

CONTENT MARKETING

Your best
posts are
already
written.

The question I hear most

Small business owners ask
me: what do I even write
about?

The answer is usually
already in your inbox.

Every question is a **post**.

The thing you explain on every first call. The mistake new customers keep making. If one person asked, others are wondering and didn't.

The question they're a little embarrassed to ask.

— The most valuable content
you're not writing yet

The bottom of the slide features three overlapping, wavy, horizontal bands of color. From top to bottom, the colors are a light cream, a medium peach, and a dark burnt orange. These bands curve and flow across the width of the slide, creating a modern, abstract design element.

Start a note on your phone today

Every time a customer asks you something, write it down in their words. By the end of the month you'll have more to write about than time to write it.

CONTENT MARKETING

Answer one a week

Write it the way you'd answer it if they were sitting across the table from you. **That's the post.**

What's the
question
you answer
most often?

COMMENT BELOW