



# 9


## Tips for Easier, Better Content Marketing



Kyle Gray  
James Schramko





A person is seen from the side, sitting at a wooden desk and working on a silver laptop. The desk is cluttered with a small potted plant, a pen holder, and a glass vase. The background shows a bright window and a white chair. An orange text box is overlaid on the image.

**Content creation is challenging, but it needn't be painful. There are ways by which you can create content with less effort, while also improving its quality and effectiveness.**



### 1. Have a concept register

Ideas and inspiration don't always come to us when we're ready to use them. Take note of ideas as they occur to you. Ask yourself as well, "What stories do I already have at my disposal that could be interesting for someone else?" Jot them down and keep them someplace you can access them when you're in need of material.





## 2. Write by talking

You may find that verbal expression comes easier to you than typing. If such is the case, find a good recorder and a quiet place where you can talk out your ideas and record them. Afterwards, you can have the audio transcribed and edited for better clarity and readability. (A good transcription service is [Trint.com](https://trint.com))



## 3. Repurpose valuable content

Sometimes you may find content is just too good to use only once. If you've ever done an interview for someone else's show, consider extracting your side of the discussion into a series of bullets. These can be used as a base for a video, a podcast episode, or an article for your own blog. Much easier than coming up with something from scratch.



A close-up, slightly blurred photograph of a computer screen. The text "Add New Post" is clearly visible in a large, black, sans-serif font. In the background, other text like "Marketing Research" and "Dashboard" is faintly visible.

## 4. Have a content strategy

Create a strategy by asking things like, what is the mission of your blog? How is someone going to come away with more value? How do you want to help people or make an impact on the world/your industry/a certain problem?

Importantly, write your strategy down. This will serve as a guide for you, your team, and whoever else will be involved in the creation of your content. When bright shiny things come along, you'll have your strategy to keep you consistent.



## 5. Have a style guide

In the big scheme of things, you might not think it matters what size your headers are or whether they all use sentence or camel case. Consistency, however, builds trust, and so a style guide is important. It is needed if you work with guest writers, freelancers or even a regular team of writers. When you have a look you're happy with, document it and share it with whoever does your content.



## 6. Be human

Good content doesn't require you to spill your guts all over the web page. It helps engagement, though, to be a little bit vulnerable, to not be too perfect and polished. Your audience has struggles and flaws, and when they realize you do too, it's easier to connect. So share your experiences and foibles where it's relevant.



## 7. Don't make it all about you

Look at your content as an opportunity to collaborate with new people. Instead of talking solely about yourself and your business and products, do some research. Who are the thought leaders in your field? Not just competitors, but people doing something parallel to what you do. Mention them in your post, link to their blog, mention interactions you've had with them, if any.

Over time, work on relationships, starting with people you know and slowly moving up the food chain in your niche. This will allow you to start leveraging the brands of others to promote your own. Make sure though that you do it in a way that makes people look good and want to work with you.





## 8. Have empathy

Think always about the value you're creating. Are you trying to improve a situation for people? Are you really making an impact in the long run? Will somebody be able to take your information and apply it to what they're doing and get a result?





## 9. Stay on topic

Think about the ideal customers you trying to reach and come up with "core problems" - problems that aren't necessarily what your business or what your service solves but are problems that the people that you want to speak to have. They should be broad enough that you can write content endlessly about them. They should also be specific enough that if you start talking about them, people know immediately if they have the problem or not.

Example: A business that does WordPress fixes might talk a bit about those fixes, but what they really target are the bootstrapping entrepreneurs who are their most likely site visitors. So they talk about content marketing, business growth decisions, etc. - things that they know those entrepreneurs need answers for.



Grow your  
business faster

with a

 **superfast**business

membership.

**APPLY NOW**