

## How to create a simple (but effective) content strategy that's impossible to execute alone

1. Use demographic profiling to outline a persona who represents your audience
2. Identify where they are on Maslow's Pyramid and what they're concerned about
3. Dive into online forums where they're talking about your product or industry
4. Extract problems, hopes and fears from your research
5. If you already have a mailing list - ask them what they're struggling with
6. Start sorting the topics you discover into defined content categories
7. Visualise the perfect customer journey from landing on one of your new posts, to buying your product or signing up to your newsletter
8. Research your competitors and see how they're addressing these topics (if at all) - the quick way is to use [www.buzzsumo.com](http://www.buzzsumo.com)
9. Draft in a social media expert to design a strategy that supports your onsite content (relationship building, attending events, hosting events, regular engagement, hiring bloggers, and so on)
10. Define a way of measuring the performance of each piece
11. Once you have a year's worth of content in the bank, start identifying how each piece relates to one another
12. Are there any opportunities to collate content into more comprehensive guides? Time to get a designer on-board who can repurpose your existing assets

*Be authentic. Use empathy. Stay curious. And always remember to enjoy the journey.*

## The Pain. Agitate. Solve. Formula (and Maslow's Pyramid)

### Identify your reader's problem/desire

*"Let's not sugar coat anything here – blogging is hard work."*

### Agitate the problem

*"And if you truly do want to start a fashion blog you are entering a niche that is so crowded and cramped you will struggle to even find room to breathe."*

*The same goes for blogs about blogging, travel blogs, music blogs, sport blogs and probably sexy ones.*

*The competition and the noise is endless."*

### Solve the problem

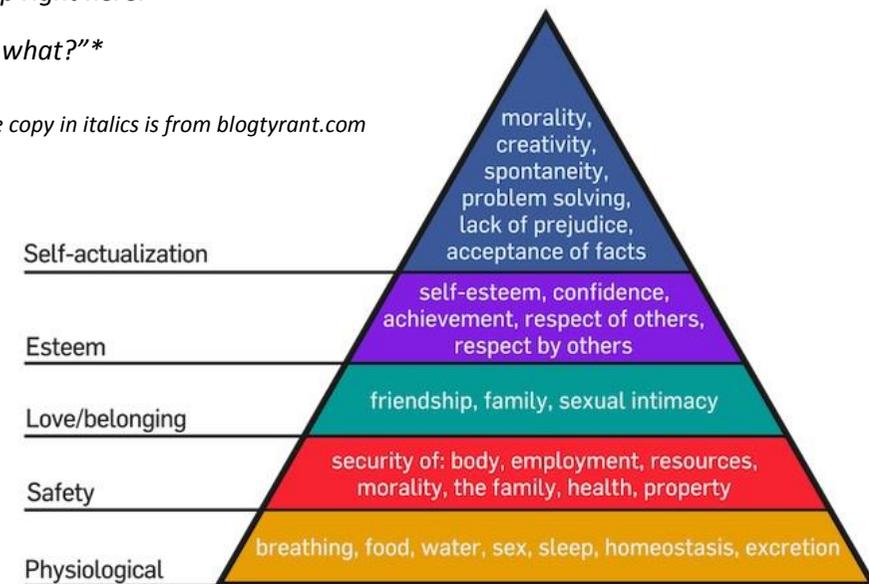
*"But there is good news and that is that 95% of those blogs really suck."*

*I mean they REALLY suck.*

*This leaves you with an opportunity to do something amazing and awesome and special but, you need some guts. You are going to have to make this work by being smart and different. If you're not prepared to do that then you may as well stop right here.*

*So now what?"\**

*\*Example copy in italics is from [blogtyrant.com](http://blogtyrant.com)*



## How to write a blog post that people will actually read (and probably share)

1. Picture your audience as one single person who fits your demographic (it helps if it's somebody you know)
2. Write as though you're talking to that person (and only that person) ... but imagine your blog already has an audience of millions
3. Refer to the reader as 'you' and yourself as 'I'
4. Use sensory language as much as possible (sight, sound, touch, taste, smell)
5. Be specific in your headline - then be even more specific in its promise
6. Use the pain, agitate, solve formula to introduce your piece (not every time)
7. Write like you talk ... if you could edit what you say
8. Use specific subheads
9. Limit your paragraphs to a 3-line maximum
10. Don't be afraid of 1 or 2-line paragraphs (maybe even 1 or 2-word)
11. Delete your first paragraph (you'll thank me later)
12. Encourage the reader to engage by sharing their thoughts in a comment
13. Make a coffee and read it out loud
14. Make sure the piece fulfils on your headline's promise
15. Remove or edit any lines that you had to read twice to understand
16. Remove or edit any words that you wouldn't normally say in real life

*Be authentic. Use empathy. Stay curious. And always remember to enjoy the journey.*

## How to create authentic content about a vineyard you've never been to

1. Be honest in all of the following steps (to others and yourself)
2. Research the vineyard online
3. Call the vineyard
4. Speak to anybody at the vineyard who is willing to cooperate  
*It doesn't need to be the owner. The workers often know much more useful insights anyway. Nobody usually asks these people to share their story. They will do.*  
  
*All you need to do is ask politely. And act very interested. Ask for image usage rights while you're on the phone.*
5. If you have the budget, hire a travel writer to visit the vineyard for you
6. Use your interviews, your writer's interviews, your sourced images, your writer's images, your writer's videos and anything else you have gathered, to draft an outline of the piece
7. Write it from an honest point of view - don't pretend you've been there  
*Explain to the reader how you acquired the information. You can even say you plan to go there yourself, and explain what you'd do once you were there ... but only if you genuinely do plan on doing so.*
8. Send it to all parties involved before publishing so they can double check facts
9. Once the piece goes live, thank all those involved for their help and mention them when sharing on social for extra promotion  
  
*It's all genuine. The piece is ethically sound. And extremely valuable by this point. No shame in promoting it like hell.*

**TRAVEL  
MASSIVE**

[www.contentcavern.co.uk](http://www.contentcavern.co.uk)