



BLOG BUILDER

HOW TO GET YOUR MESSAGE
ACROSS WITHOUT SOUNDING
LIKE EVERYONE ELSE!



Blog Builder	Name:	DATE: / /
<p>These questions are designed to find your “Beat the Market” strategy, so when you write a blog for your directory listing, you won’t sound like every other business out there... Choose the answers to ONE of these questions to build your blog around.</p>		
<p>1. What are the top 2-3 questions a customer should ask before they decide on buying what you sell?</p>		
<p>2. How do you tell the difference between high quality and low quality in your line of work?</p>		
<p>3. How would a customer tell the difference between someone with good service vs someone with not-so-good service in your industry?</p>		
<p>4. Do you have a story of a bad customer experience and what in your opinion could have avoided it?</p>		
<p>5. How do other people in your industry get customers to overspend on things that in your opinion are not really essential?</p>		
<p>Select a headline below that fits the best answer to the above questions: (Remember using a “number” in your headline followed by a list is a simple and effective way to make a start)</p>		
<p>“10 Quick Questions To Ask Your <person in your industry> Before You Buy A <what you sell>”</p>		
<p>“How To Buy <what you sell> Using This Simple 6 Point Checklist”</p>		
<p>“Top 10 Mistakes Made By People Buying A <what you sell> And How to Avoid Them All”</p>		
<p>“Does Your <Current Supplier> Comply With These <7> Points... How Many Are You Missing Out On”</p>		
<p>“5 Critical Qualities To Demand From Your <Supplier>... Does Yours Do These?”</p>		
<p>Final Question... What would you say is the #1 objective of your marketing?</p>		
<p>E.g. to Grow; or get more 'A' Grade customers etc...</p>		
<p>Next Steps</p>		
<p>1. Decide on best angle. 2. Write up the Blog Template.</p>		<p>Your “Beat the Market” Strategy: Price Service Quality Required follow up to complete: Copywriter Graphics Other</p>

BLOG TEMPLATE

The objective of your blog is to educate people with a bit of “inside information” about your industry. By doing this you’ll also be able to talk about your “Beat the Market” strategy. This means people will be able to see that there’s more to what you do than what might be obvious. Build your blog using the following template...

1. **Headline: Write in the headline below that is the best fit...**

2. **Numbers: Write them down the page and fill in relevant detail to match your headline...**

3. **Offer: Come up with an offer to pitch once your target market has been educated by your checklist...**

Examples:

- Price off
- Free something
- Limited time offer
- Etc

4. **Call to Action: For more details what should they do to receive offer...**

Examples:

- Call your mobile to get <offer>
- Email you with a subject line to receive <offer>
- Visit your website a click <offer>
- Etc

5. **Image: Decide on best image to communicate with your target...**

Examples:

- Happy customer (if your angle is how to get etc)
- Unhappy customer (if your angle is about avoiding mistakes)
- Image of your product/service
- Image of a poor quality product/service
- Etc

What will you use:

Notes: