

# 5 SKILLS

to look for in a  
content writer



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# 01

## **That writer- strategist flex**

A great content writer knows how each piece she works on should fit into your overall marketing plan, and isn't afraid to share ideas and ask questions.

# 02

## **Industry expertise and empathy**

Specialization allows a writer to go deep on complex topics, especially in niche areas. Deep customer empathy is critical for content that is authentic.

# 03

## Data-driven creativity

The most creative writers can glean content ideas from SEO keyword research, content performance metrics, and even proprietary data.

# 04

## Relationship building

Skilled writers are also skilled interviewers who create a rapport with your SMEs to draw out your best stories.

# 05

## Robot-friendly

Today's most savvy writers are mastering prompts and using ChatGPT and other AI tools as virtual editorial assistants.

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