Writing Course Overview
Welcome!

I’m thrilled you’re interested in Damn Fine Words, the online writing course designed for today’s business owners, content creators and freelance writers.

My mission is to equip you with the writing skills you need to create all the content your business could ever want. In the Damn Fine Words course, you’ll learn valuable writing strategies, techniques and tactics that transform your content into a powerhouse of tangible results.

You’ll also benefit from a boost of confidence, thanks to a safe learning environment and my personal feedback – I’m active, present and there for you every step of the way.

By the end of the course, you’ll have learned an effective content-creation and step-by-step writing system you can use time and again, for any writing project you ever undertake.

Whether you need fresh content for a brand-new business, want to overhaul your existing content or would like to improve your overall writing skills to fuel your business with powerful content, Damn Fine Words is here to help you achieve your goals.

Having successfully empowered hundreds of business owners, freelancers and writers with the support, learning and tools they need to create effective content and profitable results, I know we’ll be able to help you achieve the same.

Here’s to your success,

James Chartrand
Just Imagine...

What would you do, if you had better writing skills? You could...

Damn Fine Words is the proven 10-week online writing course designed for business owners, providing you with a comprehensive system that you can reuse anytime, for any industry, and for any writing project your business needs.

It could change everything for you, your business... even your life.

- Sweep away worries about whether your writing is "good enough"
- Feel confident that your content engages readers and builds trust
- Cut down your writing time substantially – and enjoy writing twice as much
- Transform rambling words into tight, compelling content that readers love
- Stop stressing over the chore, and start looking forward to the task
- Write content that creates new sales, fresh clients and more money for your business
- Update your website copy so that it works harder to generate business interest
- Develop better marketing materials that reach people and pique their interest
- Write copy and content that increases your readership and overall subscribers
- Boost reader engagement, convince prospects and build trust with your words
About James Chartrand,
THE FOUNDER OF DAMN FINE WORDS

James Chartrand is a professional copywriter, writing coach, author, problogger, business consultant, and respected entrepreneur with an international client base and followed by over 50,000 readers. She (yes, she) owns two successful businesses: Men with Pens, a website design and copywriting company founded nearly a decade ago, and Damn Fine Words, where James has been teaching business owners better content-writing techniques for over 5 years.

Her many accomplishments have been noted in Forbes, Intuit, Newsweek, the New York Times, MarketingProfs and the Huffington Post, and her blog has often been listed in the Top Ten Blogs for writers. You’ll also find James’ work across the entire web; she’s given many interviews, and her writing has been frequently featured in A-list websites and blogs.

Trivia facts:
If you want to get in James’ good favor, she’s partial to strong coffee and fine Shiraz – not at the same time, of course. She also loves neon blue, ice-skating, Nike sneakers in vivid colors, and her two wonderful daughters, without whom this amazing adventure would never have begun.
Hear from Damn Fine Words Graduates

We're honored to receive outstanding reviews from the hundreds of DFW graduates who've become part of the community and who can attest to the power of the course. Here's a small sample of what students have said:

- **It just feels good to know I made a good investment.**
  - I always knew I had ideas in my head but now I'm able to express them. The more I use what you taught me the easier and more enjoyable it is to write.
  - The results from what you taught me just keep coming. People are loving my writing! I get compliments all the time and my message is really resonating with people. I'm getting 100+ Facebook shares and Likes on my blog posts.
  - Tony Fuentes, Qwitr

- **You have lit a fire in my writing belly that I cannot describe. So thank you. Damn Fine Words is one awesome writing course. And you are one damn fine teacher.**
  - Bianca Melling, Applecart Kids

- **I'm writing with more confidence and fun that even my clients can sense. Needless to say, this has helped boost my copywriting business a lot.**
  - Lisa Zahran, Copy and Coffee

- **I got so much from your course. The confidence in my writing skills skyrocketed. It was one of the best investments that I have ever made in my personal and professional development. I love writing now. Using the forums helped my get the most from the course. And your individual attention and feedback were priceless – a real plus.**
  - Bill Honnold, President, Honnold Construction Management
What Will You Learn in the Damn Fine Words Writing Course?

Damn Fine Words has a comprehensive curriculum that helps you improve your writing skills with valuable content-creation techniques and strategies for better business results.

The course includes 7 core learning modules, 21 complete lessons, hands-on assignments, plus a dynamic members-only zone where you can interact personally with James to receive her feedback on assignments.

Lessons are progressive, each building on the last, and include practical assignments with printable worksheets to help guide you along the way.

You'll also receive valuable tactics that you can apply to your business for immediate, tangible results – not after the course... after every single lesson.

Damn Fine Words is a real course, with real lessons, real assignments and real instruction. It's participatory, interactive and hands-on. You'll practice your new writing skills with assignments that help drive the learning home, and you'll get feedback on your work in a safe and welcoming environment.

In the following pages, you'll find the complete course curriculum, and you'll be able to make sure that making an investment in your writing skills, your business and your personal self-improvement is the best decision for you.
Module 1: Preparing Yourself to Write

Set a solid foundation for your long-term success

Your Writing Zone
Train your brain to write on demand. You’ll learn:

✓ How to find time to write, even with the busiest schedule
✓ How to create a healthy, effortless writing routine
✓ How to build a creative, productive writing environment

Your Writing Voice
Finding your writing voice can create big results. You’ll learn:

✓ How to find your natural writing voice and use it easily
✓ How to write content that’s like a natural conversation
✓ How to adapt your writing voice to different projects

Your External-Internal Balance
Many writers struggle with validation and confidence. You’ll learn:

✓ How to address beliefs and issues that hold you back
✓ How to foster healthy thoughts for positive progress
✓ How to replace negative self-talk with self-confidence

Also included: Hands-on assignments and worksheets
Module 2: Reaching Your Reader

Connect consistently with your market

**Know Your Passion and Focus**
Before writing anything for anyone, you need to establish your passion and your focus. You’ll learn:

- How to discover the passion you feel for your business
- How to decide what you should write about
- How to stick to your writing focus and stay on track

**Know Your Ideal Reader**
Discover your specific Ideal Reader so you connect and engage. You’ll learn:

- How to know exactly who you’re writing to
- How your Ideal Reader makes writing so much easier
- How to draw your Ideal Reader closer to your words

**Know What Your Reader Wants**
Wouldn’t you love to know what your readers want and need? You’ll learn:

- How to eavesdrop on your target market
- How to write to the needs of your readers
- How to get right inside your Ideal Reader’s head

Also included: Hands-on assignments and worksheets
Module 3: Creating Structure

Building a framework for easy momentum

Capture Your Headline
Your headline needs to capture attention. You’ll learn:

- Why only 20% of people will ever read your articles
- How to write effective, compelling headlines that work
- How to boost your open rate so your content gets read

Capture Your Ideas
Write for any project using just 3 sentences. You’ll learn:

- The secret insider technique for a solid foundation
- How to take your ideas and turn them into great content
- How to bank a year’s worth of drafts at the drop of a hat

Capture Your Structure and Credibility
Your content needs framework, structure, and credibility. You’ll learn:

- How to avoid rambling and stay focused
- How to write faster and more easily than ever before
- How to create believable content that earns reader trust

Also included: Hands-on assignments and worksheets
Module 4: Writing Drafts

Putting the words onto the page

Your Shitty First Drafts
Writing success means getting words onto the page. You’ll learn:

✓ How to write freely without having to edit a thing
✓ How to feel fantastic about shitty first drafts
✓ How to speed up writing, build confidence and smash writer’s block forever

Your Mental Staff
Your mental process affects how well and quickly you write. You’ll learn:

✓ The 3 psychological elements of fast, effective writing
✓ How to separate each phase of writing into distinct tasks
✓ How to always make progress and never get bogged down

Your Content Readability
Your writing should be easy to read without missing a beat. You’ll learn:

✓ How to boost readability so readers enjoy your work
✓ How to break up text for optimal reading experiences
✓ Smart, easy and effective ways to write great content

Also included: Hands-on assignments and worksheets
Module 5: Boosting Conversions

Making money from words alone

Nail the Benefits
Stirring up action and results needs clear, visible benefits. You’ll learn:
- The difference between features, advantages and benefits
- How to get more sales by making readers care
- How to boost bottom-line results through words alone

Cut the Clutter
No-fluff writing gets straight to the point. You’ll learn:
- How to shed jargon and phrases that bog readers down
- How to tighten up sentences for high-quality content
- How to turn clunky content into a smooth, easy read

Call the Action
Get readers to do what you want with compelling calls to action. You’ll learn:
- How to build a compelling pitch that convinces readers
- How to rev up conversions and clicks for your business
- How to tell readers exactly what to do

Also included: Hands-on assignments and worksheets
Module 6: Improving Your Words

Taking your writing to a natural level

Warm Up Your Writing

Turn up the heat and hook readers with a bang. You’ll learn:

✓ How to avoid slow intros that lose reader attention
✓ How to warm up your writing with a single, simple cut
✓ How to find the best beginning for any type of content

Warm Up Your Voice

This technique turns stodgy content into a natural conversation. You’ll learn:

✓ How to write content that sounds genuine and trustworthy
✓ How to bring out your very best and speak to your readers
✓ How to use a simple physiological process to your advantage

Wrap Up Your Words

Putting your words out there doesn’t always come easy. You’ll learn:

✓ Why a simple checklist can be your best friend
✓ How to know you’ve hit the target and didn’t miss a thing
✓ How to let go, feel great about your work and move on

Also included: Hands-on assignments and worksheets
Module 7: Perform, Repeat

Producing and reproducing so you always move forward

**Overcome Anxiety**
Crush performance anxiety to get your words out faster. You’ll learn:
- How to write against the clock, feeling stress-free
- How to boost your confidence using tight deadlines
- How to crush writer’s block and get out of your own way

**Wash, Rinse, Repeat**
Wrap up the ultimate wash, rinse, repeat writing system. You’ll learn:
- The checklist that lets you write for any project you’ll ever undertake
- Each step to writing faster, better, with no fuss at all
- The process of writing that generates business results

Also included: Hands-on assignments and worksheets
Your Certificate of Participation

On completion of the Damn Fine Words writing course, you’ll receive an official Certificate of Participation that you can print out, frame, and hang on your wall for all to see, as proof of your personal achievement.
Bonuses

Extra resources to help you succeed

The Library
You’ll be able to access recommendations on the most useful books, tools and resources for writing, content-creation and more. Each resource has been personally read, tried and tested by James, your course instructor, to ensure quality, practical usefulness and high-level value.

Worksheet Packages
Get instant access to leading expert advice in 5 special worksheet packages. Listen to interviews with pro writers, discover insider secrets, and benefit from game-changing advice.

- How to Find Time to Write, with Laura Vanderkam, bestselling author of 168 Hours: You have more time than you think
- How to Smash Writing Roadblocks, with Peter Shallard, business consultant and THE shrink for entrepreneurs
- How to Write a Great Guest Post, with Jon Morrow, A-list blogger and founder of Guest Blogging and Boost Blog Traffic
- How to Write for a Big Project, with Chris Guillebeau, bestselling author of the $100 Startup and A-list blogger
- How to Build Writing Awareness, with Johnny B. Truant, blogger and bestselling author of Write, Rinse, Repeat
How You'll Learn in the Course

Each of the 7 modules comes complete with step-by-step lessons, done-for-you templates, practical assignments and valuable tactics you can apply immediately for tangible results.

The course is fully available online, and you’ll learn from your computer, in the comfort of your own home or your office, from anywhere in the world.

You’ll get access to the modules over the 10-week duration of the course, and you’ll receive an email notification each time new material is released.

Modules and lessons are text-based, and no special technology is required; all you need to access the course is an internet connection. You can also download individual lessons and printable worksheets to your desktop, iPad, iPhone or mobile device.

Our goal is to provide you with an easy, enjoyable online learning experience.

And because we know how easy it is to get overwhelmed these days, we also include two full weeks at the end of the course so you have the chance to catch up, review and take action.
Can You Get All Your Training At Once?

We know that some students would love to get all their training all at once, but that’s not the best or most effective way to learn.

The Damn Fine Words writing course is specifically designed so that you complete 2 lessons per week, one week at a time.

Each lesson builds on the last, in a progressive and sequential system that helps you solidify your learning, maximize your results and ensure better long-term success. Plus, you’ll be in a much better position to actually complete the course.

After graduating hundreds of students, we know this progressive method works. If you like to jump ahead and skip ahead to "the good stuff", then this proven approach may not be for you.

Once you complete the course, you have lifetime access to the core training modules and lessons, and you can revisit and review any individual lesson, in any order, any time you want.
Can You Learn at Your Own Pace?

Absolutely. As a new student, you’ll go through the course as it’s released over ten weeks. But we also understand that you’re busy and may have to take a break.

That’s why if you’re getting married, having a baby, traveling around the world, or dealing with any big life events, you don’t have to worry about falling behind.

Every student gets lifetime access to the core training materials of the Damn Fine Words program. They’re yours to keep, forever, and you can revisit and review them at any time.

Access to the members’ only area and James’ personal attention is available for the entire ten-week duration of the course, plus a two-week catch-up period available at the end.

You can also retake the program for as long as it’s in existence.
What If You Have Questions?

Damn Fine Words includes dynamic support and personal attention to help you every step of the way.

Lesson Support
Each lesson offers you the opportunity to comment, ask questions and get responses from Damn Fine Words graduates, your fellow students, and James. You’ll also get access to other students’ questions, along with James’ answers, so you’ll always have precise wisdom at your fingertips.

Community Support
We’re proud to have an active, highly supportive student community. In our private, student-only members’ area, you’ll be able to post comments and questions to your fellow students and grads. With a global, like-minded community by your side, helpful support is always available.

Personal Support
As your writing mentor, coach and instructor, James is actively present in the members-only area throughout the 10-week program, plus 2 weeks.
Please note that James’ personal support is reserved for new students and returning graduates who’ve chosen to retake the course to further refine their writing skills.

Technical Support
As always, we’re here to help. If you have technical issues or simply have a challenge you need help with, write info@damnfinewords.com and we’ll take care of you. Our customer service hours are 7 days a week, from 9am EST - 5pm EST.
Your Investment

Damn Fine Words opens to new students twice a year, in September and February. As long as you’re on the waiting list, you’ll be notified of registration dates well in advance.

Regular course tuition is $1599, and during the early-bird registration period, a $200 discount applies. You can also choose between 3 convenient payment plans: full payment, two monthly payments, or three monthly payments.

Below is an honest, good faith estimate of the value of the Damn Fine Words experience, since components of this course aren’t available for separate purchase.

The Core Training

This 7-module writing system has taken over 5 years and tens of thousands of dollars to build, distill, refine, and package for you in an easy-to-follow, step-by-step format that helps you create results. Core training includes individual lessons, downloadable worksheets, and practical assignments. ($25,000+ value).

Your Personal Writing Mentor

The members-only area provides you with access to James’ personal mentorship so you can ask questions, get feedback and stay inspired. Prior to DFW, private clients paid $500 per week. ($5,000 value for 10 weeks).

Your Instant Writing Community

Many Damn Fine Words graduates have skyrocketed their personal confidence, writing skills and business results through connections they’ve made in the course. ($10,000 Value).

Total Damn Fine Words Value: over $40,000
Your Investment: only $1599
Learning 3-sentence minis and meeting my three creative staff members changed everything. My focus, enthusiasm, energy, clarity and confidence relative to writing, to be sure. The repeatable system that can be compressed or expanded as my time and creativity are so inclined is a tool I have wholeheartedly embraced and evangelized.

Writing is no longer a “need” or “should” do activity. Now writing is a “want to do” and “love to do” part of my day.

And when you love what you do for a living, life will love you back.

Terri Langhans, Certified Speaking Professional, Blah Blah Blah

My discovery: that it’s OK to write business copy as myself instead of trying to master “corporate-speak”. That I need to switch off my meddling Editor when I am writing.

Your considerate and often funny feedback topped my list, as did viewing the Forums to benefit from reading other students homework. The curriculum itself felt like a natural progression, and being able to access it online was a biggie.

Hope Hedi

I’m extremely grateful for this course right now. I feel like I’ve learned so much already, it’s staggering – things I didn’t learn in university journalism or English courses. Things that immediately apply to real life. I felt a twinge of sadness at seeing the email today that the course is halfway over already. I don’t want it to end! With all that’s going on, work keeps me busy, but this nourishes my soul.

Florence Yaeger, Allagia Consulting

Writing is no longer a “need” or “should” do activity. Now writing is a “want to do” and “love to do” part of my day.”
Is There a Guarantee?

Yes. You can test the Damn Fine Words course for up to 10 days, 100% risk free.

Our mission is to help teach you writing techniques that improve your writing skills, your confidence levels and your potential to create impact with effective content that generates business results.

That’s why we invite you to participate in Damn Fine Words for a full 10 days from the start of the live course. If you don’t feel this course is a good fit for you within those 10 days, we’ll happily refund 100% of your payment.

IMPORTANT NOTE:

We require active participation in the members-only area and your completed homework from all available lessons before we process your refund. Why? Because we know that when you take action and complete the coursework, you’ll get tangible results. It’s that simple.

If you do the work and don’t get the value, then we don’t deserve your money. Just submit your completed homework within 10 days of the program start date, and we’ll happily refund you.
Is this Course Right for You?

If you'd like to know more about the Damn Fine Words course, have any questions or want to know whether this is the best course for your needs, feel free to get in touch. I'll give you honest answers so you can make the best decision for you.

You can contact me any time at info@damnfinewords.com.

On behalf of myself, my team and my entire Damn Fine Words community, I sincerely hope to have the honor and privilege of writing with you.

James Chartrand
Damn Fine Words

www.damnfinewords.com