

Quick Tips to Power Up Content Creation

5 Greenelines tips to power up content creation:

1. Who are you trying help (BE DETAILED) and how will this content solve the problem they have? Keep their pictures on your desk as you write to them.
2. Review your most recent content and circle all the places where you called out their need and your solution. Write TO them and not ABOUT you.
3. People are path-driven. Does your content show them the way from here to there? (Current state vs. the desired state.)
4. Tie your brand to the path. How will you help your ideal customers down the path, through the woods and to their desired outcome? (Think Dave Ramsey.)
5. Tell a story of how you guided someone from here to there. Did you use your own tools? (It's OK to tell your own story.)

I know this list of tips opens up more questions than answers. But this is the core of your message and system. Everything you do later in marketing launches from this starting point.

If you need a coach to review and help you improve your content and system, drop me a quick email at @ and tell me about you.

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