

CONTENT THAT CONVERTS

What You Need to Know to Write Better Copy

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Can you relate?

You're reading the latest article, blog, or digital newsletter from a company you follow and it feels as though the writer was trying to win an award for the most buzzwords used in a single article?

The content doesn't flow and isn't entertaining because it is saturated with "high and mighty words" like contemporary, future-focused, cutting-edge, innovative, next generation, emerging specialized competencies.... And on and on and on.

Aside from the obvious issues in reading this type of copy, there is a bigger problem. That is, it could describe hundreds of different companies, hundreds of different products, and thousands of different markets.

What then do we do to stand out?

The answer may surprise you. Uniqueness and quality of content are not found in complicated phrases and buzzwords; instead they are found in storytelling. In other words, don't tell your readers who you are, tell them why you matter to their life.

Tell them a story that only you know; one that only you can tell. We do this because there will always be bigger companies, cheaper products and services, competition – but you are the only one who can see your industry from your field of vision. Who else can tell a story about your product or service that is unique to you? No one. You can reach your customers differently if you tell them your story.

Where Do I Begin?

The following is a list of fundamental questions to ask yourself when starting to craft your story:

1. What do I consider exciting that others may feel is simply commonplace?
2. What is the feeling I have about my business, my industry, my customers?
3. How do I show and not tell my customer this story?
4. What is unique about my business?
5. What stands out or could be interesting about the founder or how my business was started?
6. What inspired the founder to start the business?
7. What breakthrough moments have been involved with my business thus far?
8. What problems are we trying to solve with our product/service?
9. How has my business evolved from its infancy?
10. How will my product/service/company change the world?

Point 10 is the most important. Without a belief that you're going to change the world – even in a small way, you lack content that converts.

Think of the smallest inventions. How do they impact your life each day?

From the paperclip to massive water filtrations systems, every product, every service, every company must get very clear on the answer to this question. Out of it, flows all your content.

Once you are clear on the answers to the fundamental questions of your business content strategy, it's time to learn how to shape the narrative to align with your strategic goals.

The following 5 tips will help you:

1. We're all Human

Even if your company is B2B, focus on how the product or service impacts the lives of real people. Try to add enough detail to be relatable, but not so much detail that you become irrelevant to the masses.

2. Be Honest

Truth must be the foundation of anything you create. Write in terms of how your business will add value to the lives of your customers. Use real situations, facts, emotions, and people.

3. Originality is the Key

Originality doesn't necessarily mean new. Is there really anything new under the sun? No. Is there a story that can't be traced back to another story somehow? No. However, as we mentioned before, it is you that brings originality to the product or service. Find the voice and vision of your company, so much so that if your logo was covered up from your blog, website, or marketing material, your company would still be identifiable.

4. It's Not About You

Although your story is about you, it should always be told in the context of what it means in the customer's life. The best content always involves the life of your customer above all else. No matter what you're selling, focus on the impact it will have on the lives of those you're selling to.

5. Strategy Wins

I've always been a writer. My entire life I've written stories about anything or anyone with ease.

I've also, however, been an entrepreneur; so in my early 20's I purchased two existing businesses and began writing our social media, emails, newsletters, brochures, blogs – you name it, I wrote it.

In the end, you know what happened? It got me nearly zero ROI. It wasn't until I sold one business and closed the other that I pursued my diploma in copywriting. That's when I realized that although I was a great storyteller, I had no business strategy behind my content.

Good content without a strategy doesn't return sales. Decide how your story is going to compel your customer to purchase from your company.

This can be done by expressing how your business treats their employees, the employees of the manufacturer making your product, how it helps employ thousands, saves the environment etc. You get the idea. Tell your story in a way that compels and directs potential customers to choose you over the other guy.

In the end, get great at strategic story telling and you'll have content that converts!