



Creating Better Content

Marketing Success Club

**NO ONE
CARES
WHAT
YOU DO**

In order to write better content you need to think from your customers point of view.

Remember it's not about you and what you do, or even how good you are at doing it.

THEY CARE ABOUT THE RESULTS

They want to know what's in it for them.

The best brands in the world don't sell the product they sell the dream, the outcome, the taste, the look, the feeling.

So step into your customers shoes and ask these 3 questions.

1

WHAT'S IN IT FOR ME?

What does the customer get from your product or service, what's the outcome or result.

People don't buy the prevention they buy the cure, so focus on the end result and benefits.

2

WHAT PROBLEM DO YOU SOLVE?

What problem are you solving?
Are you saving them time or
money?

You need to explain how you do
something for your customer that
they can't do without your product
or service.

3

WHY SHOULD I CARE?

What is it about your product or service that makes it better than the other options.

How are you better than your competitors?

What's the cost of not using your product or service?



GO CREATE SOME CONTENT

Write a blog, post on social, make a video what ever you do try and flip the content to show how you deliver what your customer wants.

Tag us in and we'll take a look and give you a like ☐

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