



# THE CONTENT METHOD

AB FAB CONTENT



# YOUR MARKETING DOESN'T SUCK-YOUR METHOD DOES!

I have been writing content all of my life. I always have and always will love to write. But I think I really underestimated the importance and power of content till I stumbled across the book: **Youtility**.

In this book, a man named Marcus Sheridan details how he basically lost his pool business overnight when the recession hit in 2008.

In a heartbeat Marcus says his healthy business essentially flatlined and he quickly found himself on the verge of financial ruin. Because let's face it folks: one thing consumers do not do during the worst economic times since the 1930s is think about buying a pool!

Marcus was desperate. He had to find a way to generate more leads and sales without spending lots of money of marketing if his business was going to survive.

Marcus started researching marketing tactics, and here's what he learned:

*"Consumers of all types expect to find answers on the Internet now, and companies that can best provide that information garner trust and sales loyalty. Success flows to organizations that inform. Not organizations that promote."*

Marcus made a plan. He decided to act like a swimming pool consumer instead of swimming pool installer. And, he did two things that changed his company and his life:

#1 He brainstormed every single question he'd ever received from a prospect or customer.

#2 He answered every single one of those questions with its own blog post.



## THE RESULTS WERE TREMENDOUS!

- His website got more visitors.
- Those visitors converted to leads.

And, because those leads were coming in at a highly educated state:

- The length of his sales cycle shrank.
- His win ratio grew.

Marcus found that prospects who visited 30+ pages on his site purchased pools 80% of the time—a huge jump from the 10% industry average! These prospects were self-educating and self-qualifying, arriving ready to work with his company.



## CONTENT MARKETING SAVED THE DAY!

Inspired by Marcus' story, I decided to dive deeper into the impact of content marketing. I came to the conclusion that the traditional marketing I'd been focused on was becoming less and less effective.

Many of the tactics – like advertising and tradeshow – were also very expensive and not a great fit for my startup clients.

I realized that if I was really going to help my customers, I needed to focus on helping them put useful content at the core of all their marketing programs.



# WHAT IS CONTENT MARKETING?

There are many definitions of Content Marketing, but here's one from the Content Marketing Institute that I'd like you to keep in mind:

---

**CONTENT MARKETING IS A STRATEGIC MARKETING APPROACH FOCUSED ON CREATING AND DISTRIBUTING VALUABLE, RELEVANT, AND CONSISTENT CONTENT TO ATTRACT AND RETAIN A CLEARLY DEFINED AUDIENCE – AND, ULTIMATELY, TO DRIVE PROFITABLE CUSTOMER ACTION.**

---

I wish I could say that once I heard Marcus' story and discovered the value of content marketing, it was all smooth sailing from there, but it wasn't!

My clients and I were producing a lot of content but weren't seeing results like Marcus. Why? Because we hadn't fully considered:

- Our buyers
- The journey they take when buying our products
- The type of content they needed throughout their buying journey

We failed to realize that not all content is created equal. We were lacking a **CONTENT METHOD**.

The Content Method is the cure for bad content—it saves time, money, and drives more visitors, leads, and sales.

# THE CONTENT METHOD

01

## DEFINE YOUR IDEAL BUYER PERSONA

Remember when Marcus decided to act like a swimming pool consumer instead of swimming pool installer? When he did so – he got into the mind of his buyers. This is what defining your ideal buyer persona is all about.

02

## UNDERSTAND YOUR BUYER'S JOURNEY

Once you understand who your ideal buyer is, you need to start thinking about the journey your buyer takes when purchasing a product like yours. This isn't as hard at it sounds. Think about the last time you purchased something? Now, think about the process you went through before you actually made that purchase.

03

## MAP CONTENT TO YOUR BUYER'S JOURNEY

One you understand your buyer's journey you can begin to identify content that will support them through it. It's all about offering the right content at the right time.

04

## PLAN A FUNNEL

A funnel is a strategic set of content designed to guide buyers from awareness to purchase. Rather than creating individual assets, organize content into bundles that attract prospects, help them recognize their pain points, introduce potential solutions, and ultimately position your solution as the preferred choice, moving them toward a sale.

05

## CREATE YOUR CONTENT

Act like a swimming pool consumer instead of swimming pool installer! Make sure your content provides answers to your customers' most burning questions and you won't go wrong! Use stories to explain how your product or solution fits into the fabric of a customer's everyday life. TELL - don't SELL!

*Meet  
Maya!*



- 30- to 50-years-old
- College graduate
- Earns \$150k or more
- Stylish
- Action-oriented
- Wants to change jobs or earn a promotion

# #1 DEFINE YOUR IDEAL BUYER PERSONA

Think of your all-time favorite customers, identify what made them ideal, and find common traits among them. Get specific: give this client a name, find a picture that represents them, and explore their demographics, pain points, and personality.

Remember, you may have more than one ideal client profile.



# #2

## THE BUYER'S JOURNEY

Once you understand who your ideal buyer is, you need to start thinking about the journey your buyer takes when purchasing a product like yours. Think about the last time you purchased something? Now, think about the process you went through before you actually made that purchase.

This winter, I bought a pair of boots—something I hadn't actually planned to do! But, I grew up in Florida and I tend to underdress for Colorado winters so I'm always freezing!

An article on “dressing for the weather” struck a chord by stating that, “People who hate winter weather usually don't dress for it. They're the ones wearing flip-flops and shorts when it's 30 degrees out.” GUILTY!

Inspired, I started researching the best snow boots for women, read reviews, asked for recommendations, and eventually made a choice.

My point in sharing this experience is not to bore you to death. I promise. My point is to show you that whether one is buying boots, a car, or a software solution, there is a typical process a buyer goes through!

First – you become **AWARE** of a problem – like I became aware of the fact that I was always cold because I wasn't dressing for the weather.

Then you begin to **CONSIDER** your options – like I did when I googled the best snow boots for women.

Then you make a **DECISION** – like I did when I created a shortlist and made a purchase.

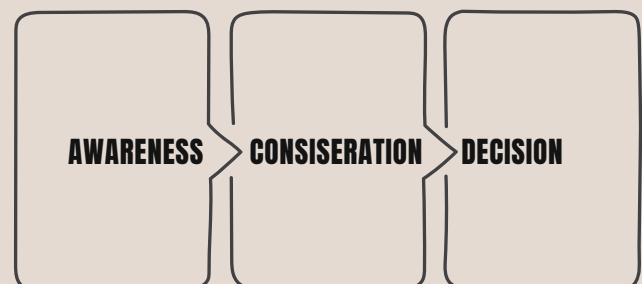
Now... you might be wondering what any of this has to do with your content. Well... my answer is EVERYTHING!

It has EVERYTHING to do with your content because if you want to attract your ideal buyer and pull them through a sales cycle that leads to purchase, you must offer your buyer high quality content tailored to each step of their decision-making process.

#1 You must make them **AWARE** that they have a problem.

#2 You must offer them content that helps them **CONSIDER** solutions.

#3 And, you must offer content that helps them make a final **DECISION** to buy your product.



# #3 MAP CONTENT TO THE BUYER'S JOURNEY

## RIGHT CONTENT, RIGHT TIME

Once you understand your buyer's journey you can begin to identify content that will support them through it.

It's all about offering the right content at the right time.

01

### AWARENESS

Short, easy to read or listen to content that touches at pains at a very high level:

- Infographics
- Blog Posts
- Articles
- Podcasts

02

### CONSIDERATION

These assets dive a little deeper into problems and solutions:

- Annual Reports
- White Papers
- Guides
- Webinars

03

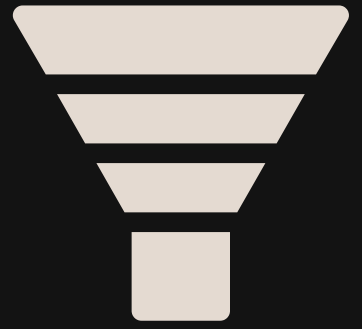
### DECISION

These tools tend to be a bit more product centric and promotional:

- Customer Case Studies
- ROI Tools
- Brochures
- Demos



# # 4 PLAN A FUNNEL



Once you have a few ideas – it's time to plan your first funnel.

**A funnel is essentially a set of content that pulls a buyer in and leads them to the point of making a purchase from you!**

What I'm suggesting is that instead of cranking out one-off assets, you focus on creating bundled content designed to guide prospects smoothly through your funnel.

You want a set of assets that:

- Make buyers aware of their pains
- Make buyers aware of solutions to their pains
- Introduce your solution as the preferred option
- Enable you to close a sale

**Let me give you a quick example of a funnel I could create today...**

**Let's say I realize that every one of you reading this guide would make a GREAT prospect for my business, and I decide I need to rapidly create content that might convince you to work with me!**

**Here's what I might do...**

- Create an infographic highlighting some stats on why you need content marketing
- Create a short video that walks through how the Content Method helps businesses create content that generate sales
- Develop a case study about how the Content Method helped one of my clients grow sales
- Package it all and drip it out to you over the next 6 weeks
- Watch for engagement and reach out to schedule introductory calls

# *#5 Start Creating!*

## **CONTENT TIPS**

**DON'T FORGET TO:**

01

### **ACT LIKE A SWIMMING POOL CONSUMER**

Act like a swimming pool consumer instead of swimming pool installer. Make sure your content provides answers to your customers most burning questions and you can't go wrong!

02

### **TELL - DON'T SELL**

Remember success flows to organizations that inform not organizations that promote. TELL- DON'T SELL!

03

### **USE STORIES**

Stories give your brand context. They explain how your product or solution fits into the fabric of a customer's everyday life. Facts get recorded. Stories get remembered!

04

### **INCLUDE IMAGERY**

Add images and video to your content. People learn differently. Some people learn by seeing, while others learn by hearing. No one learns less by having visual aids!

05

### **ELIMINATE THE FLUFF**

Draft your content. Set it aside. Go back and cut out unnecessary words. Less is more!

# *Thank you* **FOR READING**

**HOPEFULLY YOU'RE READY TO TACKLE CONTENT CREATION ON YOUR OWN, BUT  
IF YOU FEEL LIKE IT'S TIME TO BRING IN A PRO, I'M HERE TO HELP!**

I'M NOELLE ABARELLI, AND FOR MORE THAN 25 YEARS I'VE BEEN TURNING COMPLEX IDEAS INTO POWERFUL STORIES THAT ACTUALLY MOVE THE NEEDLE. I CUT MY TEETH HELPING B2B TECH COMPANIES BOOST THEIR BRAND PRESENCE, ACCELERATE GROWTH, AND STAND OUT IN CROWDED MARKETS. THESE DAYS, I CHANNEL THAT SAME EXPERTISE INTO PARTNERING WITH BUSINESS FOUNDERS, CONSULTANTS, AND NON-PROFIT LEADERS—HELPING THEM TRANSFORM THEIR KNOWLEDGE INTO BOOKS AND CONTENT THAT DOESN'T JUST SIT ON A SHELF, BUT BUILDS AUTHORITY, SPARKS DIFFERENTIATION, AND CREATES LASTING IMPACT.



**NOELLE ABARELLI**  
*STRATEGIC  
GHOSTWRITING  
FOR VISIONARY  
LEADERS*

**[WWW.ABFABCONTENT.COM](http://WWW.ABFABCONTENT.COM)**