

5 Tips for Creating Content Magic

No, you can't simply wave your magic wand and POOF - the perfect piece of content appears (it sure would be nice if it worked that way, though). But there are some things you can do to ensure your content achieves what you want it to - engage and inform your target market. So before you embark on your next content journey, keep in mind the following 5 tips for creating content magic (wand is optional).

- 1. Know who you are writing to.** Each piece of content should be created for one person or persona, and only one. Why? Because you want to speak to *them* about *their* issues and concerns and let them know you understand the challenges they are facing. If you have more than one target market segment and try to write to all of them at once, you end up muddying the message. After all, you can't be all things to all people. Focus on one.
- 2. Know what you want your content to do.** Before you start writing, understand the purpose of your content. What is its intent? What do you want the reader to do as a result of the content? Make sure you not only understand this but also tell them with a clear call to action.
- 3. Keep it about them.** This might hurt a bit but you need to hear it: your reader doesn't care about you. They don't care about how long you've been in business or about how many awards you've won from various business publications. What they do care about is that you understand their pain points and how you've helped others in their situation. Show them you understand their challenges. Empathize
- 4. Don't under-estimate the power of a headline (or subject line on an email).** They will compel the reader to read what you have to say...or not. You need a good hook at the get-go, otherwise you may lose them.

Here's a headline hack: write the headline after you've written the piece, whatever it is. And don't just write one; jot down at least five ideas for the headline. Then, step away and don't think too hard about it. Take a nice break and when you're ready, go back to the piece and evaluate each headline. By that time, there should be one or two front-runners.

- 5. Never make your reader work.** Remember, we have short attention spans and we tend to scan so keeping your content scannable will help you in the end. This means keeping the paragraphs short and using lots of white space. It also means making it easy for your reader to take the next step (with a clear CTA) or get in touch with you.

Sprinkle these tips throughout your next piece of content and watch the magic happen! Need more ideas or help? Feel free to reach out at wendy@incrediblecontent.net.