

Content for Coaches and Consultants

World's #1 Source of Articles for the Leadership Coaching and Consulting Industry

with Patsi Krakoff, Psy.D.

Shortcuts to Content: 10 Questions Before You Write a Single Word of your Content

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If you've ever struggled with writing or been confused by online marketing... if you've ever run out of time to research and write quality content...or neglected your blog... If you've ever longed for a reliable, affordable way to attract ideal clients, then you've come to the right place.

Content Matters!

There's no question that staying in touch with past, present and future clients by providing quality information is an essential marketing tactic. It doesn't matter if you're publishing a print newsletter, electronic ezine, a blog, or white papers. When you send out regular content consisting of valuable information people can use to make their work lives easier, faster, and smarter, readers remember you and will call you when they need services.

Here's How Content Marketing Works

It works according to the Law of Reciprocity. You provide quality information and your prospects remember you when it comes time to find a consultant or hire a coach.

Get Found, Get Known, and Get Clients!

Your content should focus on communicating the unique solutions you have for solving the problems your clients' experience.

If you're serious about getting found, getting known and getting clients, you'll need to publish frequent quality content that showcases your knowledge, expertise, and credibility as a thought leader.

Yes, it's work and time, but you may as well get started now. You want your content to reflect the quality of your professional services. You want it to attract people to you so they will eventually hire you.

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How many times do you read a great blog and have questions about what it's actually offering? This happens on blogs of thought leaders where there's a focus on quality information and not much in the way of call to action. **Good content includes calls to action and answers questions.**

The reality is that often information currently out there is difficult to navigate — having a strategy that answers readers' questions wins because it makes consumers' lives easier.

Ultimately, we know content marketing succeeds because it helps people. Your business will succeed when you focus your web content strategy on anticipating questions people need help with the most.

There is power in having a content strategy by **answering the questions your readers most need to know.**

You can't do it alone. There are a multitude of experts available to help you with each step of the process, including the writing, editing, formatting, design, distribution, database management, publicity and marketing.

We are a team of experts who can take you from start to finish. Our expertise is in **writing quality leadership content**, and we ghost write for several highly successful coaches and consultants.

What we've learned is that clarifying the topic and keeping that in mind as you write is critical. To do this, we offer you this questionnaire as a pre-step to complete before you write a single word.

Take some time to write your answers to each question. Get some input from others.

Never forget to focus on the needs of your readers. Help solve their problems and they'll want to read more of what you say. Use your experience and leadership stories to make your content come alive with authenticity and real-world emotions.

Here's to your successful journey to publishing quality content!

The Team at Content for Coaches

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10 Questions to Ask Yourself Before You Write a Single Word of Your Content

1. Do you have a current marketing strategy? If so, what are your goals and expectations? Why?
2. What are your goals and expectations for your content?
3. What topics would you like to focus on? (What are your areas of expertise?)
4. Who are your targeted readers for this? (Describe them in detail, including what drives them to make decisions.)
5. What primary prospect/client problem, pain or need will you be focusing on?
6. What is your mission or personal positioning statement? (Describe your core philosophy in a sentence or paragraph)
7. What are the key benefits of your ideas/concepts/solutions? (What's in it for the reader? What benefits would the reader/targeted client/prospect get from hiring you? What proof do you have for your stated results? (statistics, quotes, testimonials, arguments?))
8. What are the disadvantages for a company or client who does not follow what you say? What is it costing them to not take the action you want them to take?
9. How will readers receive your content? Will you post to a blog, include in a newsletter, send via email, etc.? What tools do you have in place to deliver the content? (i.e. database, signup form, shopping cart, newsletter template, website, blog platform, SEO tool, etc.)
10. What research resources do you have in place? (i.e. journals, periodicals, publications, websites, blogs, etc.)

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About ContentforCoaches.com:



Dr. Patsi Krakoff is founder of Content for Coaches and Consultants and was the Co-founder of The Blog Squad. As a doctor of psychology, she's been writing executive coaches' newsletters and blogs for over 15 years.

As a Ford National Journalism Scholarship Winner, she has been writing non-fiction for over 40 years. During the last 15 years, Patsi has been ghost writing leadership topics for executive coaches and consultants. Patsi has expertise in blog writing, content marketing, book creation, and writing on the web (www.WritingontheWeb.com). She is also certified as a business coach.



Glenn Dugan is a leadership consultant, trainer and coach, addressing the human-capital challenges of running organizations. He also has successfully led people and managed projects for nearly four decades, at large and small companies, up through the executive level.

This affords him multiple perspectives on commerce and people. Through insight and discernment forged from challenges and rewards in organizational life, Glenn offers a fresh and powerful contribution to content aimed at coaches and consultants. He is passionate about adding value to the people in leadership roles, and those who coach,

advise or train them.

Having good content is crucial. Research, writing, formatting and distribution tasks are time-consuming and energy draining – but necessary – for creating quality content.

Executive coach and leadership content is a little different than most small businesses. You're not selling widgets or apps; you're selling the quality of your professional credibility and expertise.

You're selling YOU. You want to establish yourself as a thought leader, with a unique message designed to serve people and better the world.

If you're wondering the best way to create quality leadership content, give us a call and let's have a conversation.

The Team at Content for Coaches