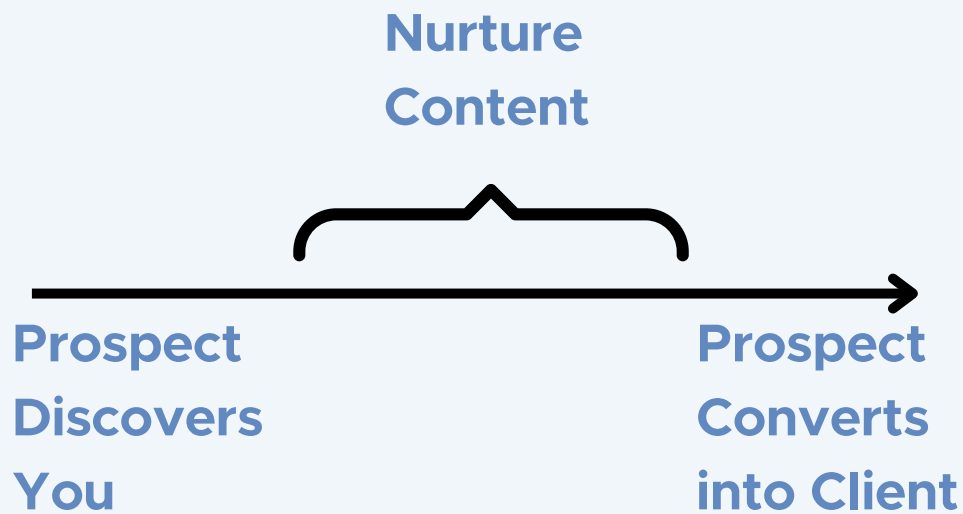


Create Persuasive Nurture Content



by Kay Allen-Carr

Hey, I'm Kay

Thank you for joining me in the Marketing, Money & Mindset Membership!

This workbook accompanies the Create Persuasive Nurture Content to Sell More masterclass.

If you haven't watched that yet, I suggest you go to the vault and watch that fist.

If you have watched it then you know how important it is to create nurture content that helps you stand out.

When your content stands out and resonates with your Ideal Client you'll sell more (and faster).

This workbook is going to help you craft messaging that helps you differentiate yourself!

To your success!



Kay



Bio Comparison Activity

Compare your IG bio copy to your 3 closest competitors.
Does your bio stand out and position you as the best choice
or is it kind of generic?

If it's generic re-write it with at least one key differentiator.

Your Bio	
Competitor #1 Bio	
Competitor #2 Bio	
Competitor #3 Bio	

Content Comparison Activity

1./ Look at your last three Instagram graphics and captions. Aside from possibly including an image of you on the graphic, is there anything else in these posts that differentiates you from your competitors?

Could they easily copy an entire post and caption from you without making any major changes?

If so, it's time to start creating some posts that position you as the best option for your Ideal Client, not just as another option.

You are not just one of many, you are the best of the best. Show that.

2./ Re-read the last email you sent. Could your competitor easily copy and paste this message and use it as their own? If so, when you write your next email incorporate content that is unique to you.

3./ Take a look at your website. Are there headlines, descriptions, and images that are unique to you and position you as the best option amongst all of your competitors - or do you sound like everyone else in your niche?

Remember, being in a niche is not the same as competitive positioning and competitive differentiation.

Ask yourself if your website copy stands out within your niche. If it doesn't, it's time to update your website copy.

Content That Differentiates You

If you've come to the realization that you need to do a better job at competitive positioning, you need to work on differentiating yourself from the crowd:

1. Pinpoint what you do differently than your competitors.
2. Make sure this is something that your Ideal Client wants.
3. Ensure this element of your program is front and center in your content.

If you can't think of one thing that you do differently or better than your competitors today, then it's time to figure out what you can do to stand out (that also feels in alignment with what you want to offer).

Easy content you can start using right away to differentiate yourself if your offers are very similar to your competitors:

1. Your story if it's relatable to your Ideal Client.
2. Your years of experience or number of clients served.
3. Your client testimonials.
4. Your client success stories.
5. Your personality and ability to relate to your Ideal Client outside of just your niche. This is an easy one that most people leave out.

Personality is huge because we buy from people we like.

For example, one of the reasons I hired one of my business coaches is because she was just as qualified as everyone else I was looking at but she also adopted her dogs from a shelter, and as a rescue volunteer that really resonated with me (even though it had ZERO to do with our work together). The "like" part of know-like-trust is powerful.