

Marketing Strategy 26: Creating Content If You're Not A Writer

All throughout this program I talk about writing letters, ads and content. And even though I've provided several fill-in-the-blank templates, there are still things you will need to write yourself as your business grows.

This is fine if you are comfortable writing.

But what if you are not?

What if you struggle to string two sentences together and the idea of writing an ad or report scares the life out of you.

Well, today's lesson is about how to get around that problem.

How to write ads if you are not a writer

The first thing you need to understand is that good content makes the reader feel like they are almost in a conversation with the writer.

It anticipates the reader's questions and answers them. It enters the conversation that's already happening in the reader's mind.

So if you want to create great content that connects with people, the best way to do it is to mimic the way you speak.

I'll show you how in today's task...

TODAY'S TASK: Writing Ads If You Are Not A Writer

- 1. Find out what you say to clients.** For the next week, record conversations with clients and prospects. Always ask permission.
- 2. Get a transcriptionist to write out the recordings. Take a look at services available from <https://www.rev.com/>.**
- 3. Edit the transcription into the following structure and tweak the sentences so it reads easily.**
 - **Problem** - The problems that clients mention again and again. Are they worried about pet stains, carpets looking old, and so on...

- **Agitate** - Describe why this problem is a big deal. For example, pet stains not only make your carpet look grubby, they are also unhygienic and can smell.
- **Solution** - What do you do to solve this problem. Do you use a special spotter or equipment? Describe your process and how it benefits clients.

4. Add an offer and call to action. Give the person a reason to act now and tell them what the next steps are.

Bingo!

You now have content that you can use in your marketing material. And you barely had to write a word.

You can use this same tactic to write reports, newspaper columns or your monthly newsletter. Just record an interview with clients or experts, get it transcribed and then tidy it up.

