The NutriScape Writing Process

Access our **Publishing Agreement**.
Access our **Peer-Review Process**.

	Phase 1 -- Planning your article	Should take 40% of the time
1.	Define the Topic.	
2.	Define the Exact Audience: • Beginner vs. Experienced • Seeking a Basic vs. Deep understanding	
3.	Define the Overall message of the piece.	
4.	Define the objective ("the angle") of the piece: • To inform • To Persuade • To Provoke an Action	

5.	Consider Persuasion (Conversion) Techniques:
	• Pathos-Appeal to Emotion
	  o Metaphors (It will be like a _____),
	  o Use words to paint a picture.
	• Logos-Appeal to Reason/Logic
	  o i.e., a great investment,
	  o present the arguments (research shows…).
	• Ethos-Appeal to Authority
	  o We've been doing this for years.
	  o We've got these special qualifications.
	  o Our clients have taught us…
		List Persuasive Ideas

6.	Working Title:	

Plan the Content of the Article, Then Plan the Structure
A great tool for brainstorming, organizing, and outlining is MindMeister.

1.	Brainstorm a list of all the topics and subtopics	
2.	Bundle Related Ideas Together. Or Consider using Inverted pyramid: • Put the key point in the first paragraph. • Who, What, When, Where, and Why. • (Google loves this.)	
3.	Put the Ideas in order under Headings and Subheadings.	

Our Voice and Tone is…	But Not….	✓
Practical and Relevant	Generic	
Professional	Academic	
Sometimes surprised	Sensationalized	
Down to earth	Bloggy	
Action Oriented	Rigid or rule focused	
Easy going	Sloppy	
Concerned about misinformation	Paternalistic	
Respectful	Weak or apologetic	
A Solid Critique	Disparaging or Dogmatic	
Confident	Proud or Conceited	
Sometimes a little Playful	Snarky	
Upbeat about diet restrictions when needed	Insensitive to the loss of preferred foods	
Evidence Based	Disrespectful of emerging theory or expert opinion	
3rd Person: i.e., "A person with…" or "they…"	1st or 2nd Person: i.e., "I/me/us/you/etc." Except when writing "personal asides".	
Appropriately referenced	A Term Paper Bibliography	

Phase 2-- Writing	Should take 20% of the time
Tip Writing and editing require different skills. Leave mistakes and second thoughts for the editing process.	Try the Pomodoro Technique-25 minutes writing and 5 minute break.
Introduction Should make visitor want to continue reading. Use a hook: • Ask a question/promise an answer • Present a surprising statistic • Condense your central message	
Body **The Process:** 1. List the Headings 2. Plan the Core Sentences for each heading. (A core sentence presents the problem.) 3. When all the headings are written, fill in each paragraph with explanation and elaboration.	Summarize each heading in a few words. (These Summary Statements may make good Subheadings)
Heading: Core Sentence:	
Heading: Core Sentence:	
Heading: Core Sentence:	
Heading: Core Sentence:	
Heading: Core Sentence:	

Stories Resonate More Than Facts

Real-life examples make nutrition articles more relatable, memorable, enjoyable, clear, and inspirational. Anecdotes and personal stories bring out human emotions that make your writing resonate emotionally with a reader enough to move them to act on the information. Just check to see that the story aligns with the "message" of the article.

Facts Are Objective, Stories Add Emotion, But Mix Them and You Have Another Blog

Dietitians want to keep the authoritative tone of the articles on the NutriScape Project website. To accomplish this while including emotional content, anecdotes and personal stories are formatted separately from the article's main informative content.

CHARACTERISTICS PERSONAL STORIES:

- ☐ "Real people" (or characters based on real people) are in the story.
- ☐ There is an emotion that you want your reader to feel. Define it.
- ☐ Include specific sights, smells, physical feelings to engage your reader. Use these physical descriptions of details that "show" rather than "tell about something".
- ☐ There is a happy ending, a poignant loss, or a lesson learned.
- ☐ Use "Rule of Three". This is a list of 2 followed by a surprise.
- ☐ Replace with contractions: I am, you are, he is, she is, we are.

Add a Story

4 Story Elements:

1. Introduce a relatable main character	
2. Introduce problem or conflict affecting the main character.	
3. Action: Something happens.	
4. Solution = new situation where problem/conflict no longer exists.	

Conclusion:

Sum up the key points, restate the message of the article, Encourage an action.	End on a high note.

	Phase 3-- Editing	40% of the time
Reading Ease	Make it Easy To Read: • Don't show off-If it's too fine a point to be of use to the reader, cut it out or label it as a detail. • Dietitians have the curse of knowledge—read your work from the reader's perspective and clarify concepts. • Easier to be wordy than concise-check each sentence. • Use shorter words and shorter sentences. • Reformat content into bulleted or numbered lists.	When the reader has to work hard, they'll just click away.
	Load your article into the Hemingway editor. • Rewrite passive voice sentences. • Rewrite very hard sentences. • Shoot for 6th grade reading level. • Fix spelling, grammar, and punctuation. • Each paragraph should start with the core sentence and be 3-6 sentences • The ideal length is 350-600 words. Let your computer read it aloud. If the text reader stumbles, some of your readers will too. Windows machines: Narrator Program Mac Computers: [option + escape]	
	Write Meta Description for SEO (Search Engine Optimization)	
Meta Description	The meta description is the description that google displays right after the page's URL. (Websites Use the Yoast plugin.) Meta description should: • Include the keyword or keyphrase, • Use Active voice, • Involve a call to action. Check competitor articles on google and highlight differences in the meta description.	The Best 155 Character Article Summary

Add Transitions
These words make your writing clearer to the reader and improve SEO.

Systematically Analyze Relationships Add Transition Words The Glue Between Sentences And Paragraphs	☺ This can be a struggle at first but gets easier with practice…
1. **Systematically Analyze Each Paragraph** to find relationships and add transition words. - cause and effect - clarification - contrast - example - emphasis - addition - enumeration - ambiguity - time - similarity - summary - conclusions 2. **Systematically Analyze Each Sentence** to find relationships and add transition words.	Add transitions words from the table below to show relationships between ideas. Don't add **too many** Transition words. When in doubt, Leave them out.

Relationship	Examples		
cause and effect	for this reason as a result	so / therefore hence thus	accordingly consequently
clarification	as an illustration in other words	that is to say to clarify	indeed
contrast	at the same time but despite while	yet on the other hand still even though however	whereas nonetheless/ albeit on the contrary nevertheless
example	for example	to demonstrate	for instance
emphasis	above all	most importantly	by all means
addition	and / again as well as	furthermore in addition	moreover On top of that
enumeration	firstly	secondly	lastly
ambiguity	almost / maybe	probably	seems like
time	after that all of a sudden	before / during meanwhile	as long as subsequently
similarity	similarly	likewise	in the same vein
summarize/conclude	all things considered all in all as shown above	in conclusion in summary in short / in brief	as can be seen ultimately as has been noted

Your Final Step—Submission

Copy the article into your e-mail program and send it to Submit-Article@NutriScape.NET

Promotion and Links
After Your Submission, the NutriScape Project Administrator will get to work on these tasks.

<table>
<tr><td rowspan="5">NutriScape Site Editor Tasks</td><td>Comments:
[Generally off for articles on the consumer site. Comments are moderated on the RDNutriScape site. The NutriScape editor will delete mean comments, reply to simple feedback & compliments, and may alert you to reply to other questions or comments.-You may request comments be turned off for your submission.]</td><td></td></tr>
<tr><td>Promotion:
Social Media additions (Yoast)</td><td>List Social Channels:</td></tr>
<tr><td>Create the Final Title:
We'll apply the research to come up with the title most likely to make the reader click.
We use the Headline Analyzer tool and other resources.</td><td>Article Title:</td></tr>
<tr><td>Add content to Relevant Newsletters:</td><td>Add Links within our Newsletters:</td></tr>
<tr><td>Internal Linking:
The NutriScape editor adds links within your article to other related content on the site. Likewise, other related articles will be altered to add links to your article.</td><td>Related Site Content</td></tr>
</table>

Write the Title IF THE HEADLINE FAILS TO MAKE THE READER CLICK, THE POST FAILS.

- ☐ State the benefit so you can make it clear in the headline. What's in it for your reader?
- ☐ The title is high priority. Spend significant time choosing it.
- ☐ The headline makes a promise. The article delivers on that promise, or it's clickbait.
- ☐ Recipe posts must use an adjective in the title.
- ☐ Search Google for similar post titles and make sure your title stands out among them.
- ☐ Write at least 5 different headlines using the formulas from the table below.
- ☐ Choose the best one using Coschedule.com **Headline Analyzer**.

Title Formula	Example
[#] [adjective] [topic]	22 critical factors in adequate TPN
[#] [topic] That [Will/Are] [benefit]	30 Calcium Sources That Will Save Your Bones
[#] [adjective] [topic] That [Will/Are] [benefit]	10 Surprising Sources of Sodium That Are Easy to Skip.
The [#] Best [topic] [Ever/of All Time]	The 5 Best Diabetes Apps of 2020
The Ultimate [adjective] [topic]	Ultimate Tasty Folate Sources
The Ultimate [Guide to/List of] [topic] for [audience]	The Ultimate Guide to Kids Snacks for Moms of Teens.
How to [topic]:In [#] Easy Steps	How to fix your Vegetable Deficit in 10 Easy Steps!
[#] [Strategies for] [topic] [#] [Steps to/Ways to] [topic]	6 Strategies for Weekday Lunches 10 Steps to Learning the Gluten Free Diet
[#] [adjective] [topic] for [audience]	10 Tasty Lunch Ideas for People with Kidney Disease
[#] [object] [topic] [audience] Should [action]	7 Fruits You Should Consider 9 Things Every Parent of a Child With DM Should Do
[#] [adjective] [topic] [Ideas/Options]	20 Easy Dinner Options for When You're Too Tired To Cook
How to [action] [topic] for [benefit]	How to Make Spice Mixes and Save Money
The [#]-Minute [topic]	The 20-Minute Instant Pot Soup
How to [topic]: A Step-by-Step Guide	How to Become a Mindful Eater: A Step-by-Step Guide
[#] Secrets to [topic]	10 Secrets to Reducing the Calories in Recipes
[topic]([With/And] [freebie type])	Teaching Kids to Eat Vegetables (with Free Checklist of Do's and Don'ts)
A [#]-Step [topic] Plan	4-Step Blood Sugar Reduction
[Try/Make] This [adjective] [topic]	Try This Awesome Journaling App
[topic], According to [Who]	Accounting, According to the Laziest Business Owners
[adjective] [topic]: [Only/Just] [#] [Ingredients/Steps]	
Here's a Quick Way to [topic]	Here's a Quick Way to Learn Carb Counting
[#] Little Known Ways to [topic]	10 Little Known Ways to Stop Stomach Problems
Who Else Wants [topic]?	Who Else Wants to Escape Their Hospital Job?
Get Rid of [topic] Once and for All	Get Rid of Negative Food Messages Once and for All
What [Everybody Ought to] Know About [topic] What [You Should] Know About [topic]	What Everybody Ought to Know About Dieting What You Should Know Before You Diet
[Have a] [topic] You Can Be Proud Of [#] [topic] You Can Do Before [time]	Have an A1c You Can Be Proud Of
[topic] Like [world-class example]	Plan Your Menu Like A Pro
[#] Lessons I Learned From [topic]	7 Lessons I Learned From Experience
Do You Make These [#] [topic] Mistakes?	Do You Make Any of These 5 Mindless Mistakes?
Warning: [topic]	Warning: 6 Signs Your Coronary Artery is Plugged
Announcing: [topic]	Announcing: The 30-Day FODMAP Challenge
How to [desirable outcome](Your First [#] Steps)	How to Get Enough Omega 3 (Your First 3 Steps)
In Case You Missed It: [topic]	In Case You Missed It: Eggs are OK, but how many.
Before You [topic] Another [topic], Read This	Before You Get Another _____, Read This
Here's Why [person] [did something remarkable]	Here's Why Your Doctor Doesn't Emphasize ____.
Stop [blank] Now	Stop Weight Gain Now
[#] [topic] Mistakes	4 Mistakes That Derail Your Goals
[topic] Is Coming…	[New Medicine Name] is Coming
[Too Much / Not enough] [topic]?	Too Much Sitting time?

More on SEO		
NutriScape Site Content Maintenance	Update Stale Content: • Audit categories and tags for duplication of content and keyword cannibalization. • Never post the same thing twice. • Delete and redirect pages. Prevent 404s. • Use 301 redirect for a permanent forwarding address. • Forward deleted article URLs to Cornerstone articles. • Merge 2 Articles onto the article that gets the most traffic. Use a 301 redirect for a permanent forwarding address to preserve SEO ranking from the old article. • Big changes: change publication date.	Google [site:nutriscape.net "topic"]to see what comes up. Google search console shows traffic →which pages to keep.

SEO Possibilities	Aim for Rich Results:
	• Google Question & Answer boxes-
	  o Huge traffic boost when article answers the questions people ask on voice search (Siri/Google Home/Alexa)
	• Write the best brief answer.
	• Identify good opportunities:
	  o a result already exists for the query but the you could provide a better answer.
	How to do this:
	1. List your keyphrases in question form.
	2. Check googles for these questions.
	  o Write the best definition
	  o Add a good image
	  o Add structured data block (Yoast)
		Google itself provides the best examples.

Product pages	• Visitors have a transactional intent. • Name the product according to your keyword research • Add the metadescription that will make searchers click. • Lead your page with the product attributes • Add checkmarks style bullet list of product features	