

# 4 TOP TIPS FOR CONTENT CREATION

How to create marketing content  
that will engage, inspire  
and add value for your ideal client.

**CONTENT**

IS

**ANYTHING**

**THAT**

*adds value*

**TO THE**

**READER'S LIFE**



Kaye King, Marketing Mentor &  
Owner of Quercus Marketing

*Hello, and thanks for reading this far. My mission is to help business owners like you avoid the overwhelm you feel with your marketing and create straightforward, easy to implement communications that connect with your ideal client.*

*Marketing is no longer about pushing your message out there. It's about building relationships and having conversations, especially for small businesses.*

*Creating valuable content is the best way to start those conversations.*

*And by following these simple tips, you can do just that.*

# Tip 1: Know your ideal client

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When you feel under pressure to promote your business, it's tempting to write whatever comes into your head.

But unless you're truly focused on your ideal client, and what they're looking for, you'll write something like this: *"Buy my stuff it's great"*.

Not especially inspiring is it?

**Tip 1:** Truly get to know your ideal client, their wants & needs, fears & challenges.

Do this before you write a single word. Then talk directly to that person. Not to an anonymous, faceless crowd.

Your ideal client is out there and it's your job to help them find you.



## Take Action:

Create a written profile of your ideal client  
(read my blog for tips on how....  
<http://bit.ly/createmyidealclient> )

# Tip 2: Empathise

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## Take Action:

Revisit your ideal client profile and highlight the words that reflect how your client is feeling right now and use those words in your content.

Now you know who your ideal client is, put yourself in their shoes...

- **Show** (not tell) how you understand their challenge and the impact it has on their lives
- Talk to your ideal client in their language
- Help them see themselves in your message

When your content connects with your ideal client on an emotional level, they will take notice.

Then you can help them take the next step towards contacting you.

# Tip 3: Be helpful

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You've done the research, so you know what your ideal client is struggling with.

And you know how you can help them.

So give them a little bit of what they need, for free!

Show them you're there and demonstrate how you can help them.

When you're consistently helpful, your ideal client will thank you for it. And start to explore how they can get more of your help.

## **Take Action:**

Make time out to work out what simple tips and helpful content you could share with your ideal client.





# Bonus Tip: Get an outside perspective

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The things you do every day to serve your clients, are second nature to you.

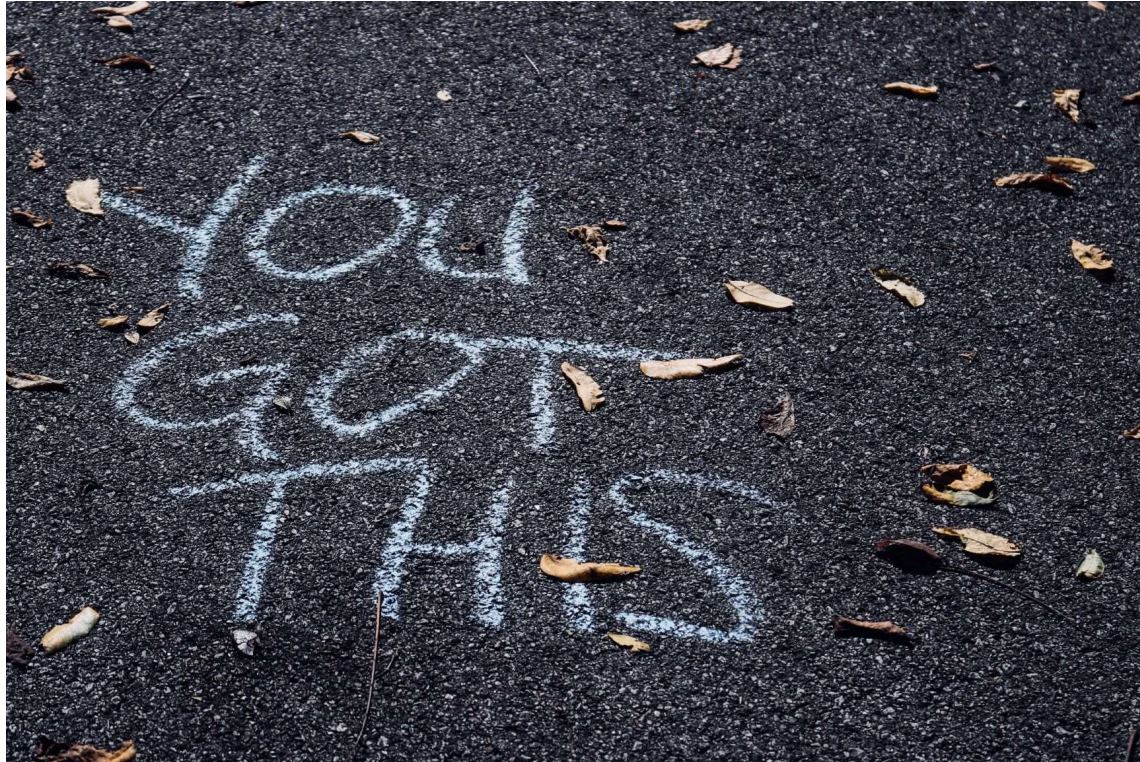


But to your ideal client each of those small things are truly valuable. They are what make you unique.

Talk through what you do and how you do it with someone who doesn't know your business. You'll soon see you have so much more to talk about than you might think!

## **Take Action:**

Ask a business friend to help you look at your business from an outsider's point of view. And make a diary appointment to do it!



Follow these simple tips and you'll soon be creating content that inspires, engages and adds value for your ideal client. They'll start to take notice and seek you out to find out more. And that's when you'll know your marketing content is working!





*Kaye King, Marketing Mentor  
& owner, Quercus Marketing*

I give business owners the tools, the confidence and the know-how to create and manage marketing plans that work for you.

If you'd like to know more about my one to one or group mentoring programmes and workshops, just get in touch.

A conversation costs nothing 😊

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