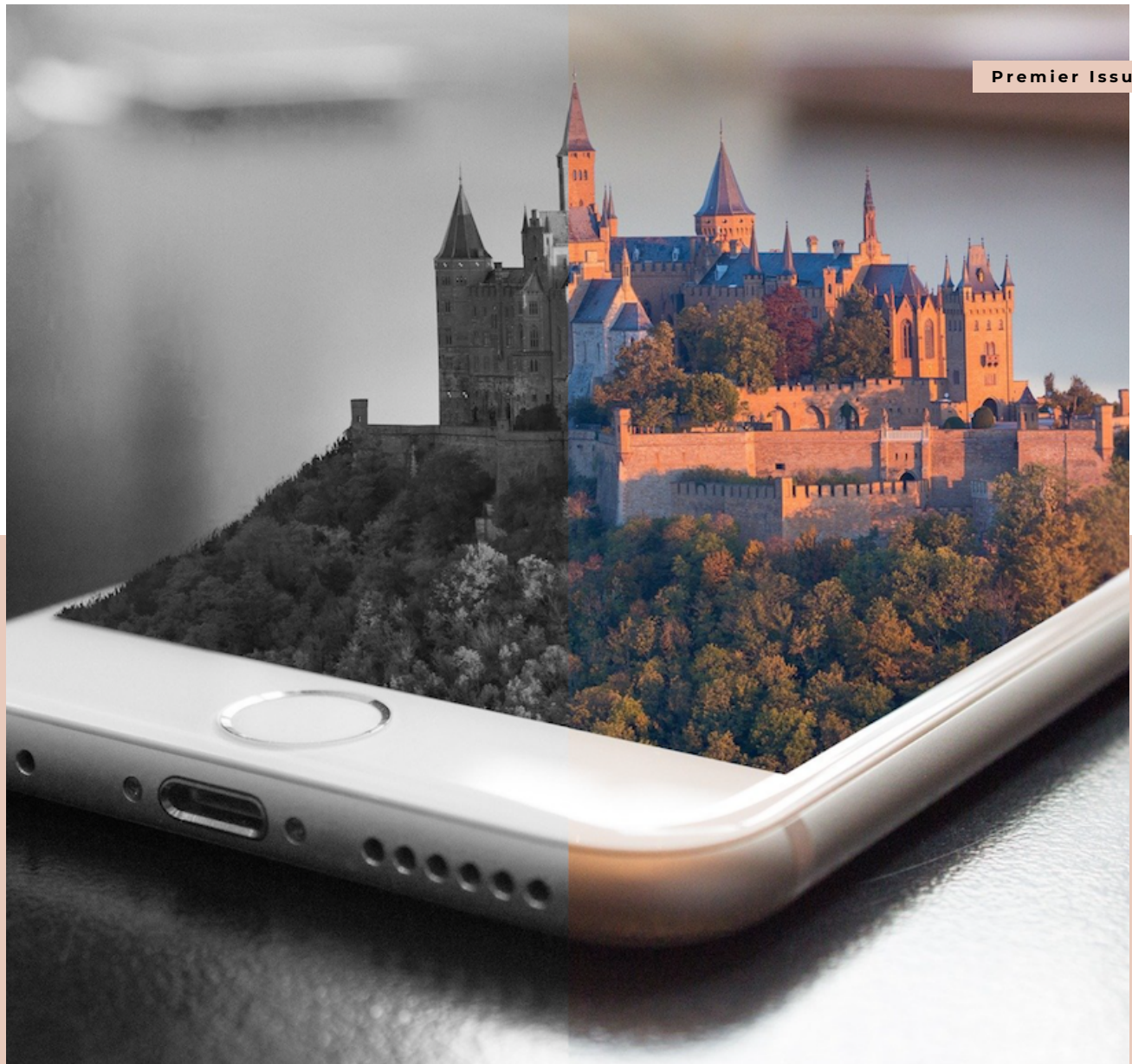


THE BRAND JOURNALIST

WritingIncomeAccelerator.com



ISSUE 1

The Brand Journalist is for freelance writers who are dedicated to mastering the craft and becoming sought-after word moguls.

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January 2021
WritingIncomeAccelerator.com
Cover Image: Unsplash

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Now Reading

HI, I'M PEYTON OF
WRITINGINCOMEACCELERATOR.COM
Welcome To Issue 1

Let's get right to it. I've never seen a newsletter workbook in my life, but I thought it would be handy to help writers make more money.

There is no fluff here, just worksheets, diagrams, checklists, and sketches to augment your writing empire.

For all the details to this workbook, subscribe to the WIA newsletter.

Brand Journalism: A Definition

People ask me what Brand Journalism is all the time and I suspect they can figure it out. I have used a couple of versions over the years.

Brand Journalism is the use of honest journalism as the framework for communicating brand-informed stories to the public.

I believe it's the most transparent way to promote brands and their products—and it happens to be one of the most lucrative ways for freelance writers to make money!

“Brand journalism is lightly-branded, customer-centric storytelling that transforms the reader.”
~Peyton



The Anatomy of Brand Journalism

Who, what, when, where, why, and how?
These are basic questions brand journalists use.

Who is the client?
Who is the reader or target audience?
Who is the Dynamic Brand Hero?
What's the brand-related story?
What client product will we promote?
When is this a good time to tell this story?
Where should we publish this story?
Why is this a good story to tell now?
How can we use story instead of blatant advertising?
How can we best connect with the reader?

These are just a few questions brand journalists ask.



Brand Journalism

5 DYNAMIC BRAND HEROES

01. Customer-Hero stories - Real stories about customer confronting challenges in their natural work habitat. This is an ICP problem/story.

Ex., Dove Beauty Campaign, Red Bulletin, The Furrow [John Deere], & Patagonia.

02. Product-Hero stories - Real stories about customers solving something related to the product/brand. Not a product promotion!

Ex., Microsoft and Teacher Of The Year recipient using the MS Surface Tablet to improve education.

03. Founder-Hero stories - Real stories about how the company was created.

Ex., Steve Jobs and Steve Wozniak co-founding Apple in 1977 from a garage.

04. Employee-Hero stories - Real stories about inspiring, model employees.

Ex., Bob Miller starting as a box boy and becoming CEO of Albertsons and acquiring Safeway.

05. Brand Partner-Hero Stories - Real stories about consumer-praised brand collaborations.

Ex., Tough Mudder and The Wounded Warrior Project.

.....

Pick a hero then research and list what compelling client stories you can tell.



What transformation will the reader make?

WARM & HOT
Referral Generation
WORKSHEET



If you have a great writing portfolio with awesome results, you're ready to use this referral generation worksheet. The fastest way for freelance writers to make money is through getting referrals. However, not all referrals are created equally. **Warm** referrals are from acquaintances. They may be people you know from work or from other friends. They're loose connections, but they might know (or actually be) an ideal prospect for you. (When connecting with anyone, always make it a win for them. Referrals go both ways so ask about their business.) **Hot** referrals are from people who know, like, and trust you very well. These are close friends, relatives, and old-time clients. If they tell other people who trust them to do work with you, most of the selling has been done! You just have to follow up after they give a "favorable introduction" about you to the referral. Since you can practically do no wrong to people on your hot list, and they want you to do well, they'll happily refer the right prospects to you if you could just tell them 1) what you do for people, and 2) exactly who you're looking for.

People on my Hot List to connect with:

People on my Warm List to connect with:

What I do for people: *I help [ideal niche client] achieve [key metric] by [your service] so they can [end result].*

The ideal prospect for me looks like this: [demographics, psychographics, geographics, behavioral]

Referrals:

WHERE TO PUT Keywords

Freelance writers are often afraid of Search Engine Optimization (SEO). They shouldn't be! Writers only need to know a tiny sliver from the vast field of SEO if they're using the right publishing strategy. [See the [6-Figure Freelance](#) course for details on this strategy.] Most of it is not technical information. Keyword phrase research poses a problem for new writers, but once you have the right ones all that's left is to pepper them in the right places. Here are 7 places to put them:

1 & 2: In your title tag (which should auto-add to the URL too)

The Resurgence of Brand Journalism and Why It's Here to Stay




3 & 4: In the first 150 and last words

The brand journalist communicates any true story that will bring customers or prospects closer to the brand.

5: In an alt text image

Alternative text

Write a brief description of this image for readers with visual impairments



brand journalist on laptop sitting on floor

Save Cancel

6: In an H1 or H2 Tag [sub-title]

What Is Brand Journalism?

Brand Journalism is the use of honest journalism as the framework for communicating brand-informed stories to the public.

7. In the meta description

SEO Description

The SEO Description is used in place of your Subtitle on search engine results pages. Good SEO descriptions utilize keywords, summarize the story and are between 140-156 characters long.

Description (156):

Learn why brand journalism is one of the most powerful ways for companies to connect with their ideal customers. Achieve an incredible return on investment.

Save



Image: StoryBlocks

Language Arts

PARALLELISMS



A sentence exhibits **parallelism** if similar ideas are expressed using the same syntactic and grammatical structure. Writers use parallel structures to communicate ideas that have the same importance using the same grammatical structure. [Source]

Parallelism is most common using gerund phrases (verb + ing) or infinitives (to + verb). Faulty parallelism occurs when writers do not use a parallel structure to communicate a series of ideas.

Faulty Parallelism

Without good pitching, the Mariners can be expected to lose more than eighty games, to draft early in next year's draft, and attendance will suffer greatly.

Correct Parallelism

*Without good pitching, the Mariners can be expected **to lose** more than eighty games, **to draft** early in next year's draft, and **to suffer** greatly in attendance.*

The term parallelism also applies to using correlative conjunctions and comparisons properly.

Correlative Conjunctions: both, and; not, but; not only, but also; either, or; whether, or; neither, nor.

These conjunctions connect words, phrases, and clauses that have the same level of meaning in the same sentence. Use the same grammatical structure with both elements of the correlative.

Faulty Parallelism

Tatiana was both an excellent writer, and she was also an excellent athlete.

Correct Parallelism

*Tatiana was **both** an excellent writer **and** an excellent athlete.*

.....

Practice

We debated between two options immigration had given us: going back to Nicaragua or to stay in the US with no hope of ever going back.

My uncle Mike likes bagels, lox, and eating chicken salad.

The house sitter lost the keys, neglected the dogs, and she also trashed the kitchen.



Image: Unsplash

Now Reading

Mastering Brand Journalism takes time. One of the best ways to speed this up is to study great writing. The following are good places to start.

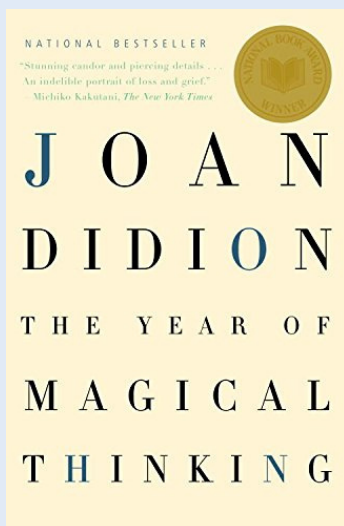
The Most Important Things I've Learned About Writing, After Writing Every Day For Two Years

by Heidi Priebe on [Thought Catalog](#)

I cannot recommend this piece enough. This was the most impactful piece I read a few years ago when I was really struggling with my writing. I was trying to ditch my boring academic style of writing that translated poorly to online writing. Reading the truths in this article was a turning point for me.



Image: Cod & Man



The Year Of Magical Thinking

by Joan Didion

I'm not crazy about the subject matter here: stories of death, dismay, and healing. However, few authors make writing seem so effortless. It's high art.

Didion manages to talk about complex medical stuff and simple daily events without skipping a beat. She's the master of sentence structure, conversational style, and a dozen other things.

You can read Didion and think, "This is so simple: nothing to see here." But then you realize that it took years to get to this level of flow and ease. It's remarkable and inspiring.

Everything seems set up for success in digital journalism—money, eyeballs, software, brands. -George Packer

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Produced by Peyton of
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