

How To Create Better Content For Your Customers

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📄 Brainstorming Ideas and Topics

Here's how the brainstorming process works-

- 01 Define the objectives and agree on it
- 02 Set a time limit for brainstorming idea
- 03 Refine Your Ideas
- 04 Analyze the aftereffects
- 05 Prioritize a list of ideas
- 06 Prioritize a list of ideas
- 07 Decide to take action

1) Define the objective and agree on it:

What exactly do you want to achieve with your content? Do you want to generate traffic, or qualified leads? Is it sales you're concerned about? Write down your objectives clearly in the form

| | |
|-------------------------------------|--|
| Your Objectives of creating content | Increase sales Generate more leads Get more visitors etc |
|-------------------------------------|--|

2) Brainstorm Ideas-

Brainstorming helps you generate ideas to solve a problem. Write down your thoughts, ideas, and the time allotted for each brainstorming session.

Use a piece of pen and paper to record your thoughts. Usually you want to sit down with your team and list ideas. It doesn't have to be perfect.

3) Refine your ideas:

This is the step where you improve on ideas through small changes. For instance, you could rewrite an idea or simply add something new to it. Just make it better.

4) Analyze the aftereffects: After-effect is usually the secondary response to an idea that is the direct result of the primary response to that idea.

5) Prioritize a list of idea: Now you need to rank your ideas according to their importance. If you've brainstormed some ideas that are worth researching further, it's time to prioritize them.

6) Decide to take action: Your content creation requires a leap into the unknown. Intense feelings of desire can fuel your efforts to reach your goals. Launch your plan, get started, and you'll uncover some hidden gems in your content marketing journey.

7) Control and monitor follow-up:

The time may not seem favorable to get started with delegating content creation, but just do it. Once the process is activated, it's time to control and monitor follow-up. This is usually done when you have a team. But you can equally monitor your own failures as well as your successes.

Think like a customer

When you think like them, you let go of your ego, achievements, status, and experience and "walk in their shoes," or "get into their heads." That's the essence of content marketing, which is usually a long-term strategy.

a) Identify their pain points:

Depending on your niche, the customer's pain points may differ. You can also use keyword research tools to find out exactly what these pain points are.

01. Identifying pain points from keyword search

Step 1: Go to [Ubersuggest](#). Type in a seed keyword (e.g. arthritis) and click "suggest."

Step 2: Pick the strongest customer pain points.

Step 3: Expand on your strongest pain points. Just click on your chosen keyword. You'll get a drop-down list of results, showing you the long-tail customer pain points.

02. Identifying problems by following your target customers

I don't just mean you should follow up, which is very important, too. What I mean is that you should find out what interests your customers, where they hang out, and how they interact – and then get into the conversation. Meet them at their point of need.

Step 1: Visit Industry related Forums

Step 2: Visit QA sites such as quora, yahoo answers etc.

Step 3: Look at the comments on popular blog posts.

List your findings in the following table:

| Source | Findings |
|---------------------------------|----------|
| Keyword Research | |
| From Industry Forums | |
| From Blog comments and QA sites | |

Writing Attention-Grabbing Headlines

Once you have identified a list of problems from the above research, it's time to create attention grabbing headlines.

Headline writing tools:

1. [Ubersuggest](#)
2. [Ntopic](#)
3. [Portent title maker](#)
4. [HubSpot's blog topic generator](#)
5. [Emotional Value Headline Analyzer](#)
6. [CoSchedule headline analyzer](#)
7. [Buzzsumo](#)

Different headline writing styles that work:

Listed below are some of the best headline writing styles you may want to try out, in no particular order:

a) Question-based headlines:

Example-

- What Does It Take To Get Your First 1,000 Email Subscribers?
- How Did You Make Your First \$5,000 Online?
- Which Content Writing Tool Is Best For You?

b) Case study headlines:

Example:

- **Case Study:** The 3-Step Plan I Used To Drive 58,739 Visitors To My Site
- **A Quick Guide:** How I Finally Quit My Job And Built a Six Figure Online Business

c) Optimize your headline for users and searchbots

Say your keyword is social media expert. You can model the headlines below. They're all optimized for users as well as for the searchbot.

- 5 Questions To Ask Before You Hire a Social Media Expert
- Social Media Expert: 13 Social Marketing Tips That Work
- How a Social Media Expert Should Approach Twitter Marketing

Now that you understand what elements you should include in your content headlines, go ahead and write some in the following box that are related to your niche:

| Original Pain Point you discovered | A proposed content headline |
|------------------------------------|-----------------------------|
| | |
| | |
| | |
| | |

📁 Outsource content creation

Before you go out there to hire a freelance writer who will consistently create excellent content for you, lay some groundwork first.

a) Have a definite objective: If you can't explain the objective you have for every piece of content you create, then you're not ready yet to hire someone.

b) Set a budget: Before you hire a content writer (if that's your choice), then save yourself considerable hassle and set a budget. This budget should be for the totality of marketing, not just writing articles.

Note: Before you hire a content writer, the most important thing is making sure your ideal content writer is knowledgeable in your industry. S/he should be able to create content that your prospects and customers all crave.

📁 Where to find and hire the best article writers:

1. From Google Search:

Step 1: Go to [Google](#). Type in a keyword + hire me (E.g. freelance writer + hire me).

Step 2: Visit the writer's site and check out his samples. If you don't find any samples, don't bother contacting the writer, because the first impression isn't very positive.

2. Using Pro-Blogger Job Board-

You can also find quality writers from the [ProBlogger Job Board](#). You have to post a job that will stay active for 30 days (1 month). It will cost you \$50.

3. From Online Job Sites:

Step 1: Go to [oDesk.com](#). Type "content writer" in the search box and click the search icon.

Step 2: Filter your search. You may want to find and hire content writers from a particular country (e.g. U.S. or U.K.). You should also set the category you want.

Step 3: Explore a writer's profile. Just click the writer picture or name and you're in. You'll want to find out their hourly rates, check out some samples (you must be registered on oDesk to do this) and learn more about the writer before you hire him or her.

Step 4: Contact the writer. This is the final step to hire this writer from oDesk, assuming you're satisfied with her writing style, voice, portfolio, rate, and personality.

Admittedly, many freelance content writers have gone beyond the rates below. But here's a standard pricing structure you should know:

- 500 – 700 word blog posts: \$50 – \$150
- 800 – 1,500 word article: \$100 – \$200
- 1,500 – 3000 word data-driven article: \$250 – \$400
- 3,000 – 10,000 word data-driven article: \$500 – \$1,000