaker Ryan West Presents: How to Track Your Rankings, Set Up Competitor Research, and Maintain Positions in SEMrush
13. Tracking & Updating Your Ranking Content for a Serious Content ROI Boost [Live Tutorial]
15. Brand Strategy Part 4B: Create An Editorial Calendar
16. Why Content Marketing & Strategy Knowledge Doesn’t End Here (& How to Stay Up on Your Skills)
## Brand Strategy Exercises (BSEs) List

Students complete these 10 Brand Strategy Exercises throughout the course, with hands-on grading by the instructor for final certification.

### Module 1
1. Brand Strategy Foundational Exercise: Discovering Your Content Differentiation Factor (CDF)

### Module 2

### Module 3
3. Outlining Goals for Setting Keyword Research & Online Content Success (Brand Strategy Exercise)

### Module 4
5. Brand Strategy Part 3A: Guest Blogging Column Discovery (Exercise)
6. Brand Strategy Part 3B: Social Media Presence Discovery (Exercise)

### Module 5
7. Trending/Hot Topic Discovery from a Web Crawl & BuzzSumo Research (Brand Strategy Exercises)
8. Brand Strategy Part 3C: Formulate High-ROI Content Topics & Hooks

### Module 6
10. Brand Strategy Part 4B: Create An Editorial Calendar
How This Course Translates to Industry-Ready Skills

The Content Strategy & Marketing Course is the only course in the content marketing and strategy industry with a proven skill-teaching system. This system has been hand-crafted by Julia McCoy and successfully implemented with hundreds of students, starting with her own agency staff at Express Writers nearly a decade ago, when she saw a real industry need. Read the story about how Julia founded The Content Strategy & Marketing Course.

You’ll emerge from the course with a fully-built brand content strategy in your hands. Every piece of that strategy will be built through one of the core Brand Strategy Exercises (BSEs) taught in the course. Put in the work, the time, and you will come out with skills. Guaranteed. Here’s how the modules map directly into skills you’ll learn from A-Z in this ultimate content marketing course.

WEEK 1 - INTRODUCTION (SKILL: BASIC FUNDAMENTALS REFRESHER) + MODULE 1 (SKILLS: BRAND BUILDING: TOPIC CIRCLE, CDF, GOALS)

WEEK 2 - MODULE 2 (SKILLS: AUDIENCE DISCOVERY: PERSONA, SALES FUNNEL STAGES, BRAND GUIDELINES)

WEEK 3 - MODULE 3 (SKILL: SEO)

WEEK 4 - MODULE 4 (SKILL: BUILDING ONLINE AUTHORITY)

WEEK 5 - MODULE 5 (SKILL: CONTENT CREATION)

MODULE 6 (SKILLS: POST-PUBLISHING: CONTENT PROMOTION, BUDGETING, EDITORIAL CALENDAR, CONTENT MAINTENANCE)
Bonuses Included in the All-Access Pass ($997 or $99/month)

Instantly gain access to these when you enroll at the full cost. If you’re using a discount, bonuses are NOT automatically applied. Julia’s course bonuses are worth over $500 with templates, guides, inside tips, and much more—the value they will add to your career or client services is tremendous!

• Bonus Section: UX Writing & Design for Content Strategists
  - The UX Writer Opportunity: How to Break Into This New, Hot Market, The Differences Between UX Writing vs. Other Writing Types, & How to Start a UX Writing Career with Veronica Camara Founder, Content Strategist and UX Writer at AVO
  - UX Elements that Turn Away Customers: What Kind of Popups are Bad vs. Good (Are Any?), & More with David Martin of UXHacks.com

• How to Go From Solo Freelancer to Higher Income Team/Agency with Ryan Stewart + cheatsheet/summary
  - Bonus: Exclusive Course Partner Discounts & Codes
  - Pricing Guide for Content Creators, Freelancers & Marketers (5:57)
  - How to Guide Content Strategy & Marketing Clients to a Close [Guiding Principles + PDF Guides/Live Call Recording] (7:39)
  - Instagram: How to Get More Leads & Subscribers (5:51)
  - Twitter Growth Hacking (22:44)
  - How to Create an Amazing Portfolio When You’re Just Starting Out
  - Script Swipe File For Getting a KILLER Customer Video Testimonial
  - Bonus: 2020 Training, How to Use SEO Writing for Blogs and Websites for More Traffic From Google (21:03)
This course is your ticket to becoming a real SEO content writer.

Learn all the proprietary SEO content writing methodologies I used to take Express Writers from a (completely online) presence worth $0 to $5M in just seven years. Our site today ranks for over 16,000 keywords through the content I’ve created, and our SEO content brings in 100% of our clients.

With me as your SEO content writing teacher, you’re not going to be led astray. You’ll only learn content hacks that WORK.

Enroll in The Expert SEO Content Writer

• Only 1 week to complete: 3 modules, 20+ lessons
• Get Julia’s SEO writing templates & practice real-time with prompts
• Certification after you complete the course & a short quiz

$379/seat or $47/month

contenthacker.com/academy/expert-seo-writer/
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!

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!

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.

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 agency works. It is also great to gain insight into how a successful content elsewhere. A huge thank you to Julia and her team.

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 everyone who'd like to improve their SEO, content writing and

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.

Support@contenthacker.com
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
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 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)
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.

$479/Level 1  $899/Level 2

contenthacker.com/academy/pro-writing-course/
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)**

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**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)
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)
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
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.

Agencies: Teach your teams how to do marketing RIGHT—real skills. No gimmicks.
Brands/Entrepreneurs: Succeed in your inbound marketing and social media.
• Brand new, 2021 content marketing workshops led by Julia
• On-demand 1-hr classes with all NEW training videos, hands-on activities & 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
• Additional access to a live group training with Julia (choose your dates)
• Available from contenthacker.com/workshops end of June 2021

Lead Teacher
JULIA MCCOY

Featuring Guest Experts
ELNA CAIN
Freelancer, elnacain.com

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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

SNEAK PEEK
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 2021 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_WkIYc

SNEAK PEEK
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!
Curriculum

• The Discovery Process: Determine Your Niche, Clients to Seek, and Services to Provide
• Choosing Your Domain & Building Your Freelance Brand
• Getting Clear on What’s Involved in a Freelance Business
• How to Find & Gain Freelance Clients
• How to Scale Freelancing Without Stress

Guest expert Elna Cain, veteran freelancer, joins Julia to teach budding newcomers to the freelance scene what to expect, how to set expectations and realistic goals, and how to find clients and grow their business without stress. Set your niche goals with the included niche discovery worksheet!
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

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.
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!
Ready to hit the next level?

Is this you? You’re in my Content Hacker™ Academy courses and/or workshops.

You’re facing growth, and BIG next steps...

But you DON’T know where to turn.

You’ve leveled-up with one (or all) of my programs, but you need MORE help.

You don’t want to use a sleazy approach to grow online. You’re ready for the long-term... you want legacy. You aren’t some short-term thinker.

You want to grow organically, but you’re stuck on the how. You’re burning yourself out. Long hours, late nights. And you don’t want just another course or book.

You need The Content Hacker™ Tribe, a community of content-marketing mentors and mentees that are making POWERFUL moves, every month. $35/month, cancel anytime.

You need our LIVE community, hosted in Slack, Facebook, and with more 1:1 access to Julia than ever before. You need access to Julia’s templates, stored in an ever-updating Google Drive members-only folder.

Join Now
Confused? Completely unsure how to use content to build your brand? 😕

I have JUST the free class for you.

Join me for one action-packed hour where I teach you exactly HOW I built my brand to $100,000/month THROUGH content marketing (ad-free).

FREE 1-hour masterclass: How to Build a Brand Through Content to 100k Visitors/Month & $100k/Month in Revenue

• WATCH NOW
• NO FUNNEL
• NO GIMMICKS
• NO WAITING

Seriously! You’ll IMMEDIATELY be able to jump into the hour once you sign up. It’s one pure hour of learning (be ready to take notes), and then an inside look at The Content Hacker™ Academy offerings. PLUS: a worksheet you can download and use (write in) to complete a real brand-building exercise.🔥

Watch now: contenthacker.com/free-masterclass