



Lightroom Tutorial Essay Brief

MINIMUM WORD COUNT: 1,200-1,800

Step 1: Pick an Editing Process/Trick to Write About

This can be anything from how to use specific Lightroom tools to how to make certain fixes or get certain effects.

Since this will be a monthly scholarship essay topic, your essay needs to be very specific and focused. Write about something that hasn't already been published on our blog (<https://photonify.com/blog/>). Think about new ideas or techniques you can contribute when it comes to editing photos in Lightroom.

Step 2: Do Some Research

This can be both personal/experimental research and online research. Look to see how others have written about the tutorial. Think about the step-by-step instructions you want to cover. Think about what screenshots you'll want to include to demonstrate each step.

Step 3: Make a List of Associated Keywords

Google a few keywords around the Lightroom editing process you'll be writing about. Pay special attention to Google's autofill suggestions, "People Also Ask" and "Related Searches" sections.



Make a list and use any keywords that pop up in these sections. This is important because this is what readers will specifically be searching for.

Pay special attention to any questions that pop up and try to answer those questions within your essay.

Example: If I were writing a tutorial on how to get rid of acne in Lightroom, I would do a quick Google search for "get rid of acne Lightroom."







Here are some of the results that pop up

get rid of acne lightroom|  

how to remove blemishes in lightroom cc
how to remove wrinkles in lightroom
how to remove garment wrinkles in lightroom
how to smooth skin in lightroom
how to smooth skin in lightroom cc 2018
how to smooth acne in lightroom
how to remove backdrop wrinkles in lightroom
how to fix faces in lightroom

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People also ask

- Can you fix blemishes in Lightroom? 
- How do I remove spots in Lightroom? 
- How do I get rid of blemishes in Lightroom mobile? 
- How do I cover something in Lightroom? 

Searches related to get rid of acne lightroom

- how to remove blemishes in lightroom cc**
- how to remove wrinkles in lightroom**
- how to remove garment wrinkles in lightroom**
- how to smooth skin in lightroom**
- how to smooth skin in lightroom cc 2018**
- how to smooth acne in lightroom**
- how to remove backdrop wrinkles in lightroom**
- how to fix faces in lightroom**

Given these results, I would make sure to use the keywords “blemishes” and “spots” in my essay. I would also give instructions on how to remove wrinkles in Lightroom.



Step 4: Follow Photonify's Essay Outline Template

Your essay should be written using this template/outline as a guide:

Introduction – Write two to three sentences introducing the tutorial you will be talking about.

Bulleted List – Create a bulleted list with an overview of what you'll be talking about in the essay. You want to give your reader a quick preview of the information you will be covering so they can quickly scan through to find the information they want to read most. Since this will be a Lightroom tutorial, your bulleted list should include high-level steps/instructions you'll be going over in the tutorial.

Bulleted List: Expanded – Refer to the bulleted list you just created. Expand upon each step you outlined. Be sure to use subheadings throughout the article so that the text is broken up a bit and easy to read. A good way to structure your subheadings is by using what you wrote in your bulleted list.

Conclusion – Wrap up the article in one or two paragraphs.

If you'd like to see a few examples of this article template being used, check out the Photonify blog at <https://photonify.com/blog/>.