

Reduce Your Amp Writing Time

... without sacrificing quality

1. Create your news article and blog in a single doc

- If all your text is in a single doc, filling in the Amp becomes a basic copy-paste task for around 60% of the entire process.
- You should have your news article, blog post, and all 5 headlines in a single doc;
- Create the blog offline based on a copy-pasted version of your proofread news article;
- The slideshow and video snippets will be auto-generated based on your text, so no need to waste time creating them offline, though.



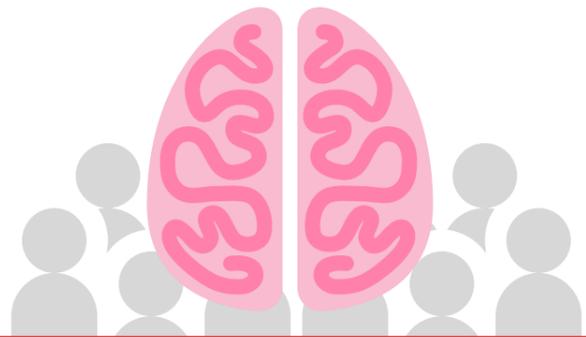
2. Get all info ready so you don't slip down the rabbit hole of endless research

- decide on the main topic of the Amp based on the client's comment;
- select 3-4 main points based on their site that respond best to their request; copy relevant info on your doc to keep the info handy and make it easy to write without having to go back and forth between doc and site; don't do unnecessary client-site research beyond this point.
- do general info research on the topic ("keyword benefits", "keyword statistics" etc) if the client's site is short on info; as above, get the main info ready on your draft so you can create a general-info paragraph without having to go back and forth;
- check the links and paste them in your doc so you have them handy;
- find a quote - either from their site (introduce these with "A spokesperson for the company said" or similar) or a review from Yelp/Google/Facebook.



3. Optimize your content for easy processing

- proofread your news article offline before creating your blog;
- use short sentences (less than 150 characters each); this gives you plenty of space to develop an idea, keeps the text easy to read, and - super importantly - ensures you won't have to crop text and create new sentences for the video;
- add main URL in blog summary so you don't have to worry about it in the podcast.



4. Use images the fast and effective way

- most clients upload photos that make sense, and these can be found in the media library; if they're not auto-uploaded by the system, you can use them rather than trying to do stock image searches until you find something you like.



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