

ELITE
MARKETING PRO

insider

Content Marketing & Creation

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Content Marketing

- Importance of Content Marketing
- Customer Avatar: Why and How
- 3 Types of Bloggers: Which Type Are You?
- Market Awareness Levels
- Types of Content
- Common Content Mistakes (and how to avoid them!)
- Compelling Content that Converts
- At the end I will share a HUGE strategy hack that is exploding our business right now

Does That Sound Cool??

About Me

- ✓ Creator Of “My Prospecting Playbook”
- ✓ International Speaker/Trainer
- ✓ Founder of OnlineWealthPartner.com
- ✓ Over \$2.5 million Earned Online
- ✓ Built Multiple 6 Figure Businesses Online
- ✓ Top Affiliates in 3 major affiliate marketing platforms
- ✓ Content Creator (blog, video, FB)
- ✓ Certified Content Marketing Specialist



Importance Of Content Marketing

- Builds Your Brand
- Establishes You As The Authority In Your Niche
- Is Used Throughout The Entire Sales Process
- Educates/Creates Awareness Around Your Product
- Customer Upgrade/Upsell/Retention

Importance Of Content Marketing

- 90% of buying decisions begin with a web search
- Nobody is searching for ads (on Google or Facebook)
- Bombarded with messages (3000-5000 per day)
- In 2005 = 7.8 million blogs
- In 2016 = over 297 million
- Now more than ever your content has to be good if not GREAT!

Do You Need Good Content?

- Great content creates an audience (New York Times vs. crappy paper)
- When you create an audience you create the ability to advertise
- Poor content = no audience
- Superbowl vs. crappy minor league baseball team

Content Marketing Evolution

- Back in the day: Content creators and advertisers were separate entities (i.e. newspaper and advertiser)
- Last 10 years: Content and advertising have been blurred together
- Example: Our blog - we are producer of the content and the producer of the advertising
- Blog needs to feel like there is a separation of the two

Also, look at the entire introduction and determine if it's easy to consume.

Tweet

57

Like

2

G+1

0

Pin it

- Are there short paragraphs?
- Are there relatively short sentences without tons of text?
- Does the intro feel like a greased slide or is it a bumpy path with obstacles?

After writing a good headline, the introduction is the most important part of your content.

Your reader is still in the mode of deciding if they want to continuing reading your content...

... Or would they rather add a different filter to their latest snapchat photo.

"Hmmm... should I go with with a violent bolt of lightning coming out of my mouth or should I vomit a rainbow??"

(Yes, this is what people are actually being distracted by these days.)

So now, more than ever, your intro has to be good!



5 Proven Ways You Can Instantly Grab Your Prospect's Attention And Pull Them Into Reading Your Sales Letter Or Watching Your Video

CLICK HERE

2.) Write Better Headlines

Eventually I will dedicate an entire blog post to headline writing because it's *THAT* important of a topic.

But for now, I want you to start with this...

Tweet

57

Like

2

G+

0

Pin it

Next Steps

Now that you have an understanding of the 6 ways to improve your content you're well on your way to creating engaging content that will pull your readers through to the end.

However, there's a chance that you're still struggling to come up with ideas of things to write about.

If this sounds like you then check out our FREE report... [24 Sneaky Hacks To Create An Endless Stream Of Compelling Content](#)

Questions or Comments? Feel free to comment below on the [6 Simple Ways To Improve Your Content](#). If you got value from this article please share this on Facebook or Twitter.

Still Struggling To Create Your Own Content?

Grab Your FREE Report...

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CLICK HERE NOW TO ACCESS YOUR FREE REPORT



Content Use

- Attract an audience
- Raise Awareness of a problem your audience has
- Acquire Leads
- Create offer awareness
- Initial Customer Acquisition
- Teach people how to be more successful with your product/company

But Before You Do This...

**You Must Know WHO
You're Speaking To...**

Customer Avatar

Customer Avatar

- A Customer Avatar is simple a detailed profile of your target customer
- Market to and own a niche where you become the “Go To” person
- Hone your marketing message so that it appeals to a “specific someone” rather than a “generic everyone”.

Customer Avatar

- Connect on an emotional level
- Need to go deep to get to the bottom of their irrational fears and deepest desires
- If you try to attract everyone you will end up attracting nobody

Create Your Customer Avatar

- Ask the following questions:
- Where does my avatar hang out?
- What websites do they go to?
- What do they read?
- What do they watch on tv?
- What do they like to do in their free time?

Customer Avatar Cont.

- Who are their heroes?
- Who are their enemies?
- Who do they want to please?
- Who are they responsible for?
- Who might they let down or fail?
- What keeps them up at night?

Customer Avatar Cont.

- Your Customer Avatar is...
- A specific individual with:
- A name
- A face
- Has a specific age and job
- They have specific demographic and other characteristics that make them who they are

3 Types of Bloggers

- A: Publisher trying to build a significant media property
i.e Huffington Post or Mens Health.com
- B: I sell products & services - I want to use my blog to attract my target audience i.e <http://onlinewealthpartner.com>
- C: I'm just kinda blogging but I don't really have anything to sell

Market Awareness Scale

- 1.) Unaware
- 2.) Problem Aware
- 3.) Solution Aware
- 4.) Product Aware
- 5.) Most Aware

Level I - Unaware

- Not aware that they even have a problem
- Blissfully Ignorant
- Examples:
 - Not aware of MLM Industry
 - Okay w/ going to work everyday/living paycheck to paycheck
 - Not concerned/dont know about health or weight issues

Level 2 - Problem Aware

- Aware of the problem but don't know what to do about it
- Doesn't know there are solutions out there
- **Process for selling them is to connect with their pain and their current situation and educate them that there is a better way
- Examples:
 - In an MLM but don't have any leads to speak to
 - Realize they're skin is bad but don't know how to fix it

Level 3 - Solution Aware

- Aware of the solutions but I don't know which solution is right for them
- e.g. - they've heard of Elite Marketing Pro but not sure how it stacks up to other marketing/educational systems.
 - “The 7 Things You Need To Know Before You join Elite Marketing Pro”

Level 4 - Product Aware

- Aware of your product but need to know why it is superior to the others to make a final decision
- A bit of an educational process, but not too much b/c they're close to buying

Level 5 - Most Aware

- Previous or former customer looking to upgrade or purchase again
- Example: “I need a new Iphone so I’ll get the latest update when it comes out.”
- Little to no selling or education required

How Does Customer Avatar Fit?

- Your Customer Avatar should be level 2 (Problem Aware)
- Your content should be written for this person (Problem Aware)
- It will still appeal to the Level 3's, 4's and 5's
- Your job is educate your audience to make them better buyers and therefore customers.
- Does this make sense?

Types of Content

- Blog posts
- Videos
- Social Media Updates
- Podcasts
- Photographs/infographics
- Webinar
- ****All of the types of content will increase offer/brand awareness and increase web traffic**

Common Content Mistakes

- It's All About You (not them) - You are NOT writing to you
- Too Short or Too Long
- Don't Uncover The Pain
- Don't Provide Value
- Don't Provide A Solution
- No Call To Action (CTA)

Biggest Content Mistake

- Blogging for the sake of blogging
- Trying to pump out content on a daily basis
- If you're not an "A" (publisher) don't try to act like one
- It's okay to be a "B" (promoting brand and offer)
- Create 1-3 really good pieces of content per week

How To Speak to Your Audience

- Your Story: Make the story about you but it's really about them and their future story
- Ask questions through out your content to keep them engaged
 - *“Does this make sense?”*
 - *“Are you struggling with _____?”*
 - *“Did you know _____?”*
 - *“Can you imagine _____?”*

Compelling Content That Converts

- Content Formula:
 - Address Pain
 - Agitate the Pain (twist the knife)
 - Share story (feel, felt, found)
 - Educate (value)
 - Provide the solution

Pains

- What “pains” would EMP solve?
 - No leads
 - No support/leadership
 - Tired of home meetings or targeting friends & family
 - No personal brand
 - New to online marketing/low/no tech skills

More Pains

- No Online Training
- (But don't just stop there)
 - Facebook Marketing
 - Content Creation/Copywriting
 - Video Marketing
 - Blogging

More Pains

- Speaking of blogging training...
 - No blog
 - No blogging platform
 - No capture pages or funnels

**Do You Think You Could Create
Content Around Some Of These
Pains?**

- Content Formula:
 - Address Pain
 - Agitate the Pain (twist the knife)
 - Share story (feel, felt, found)
 - Educate (value)
 - Provide the solution
- No Leads
- No support/leadership
- Tired of “Old School” way
 - No personal brand
- New to online marketing
 - Map it back to EMP!

Does This Make Sense?

Can You See Yourself Doing This?

Attraction Marketing Formula

- Shot Gun vs. Sniper Marketing
- Pitching Friends & Family
- Fear of screwing up the conversation
- Fear of being rejected by people that you know and love
- Don't want to do the "3 Foot Rule"
- Don't want to have to sell someone who may not be interested
- Don't want to do Home Meetings (Hotel Meetings)

- Content Formula:

- Address Pain
- Agitate the Pain (twist the knife)
- Share story (feel, felt, found)
- Educate (value)
- Provide the solution

- Shot Gun Marketing
- Pitching Friends & Family
- Fear of screwing up the conversation
- Fear of rejection from a loved one
- Don't want to do the "3 Foot Rule"
- Don't want to do Home Meetings
- Map it back to AMF

Do You See The Potential?

- Do you see how you can now have several pieces of content all mapping back to the same offer?
- Why limit yourself with only 1 piece of content??
- Capitalize on ALL of the different “pains” to expand your reach and resonate with different people

What Else?

- Do the same thing for...
- All of the products in your EMP back office
- The EMP Training Webinars (3 nuggets)
- Your own company products or opportunity
 - Dissect your products and opportunity as many ways you can

Are You Ready For Stealth Strategies?

7 Brides For 7 Brothers Strategy

- Write down 7 Top Reasons/benefits to join you (products, opportunity, primary or Elite Marketing Pro)
 - Create content around those 7 reasons/benefits
 - Write down 7 objections they would have to prevent them from joining
 - Create content around answering/overcoming those objections
 - You now potentially have 14 pieces of content all mapped back to your offer!

Tend To Your Content

- Update your content (more advanced version? Now with more?)
- Google loves when you tend to your content and update it from time to time (imagine how much old outdated content there is that Google needs to index)
- Google loves when you create content that people like - use Buzzsumo
- Already sent it to your list? Wait 2-3 months and send an updated version back to them. (re-post on Social as well)

Questions?

<http://OnlineWealthPartner.com>