

The Cutting Room's editorial database

1:Alaura Weaver Episode

Editing Checklist

- Verify that the article is skimmable focusing on headers, intro sentences, and other visual cues.
- Assess the use of images/graphs/diagrams throughout, ensuring they add value.
 - Include visual references
- Identify links to the company's own articles and third-party content.
 - Include reputable external sources
 - SME quotes
 - Primary sourcing
 - Social Posts
 - Community convos
 - Direct interviews
- Include real-world examples
 - From customers/prospects
 - From aspirational brands
 - Accessibility best practices for screen readers
- Read at the sentence level for clarity, concision, and consistency of brand voice.

Suggestions

Show don't tell

Use Examples and references to explain your points

Don't repeat same points

Structure should be same. Either follow paragraphs or lists and be consistent with it.

Try to add visual examples

Use the second-person POV- more personal- ie, this post was written for YOU.

Show, don't tell. his type of definitional content is in competition with thousands (millions?) of other blogs AND Bing's chatbot can answer this question. Also, we're promising to "explore"-- so take them somewhere. Be a tour guide.

An AI chatbot can answer these questions. To make this more human/relevant/informative/engaging, let's bring these benefits to life with stories of businesses that have realized them:

- If this post is for an AI company, use customer stories
- Otherwise, use case studies from AI writing platforms.
- This section is screaming for a product-led approach by sharing links/templates/tools that make these things possible.

2:Amanda Natividad

Be specific and clear

3:Brendan Hufford

-There should be a hook in the title

-Humans do not connect with stats. We certainly don't need a stat to tell us something we already know/feel

-Does your audience already know this before they get here? Either from searching in Google or seeing the title in social? Let's use this real estate to connect.

-It's really risky to give people a 10 minute guide to do a 1 minute thing

-Write like you're sending to ONE person. Who is the person you're writing to?

-In conclusion give them something to do next, according to **your** ICP

4:Brian Dean

He didn't write any comments.

He just suggested edits.

I'll rewatch the episode to understand the edits.

5:Braveen Kumar

6:Camille Trent

headline should n't be too long and boring

The lead-in should instead be short and data driven. Make a case for Why invest in Community using data.

You're a lawyer making a case. Set it up

Write descriptive and scannable headers

Use visuals and SME quotes for better explanation

Don't add sections that don't add any value

Give readers reasons to read thousands of words

1. Don't assume your audience will read the whole thing. Make it scannable and give them a reason to go deeper.
2. Your audience is your best editor.

I like Camille editing. In the end she shares her notes and philosophy. Few editors do that

7: Dan Levy

Don't start a sentence with a citation/attribution. It bogs down the reading experience.

Overall thoughts: There's some great advice in here, but the tone is a bit off-putting and there's quite a bit of repetition, jargon, and filler in the way. It's also a little overwhelming with at least five different listicles packed within. The strongest parts of the post are the examples and "5 ingredients" framework. I'd consider focusing on those and truncating/tossing out the rest.

Dan's main focus was to cut the fluff.

8: Devin Bramhall

I appreciate Devin's patience in editing this blog.

This blog is ranking on the first page of Google and we should really leave content marketing industry.

9: Dr Fio

Big fan of Dr Fio

So excited for her edits

Dr Fio started with a note that what she expects from this article.

Hello 🙌

This piece is a beginner's guide to the JTBD framework and its application in customer research, so your readers likely expect to:

1. Understand what the framework is
2. Learn how it works
3. See examples of how others have successfully used it
4. Bonus: find evidence of why they should trust *you*

Rethink the outline to better fit your audience's expectations: you'll want to hit a few key points in a specific order (What is the framework → Why is it useful → How it works → Interview steps) and remove what doesn't fit within this new structure. For example:

- a. Cut the ~800-word JCPenney intro and get straight to the ‘why should someone read the piece’ point. You give a pretty good reason ~1450 words into the article: bring it back to the top.
 - b. Cut the “customer research vs. market research” section + publish as a separate piece.
 - c. Cut the personal takes accompanied by long explanation tangents (e.g. ‘cognitive biases are BS’) + publish as separate opinion pieces.
 - d. Choose the strongest real-world example for any point you are making, and cut the others (for example: keep Spirit Airline, cut IKEA).
5. **Add first-hand examples**, since they are more effective than third-party ones at showcasing your expertise. Show your interview notes, templates you share with customers, slides you use to present results, etc. Make your work visible so anyone wishing to work with you in the future knows what to expect.
6. **Properly source your data** (don’t link to the SERP—it changes often) **and credit your images**. Bonus points if you can develop a unified visual style of your own instead of pasting images from different sources.
- Inconsistent capitalisation (half sentence, half title case) → pick a style for this + headings and stick with it
- Strong & concise first sentence—it addresss the reader directly, highlights a potential problem/pain point of theirs, & paves the way for following with the solution,

In beginner guides if you mention someone name tell who they are

Dr Fio point out some structure issue like change some para into table of content

They were some points that Dr Fio thinks can be used in writing new blogs.(This is how good content strategist works,)

There are many different styles of imagery in this post (and not all of them are attributed); the experience is not very consistent/cohesive → can you do something to unify it?(This point was quite new to me)

10:Eden Bidani

There were no comments on this article.
Maybe my internet is slow.I’ll check again.

11:Emily Anne

Emily article have ¾ comments.
Article title:Less is more:Towards Minimalism in SaaS Brand Marketing.

I rewatched the show and here are some good points.

Editors should read alot.

She emphasize on subheaders

First impression of the article:Confused.name of article is minimalism but its was n't simple to read

She use a tool Flesch-Kincald for readability test(cool,this tool is new for me)

Tools result was hard to read which she already told.

In self editing like Hemingway turn everythings short- watch noun phrases and verb phrases ,passive voice-make things smaller and crisper

Article title starts from less is more.She thinks its cliché.you can convert cliché by inverting it.

Headlines are very important.Its a scroll stopper

Copy does n't use visual language like bullets ,punctuation,sub headers(they organize information)

Start with strong lead

12:Eric Doty

TBH i have never read such a bland intro.(my remarks)

Eric review on article

Overall article feedback:

1. Who is this for? The intended reader is broad/unfocused. The advice is too surface-level for B2B business leaders, too wide in scope for entry-level employees or SMBs.
2. The content itself is also unfocused. Is this article about automation or business growth? We're trying to boil the ocean.
3. There's no clear goal for the content. It feels like it was written to rank for a keyword and link to 20 other articles – but there's not much value for the reader. What do you want the reader to do next?
4. There are very few examples and tools for such an actionable/tool-oriented topic (automation).
5. There are no product tie-ins.

And if I'm being extra picky...

6. The article/reader could benefit from more structure or a layer of analysis (e.g. a section on tools, or broken down by use case/state of your business). It's making the reader do a lot of work.
7. The article could use some evidence of subject matter expertise or social proof.

Eric suggests to change H2 into H3.

Start headers with intros that add value

Flat structure

Eric focus on adding or excluding examples

13:Erica Schneider

Erica changed structure of article

Previous structure:Too much going on. Structure doesn't flow intuitively, or answer search intent up top.

New structure

Refined, answers intent up top, digs into some of the original H2s in restructured H3s.

.

In this article there are seven strategies.

Her Advice for each strategy:

- Add pros & cons for each
- Make sure each one has an example
- Include takeaways

Erica emphasizes on why,setting context,

Rework on sentence to say in a more obvious way

change header to match the other H3 tenses. Above, we have "Monitor your prices". Let's keep this in simple present, too, which is a better way to incite action.

"Strategically optimize your prices"

-How to write conclusion

Wrap it up, but don't regurgitate the introduction. Add unique takeaways that don't just summarize, but inspire thought, and incite action

14:Jacob McMillen

Poor into and article structure

15:Jay Acunzo

This piece needs to do ONE thing well.

- Who is it for? (the audience)
- What is it for? (the change)
- How will you know if it's working? (the signal of success)

- Focus the facts & terms (don't throw a million at the reader; this is not how to teach, convey intelligence, or earn trust)
- Improve entertainment value
- Make it feel more emotionally resonant (this piece is currently too sterile to work today; this is a 2012 blog post hoping to compete in 2022)

16:Johnathan Dane

No edits

Rewatch the show

17:Joshua Hardwick

This article was a fluff.

Overall it feels like a damp squib. The intro + science stuff promises something exciting, then we're given nothing.

18:Kameron Jenkins

Article title is "What is the ideal content marketing team structure?" is also the exact title of the #1 ranking article on Google for this phrase.

Kameron suggested to differentiate it

Cut basic stuff that your audience already know. Dig to info they don't know

IMO there's **so** much you can expand on just on the "structure" aspect, which is the crux of this article, but a lot of space is wasted on defining certain job titles. I think it's safe to assume our reader knows what all these roles are (just in case they're not, you can link out to articles that explain each of these articles in more depth). So maybe take these out and fill this article with a few different structure options and discuss the pros and cons of each.

Fullfill search intent-if we want to rank for "content marketing team structure" it'd be helpful to turn to Google to see how it's interpreting searcher intent for this query. Googling that phrase returns images first. This tells me that Google thinks people searching for this want visual aids (e.g. sample org charts), so that's something I'd definitely want to include in this article.

Add personal anecdotes-IMO this article is also a prime example of a piece that would benefit immensely from personal anecdotes. Every marketing org is SO different. Talk to content marketers at different companies and get them to weigh in on what they think the ideal team structure is, or what works in their particular org. Add their quotes to this article and you've instantly got something that's more unique, interesting, and helpful than most of what you see on page 1.

Strong POV

Having a POV isn't just more interesting, it's one of the main things that can differentiate our writing -- like from AI content.

Conclusion

Whether your entire team is in-house or comprised of freelancers, working from the same platform will keep their efforts standardized and consistent.

Give them a marketing platform that sets them up for success.

Welcome software offers solutions for every marketing challenge you can think of. Our suite of content marketing services makes planning and execution easy.

Kameron remarks on the conclusion

This kind of conclusion makes the whole piece feel like an ad, which can be jarring and cause the reader to lose trust in the information you just laid out for them. Find more natural/contextual ways to weave in your product, and if you're struggling to do that, the topic may be too far removed from your product to drive any meaningful/qualified traffic (won't convert).

19:Kevin Indig

Two questions I always ask myself:

1. How is this better than anything else out there (on the internet)?
2. How could I WOW the reader? What could I do or provide that would go beyond their expectations?

Title article:**What Product Marketers Need to Know About Cognitive Biases in Content Value Chain**

Kevin remarks:

Headline doesn't feel exciting.

Wouldn't make me stop scrolling if I saw it in socials, feed readers, or search results. needs more "click worthiness".

Also, too long as title for SEO (should be no longer than ~65 char).

Other edits

Redundant

Structure issue

Add more context

How?

If there is definition

He would put that under the heading for the Featured Snippet -> lead with the punchline, then provide context.

20:Lauren Funaro

Think of a blog like an essay. Everything in the intro should build on each other to support your main thesis statement.

The person reading this is already interested in content scaling. We want them to leave this intro thinking "This is hard to do, BUT this blog will provide me with tools and tips to do it right."

-----I love these when editors find ideas for new article in editing.

Thinking of the hub and spoke model, we could easily create a "Content Scaling Challenges" article. It's not great traffic according to Ahrefs, but would help us build authority for the topic and is great for interlinking.

-----Tie the intro

-Consie

-Convert para into bullet list

-It's easier to remember and breaks up the text so it's more memorable for the reader.

21:Margaret Jones

Some structure changes

22:Margarita Lokitionova

The intro is much longer than in many of the pieces ranking on page 1. I would shorten it and focus on explaining what the piece will about in 2-3 lines.

Change some para for feature snippet

The current Featured Snippet follows a very dictionary-like structure ("Revenue Operations (RevOps) is...") - consider adjusting this

Add para,H3,bullet list

23:Melanie Deziel

- **Focus:** Write out your goal for the piece and keep tightly focused on that throughout, so you don't get distracted by other things (luck, algorithms, etc.). You may find that you no longer need to talk about ad spend, for example, as it's on the fringes.
- **Tone:** I assume your goal with this piece is to make marketers understand that hooking their audience with disciplined messaging is more important than ever in the age of shortform content. If so, we should probably take a helpful and instructional tone, versus sarcastic (rhetoricals).
- **Make it tangible:** You're relying very heavily on rhetorical questions, analogies, and hypotheticals in this piece. These can all be powerful tools in your writing toolbox, but they can also contribute to a piece feeling disjointed and intangible when overused. Wherever possible, let's replace these writing devices with more tangible examples and clear language.
- **Structure:** Once you've addressed the content feedback, take another read through for the structure of the piece. The current use of subheads isn't well aligned with when topics shift, and as a result, some sections feel out of place. I assume a structure like this would work:
 - a. Attention spans are shorter than ever
 - b. This means marketers have to hook their audiences faster
 - c. Here's how to assemble your message in a way that works in this reality

- d. Positive and encouraging call to action

24:Melissa Eisenberg

Change some wording and sentence

25:Ramli John

I read all edits but I 'll rewatch the show to understand them

26:Ronnie Higgins

Intros should acknowledge the audience, acknowledge why they've landed here, and guarantee their time won't be wasted.

These were two sections in content brief

Beginning state:

- What does the audience already know and don't know?
- What stands between them and their goal?
- How do they feel about their predicament?

End state:

- What should be absolutely clear to the audience after consuming this content?
- How should they feel after finishing?
- Why would they want to bookmark or share this content?

- Central thesis
What is the central argument this content intends to make?

Ronnie remarks

These two sections of the brief are absolutely critical. They help the person writing the article focus on what it needs to include and what should be left out. They also ground me, the editor, in the piece and help inform my feedback.

-Repeating title

This is a personal pet peeve of mine – repeating the title or an alteration of it as a secondary heading immediately after the intro.

It's done to appease the algorithms and rank in search – perhaps even try to win a featured snippet.

That's awesome and all. But this tactic isn't always going to win, especially with Google's recent updates focused on helpful content.

-Structure change

Cut some sections

27:Ryan Law

third party statistics as an intro = immediate delegation of your authority; ensuing glazing over of my eyes

Show actual examples

No superficial advices

Don't write generic headers

28:Ryan McCready

Rewatch the show as there are not line edits

29:LeanBean

Weak intro

Don't write important info at the the end

Don't ad basic info that nobbody cares

30:Tiffany Smith

Formating

Too many thoughts within sentence structure

She pointed out 3 points in a section that can be H3s

-The structure H2s is all off. Again, personal preference, but I try to keep them aligned. Are they all questions, do they all start with verbs?(once an editor told me I can tell you are good or bad writer by checking alignment of your headers.

-Great opportunity for a checklist visual here: Metrics to consider when doing a content refresh.(Very important to highlight metrics)

31:Tracey wells

There is no docs of Tracey.I watched the show and then write it.

- You know exactly what a piece of content is from TOC.
- TOC shouldn't necessarily give an answer away
- Your table of content should be interesting and tell a story
- You table of content is like trailer for the rest of piece is going to about
- People scan articles before reading it

Tracey style

- Table of content is very important
- Her philosophy–what this article is trying to say
- Is there a better way that it could be specific for my audience
- She makes a copy and edit there
- First she just read then in second read she writes edit in third she thinks how to restructure them

32:Tommy Walker

- Added emojis in editing. It's unique. Sometimes emojis express our feelings better than words
- Told the writer that add this part to another part.(This ties the infor and flow)
- At many points, Tommy shared some stats,his previous article and points to validate the point.
- (When I read these specific edits(stats and data) it makes my belief strong that editors must be excellent readers.
- Tommy unmatched curiosity shines in whole editing process

My remarks

Every editor focuses on

- Identifying the target audience for the article.
- Clarifying the purpose of the article.
- Ensuring a well-structured piece with a smooth flow.
- Writing in a concise and clear manner.
- Cutting on unnecessary details or fluff.
- Setting a clear context for the readers.
- Using relevant examples where necessary.