

**MY  
FIRST  
MILLION**  
by HubSpot Media

# **20 WAYS TO CRAFT IRRESISTIBLE --- CONTENT**

**+ 5 books that shaped The Hustle's voice**

# BUT FIRST...

# NO ONE CAN MAKE ANYTHING GO VIRAL

This guide is about increasing your chances

## A FEW ASSUMPTIONS...

- You're newish to writing online
- Your content promotes your product
- You have a personal blog/newsletter/social media account that you want to get popular



### DISCLAIMER

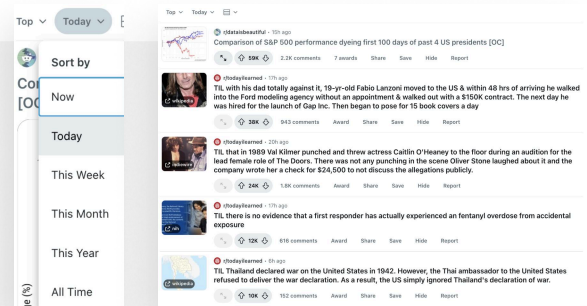
While I do consider myself **slightly** above average when it comes to this stuff, most everything I'm about to tell you has been stolen from other people who are much smarter than me.

# BEFORE YOU START

#1

Finding ideas is tough. Make it relevant. But it gets easier the more you do it!

Quora reddit Hacker News  
BuzzSumo Medium



Reddit's top posts and comments are goldmine of ideas.

#2

Your goal: make people FEEL and get them to talk

**Awe, excitement, and anger** do best (in that order)

#3

First person is best.

**Use your voice, have an opinion, and take a stand.**

# HOW TO WRITE

#4

Write a dump for your first draft. It'll be really, really, really, really sh\*tty but get all that sh\*t on the paper.

#5

Incubate.

#6

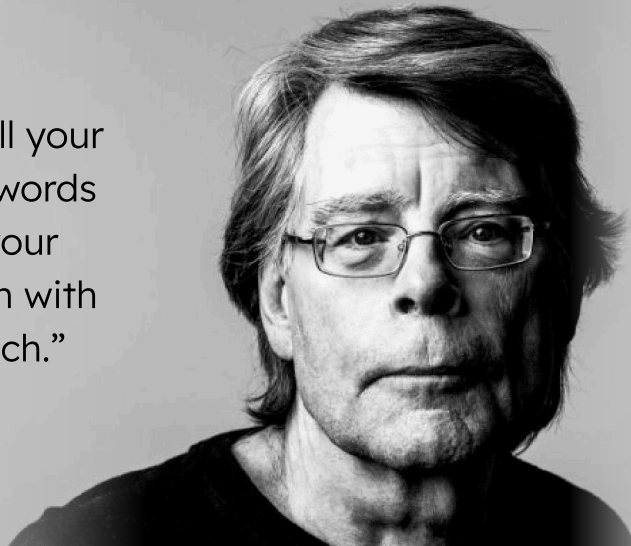
CUT.

Cut the **first 25%**.  
Then cut **another 30%**.



“When you revisit your text it’s time to kill your darlings and remove all the superfluous words and sentences. Removing will declutter your text and often get your message through with more clarity and a bigger emotional punch.”

STEPHEN KING



#7

Edit.

This is where the magic happens.

“I am a lousy copywriter,  
but I am a good editor.”

DAVID OGILVY

*(the best copywriter to ever live)*



#8

Create a headline – it’s 90% of the battle.

A click-baity headline ain’t clickbait if your article **delivers what it promises**, so don’t hold hold back.



#9

Image.

Don't make it your company's logo. Make it click-worthy.

**Unsplash and Canva are free and awesome.**

Or, use ChatGPT or Midjourney to mock up some images — they're getting scary good these days.

#10

Slippery slope.

The **sole purpose** of the first sentence is to get you to read the second sentence of copy.

The **sole purpose** of the second sentence is to get you to read the third sentence.

The **sole purpose** of the third sentence is to...

#11

First sentence – punch them in the face.

“Your first sentence needs to grab the reader. Go back and reread my first sentence of this post. I rewrote it a dozen times. It makes you curious. That's the key.”

SCOTT ADAMS

(creator of Dilbert)

# READABILITY

#12

Write simple.

Around an 8<sup>th</sup>-grade reading level.

A great post has **C+ writing** and **A+ storytelling, insight, or analysis**.

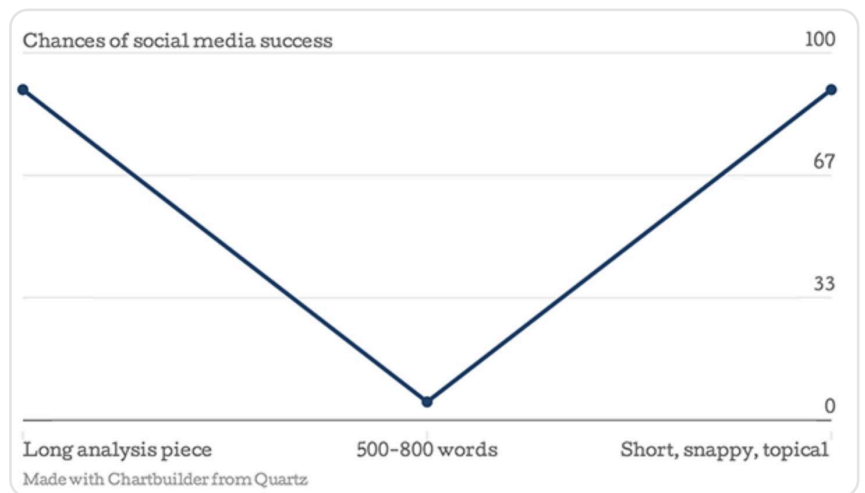
“Any word you have to hunt for in a thesaurus is the wrong word. There are no exceptions to this rule.”

STEPHEN KING

(can you tell that I like Mr. King?)

#13

Make your post short (<800 words) or really long (>1,500 words).



#14

Sentences should be short (25-ish words) and paragraphs should be 3 to 5 sentences long.

# Which would you prefer to read?

I feel as though life's too short to hate what you eat 6 out of 7 days of the week. So maybe you need to reconsider your 6 days of healthy. Because when you're with someone who's really amazing, you don't even want to cheat on them. It goes the same for food. The more healthy things you eat, the more you actually want to continue nourishing your body. Learn how to make delicious recipes out of super healthy foods. The Whole30 changed my life as far as teaching me to be inventive and creative in the kitchen. I want pasta (often) so I make zucchini noodles and delicious homemade sauce with meat from the local butcher ([Porter Road Butcher](#) to be exact). I already hear your concern: "that doesn't taste like regular pasta and I know it." Well you're right. And cauliflower crust pizza doesn't taste like regular pizza either. AND zucchini noodles and cauliflower crust pizza don't make me have terrible stomach cramps and cravings! Sometimes I eat regular noodles and sometimes I eat regular pizza! I just also know that if I do eat these things all the time, or even just once a week, they won't make me feel good. I will feel sluggish and bloated and sleepy. Sometimes I DGAf and eat it anyway (normally wine makes me dgaf...). I respect myself enough to not make myself feel that way on a regular basis though. I don't WANT to feel sluggish and bloated - so why force that on myself just because I wanted to eat pizza for 10 minutes.

When I want to indulge, it also usually means that I want to eat a large quantity of something. Not a tiny slice of dark chocolate... f\*\*\* that. I want to eat the entire effing candy bar and if there's still another one in the pantry I'm gonna eat that one too. But you know what comes along with that? Regret. I always wish I hadn't just done that because now I don't feel good. I wasn't eating mindfully. I was just stuffing my face. I never actually enjoy it either. You know what I never regret though? A giant bowl full of locally sourced zucchini noodles with homemade pasta sauce and fresh local grass-fed beef. Zero

Dean's car gained the reputation of being cursed in the wake of several incidents over the years, including the death of a racer whose car reportedly was built using some of its parts.

After shelving plans to restore the Porsche, Barris began lending it to the National Safety Council to use to promote car safety, and showing it at automotive events. While being shipped back to Los Angeles from Miami in 1960 it mysteriously disappeared from the locked container it was in, either on a train or truck, depending on the report.

Since then, the mysterious car's whereabouts have been unknown. But in 2005, in conjunction with an exhibit marking the 50th anniversary of Dean's death, Chicago's Volo Auto Museum made a public offer to buy the car for \$1 million from whoever had it.

Museum director Brian Grams told FoxNews.com that many tips have come in over the years, but none led to the car. But a break may have come after the story of the car and the reward was retold on a recent episode of "Brad Meltzer's Lost History" that aired on the History channel.

This past spring, the museum got a call from a man in Whatcom County, Wash., who said that, as a boy in the 1960s, he had witnessed the car being hidden behind the false wall of a building. Grams said the story included details that rang true, such as the then-boy cutting his hand on the car.

With so much at stake, the museum asked the man, who the museum has not identified, to take a polygraph test. He passed with flying colors, according to Grams.

or

#15

Use the **Hemingway App** -  
it's free and will change your life.



#16

"The road to hell is paved  
with adverbs."

STEPHEN KING

#17

Before writing, **do copywork**  
— aka hand copy the writing  
you like.



# DISTRIBUTION

#18

Email is by far the **most effective**.  
You get to own your audience.

#19

Optimize for the social network you're publishing on.  
Facebook and LinkedIn are great for content.

#20

Reddit and other aggregators.  
If you crack that, you're a god.

## Let's do this.

Have fun, be fruitful, get crunk, and write awesome stuff

# BONUS

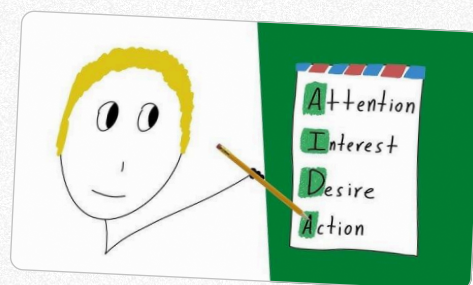
## 5 BOOKS

# THAT SHAPED THE HUSTLE'S VOICE

### Kopywriting Kourse (Neville Medhora)

The course that started it all for me. 99.9% of online courses are crummy. This one isn't. It's an entry-level course that explains how copywriting works and gives a framework on how to write great sales copy.

**Takeaway:** There's a basic formula to grab attention and get people to act.



### The Adweek Guide to Copywriting (Joseph Sugarman)

Joseph Sugarman is one of my favorite copywriters. He's responsible for writing long-form ads and infomercials that made hundreds of millions of dollars in revenue.

In this book, he dives deep into the mental framework he uses when writing ads. He gets specific and practical while also giving a high-level strategy. Like learning the guitar by copying your favorite musician, I spent an entire summer copying hundreds of Sugarman's ads.



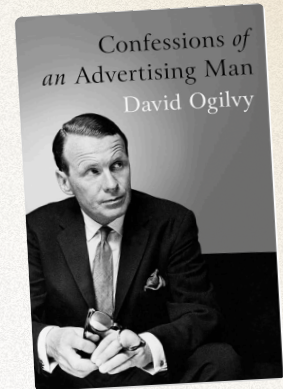


## Confessions of an Advertising Man (David Ogilvy)

David Ogilvy is the founder and creative force of Ogilvy, the ad agency that virtually created modern advertising.

In this book he gives his take on great copywriting, but also on how to succeed in the ad world, handle coworkers, and be a leader. But those aren't the reasons why this book is a must-read. It's Ogilvy's powerful voice and creativity that inspired me.

**Takeaway:** To be genuinely creative and stand out, you have to be a ballsy rebel. Most people don't understand new stuff right away, and most new things fall flat, but taking risks is imperative.



## Call Me Ted (Ted Turner)

Ted Turner is the famous loudmouth founder of CNN. I love him. Originally the owner of a billboard company, Turner used the profits to launch a few radio stations and then eventually CNN. His matter-of-fact voice and lyrical phrases proved to me that great writing doesn't have to be elegant.

Before reading his memoir, I incorrectly stereotyped meaningful journalism as more art than substance. For the elite, not the average guy. This book changed my mind.

**Takeaway:** Great journalism can be brute force, gritty, fast-paced, and most importantly, fun.



## On Writing (Stephen King)

Everyone knows Stephen King. He's the best. He writes for the average joe and is easy to approach. In this book, King gets tactical and gives readers a toolbox on how to write proper prose as well as the routine he used to pump out tons of content. Easy to read and understand.

**Biggest takeaway:** Limit the number of adverbs you use and learn the difference between passive and active voice. Being a great writer, like everything else, is a talent. You can improve your potential, but you either got it or you don't.

