



Instantly
**IMPROVE
YOUR**
CONTENT

A no bullsh*t pain-free guide for
time-strapped professionals

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You've read posts and watched videos telling you how 'critical' content marketing is for everything from generating leads to keeping your best clients longer.

Although creating content isn't difficult, consistently producing compelling, thought-provoking, and valuable content ain't that easy.

If you're like most 'normal' people, you probably sit in front of your screen, fingers hovering over the keyboard, trying to think of where to start.



Well, fear not. I've got you covered. This guide will show you 10 things you can do **today** to instantly improve your content*.

So let's crack on!

***I've added a handy checklist at the end as an aid to future content creation.**

1) HAVE A CLEAR GOAL

Before putting fingers to keyboard you **MUST** have a clear purpose in mind for your content.

Content for lead generation is very different from brand building content.

If you want to deliver real value, focus your content on a single goal or topic.

5 MINUTES: Write down a single goal or purpose for your content

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2) KNOW WHO YOU'RE CREATING CONTENT FOR

The very best content targets a specific group and addresses their particular needs.

Your job isn't to produce something that's clever or makes you feel good. It's to create something useful and/or valuable to your audience.

Remember, it's all about them not you.

20 MINUTES: Get clear on who you're creating for and the specific need or pain your content will address. Focus on 1 x need per content piece.

3) MAKE A VALUE OR RESULT PROMISE IN THE HEADLINE

"Six Pack Abs in Six Minutes a Day" tells you exactly what to expect.

People are busy. Attention is money. 80% of your audience will only ever read your headline or subject line. They'll decide whether to engage with the rest of your content based on that alone.

The only job of your headline is to get the right people to start reading or watching your content.

30 MINUTES: Write 10 - 20 different headlines (subject lines) for your content that state the value or result your audience can expect.

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4) ENSURE YOUR CONTENT REFLECTS YOUR BRAND

You want your content to be different and make an impact. But it still needs to be aligned with your brand and values...

Otherwise you'll just attract the wrong people.

20 MINUTES: Check your brand guidelines if you have them. If not, look at your other marketing and brand pieces to ensure your content is consistent.

5) STAND OUT FROM THE CROWD

Producing content that's the same as everyone else in your sector isn't a winning strategy. You need to find ways to stand out.

Maybe you've got a different view on key topics or can produce more and better quality content.

Whatever it is, find something that makes you different...

BUT, it needs to be something your audience cares about. No point being different if no one cares!

60 MINUTES: Pick 3-5 competitors and look at their content. Look for patterns and commonalities. How can you be different and better?

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6) BACK UP ARGUMENTS WITH DATA

It doesn't matter if people disagree with you. Just make sure you've got data to back up your point of view. Then they can say whatever the hell they like!

30 MINUTES: Check your content for any key statements or assertions. Do a quick search online or from your own business to find data to support them.

7) WRITE LIKE A HUMAN

For the love of Douglas Adams, please write and speak like a normal functioning human having a conversation with another normal human!

Use contractions, common speech, and easy-to-understand jargon-free language.

Apart from government institutions, academics, banks and lawyers, no one says "you are" in real life.

30 MINUTES: Use the final draft of your content to check, edit and 'humanise' it before publishing.

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8) READ ALOUD BEFORE PUBLISHING

Before hitting 'send', read what you've written out loud.

If it sounds weird, unnatural, or just doesn't make sense, chances are it will sound the same to your audience.

Assume your audience is new to your sector and avoid any jargon or industry speak.

5-20 MINUTES (Depending on length): Read your content out loud.

9) CONSISTENCY AND QUALITY FOR THE WIN

Quality content is the goal, but to really win you've got to be consistent.

Aim to deliver valuable, actionable, quality content regularly.

Decide what regular means for you; daily, weekly, bi-weekly...

But aim for at least one piece of quality content per week to start with. For social posts, aim for twice a week at a minimum.

5 MINUTES: On your daily task list add the content you intend to draft or deliver that day.

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10) TELL THEM WHAT TO DO NEXT

Whether reader or viewer, you must tell your audience what to do once they've engaged with your content.

Should they contact you? How? Is there some other action they should take to get the most out of what you've created?

Whatever it is you want them to do make it clear by telling them exactly what to do next.

Don't leave it to them to decide or guess, or they'll end up doing nothing.

5 MINUTES: Check you have a clear call to action (CTA) at the end of your content. If it's not clear what they should do next, tell them!

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Following these simple guidelines won't turn you into a Hemmingway. But they do provide a framework to creating content that will stand out and be valued by your audience.

I've kept this guide short because I know you're busy. In the event that you'd like to dig into this content creation stuff a bit more, just click this link: **[Book me](#)** and set up a quick call with me on a day and time that suits you.

To your success,
Richard

Instantly Improve Your Content CHECKLIST

- Have a clear goal**
(5 Minutes)
- Know who you're creating content for**
(20 Minutes)
- Make a value or result promise in the headline**
(30 Minutes)
- Ensure your content reflects your brand**
(20 Minutes)
- Stand out from the crowd**
(60 Minutes)
- Back up arguments with data**
(30 Minutes)
- Write like a human**
(30 Minutes)
- Read aloud before publishing**
(5-20 Minutes)
- Consistency and quality for the win**
(5 Minutes)
- Tell them what to do next**
(5 Minutes)