



**HOW ARE YOU LEVERAGING THE VALUABLE  
KNOWLEDGE YOU POSSESS?**

[WWW.GISELLEHUDSON.COM](http://WWW.GISELLEHUDSON.COM)



# DISCUSSION POINTS

---

## THE TOPICS



- **The 3 Biggest Mistakes most Service-Based Businesses make with Content Marketing**
- **This One Strategy Allows you to Capture more Leads from your Content**
- **How to Get your Content in Front of your Best Prospects**
- **How to Systematically Turn Leads into Clients**



I believe that the way to build your business, attract more valuable leads, and convert those leads into customers is to leverage and use content marketing, especially if you don't have a huge team or deep pockets to spend on paid marketing or advertising.

---

**I AM GISELLE HUDSON - CLARITY  
STRATEGIST, CONSULTANT & COACH**





# THE 3 BIG MISTAKES

---

**You don't have a strategy**

**You don't promote your content**

**You get stuck in the content friend  
zone**





## THE 3 BIG MISTAKES

---

### **YOU DON'T HAVE A STRATEGY**

Producing content without a strategy or plan is  
NOT content marketing

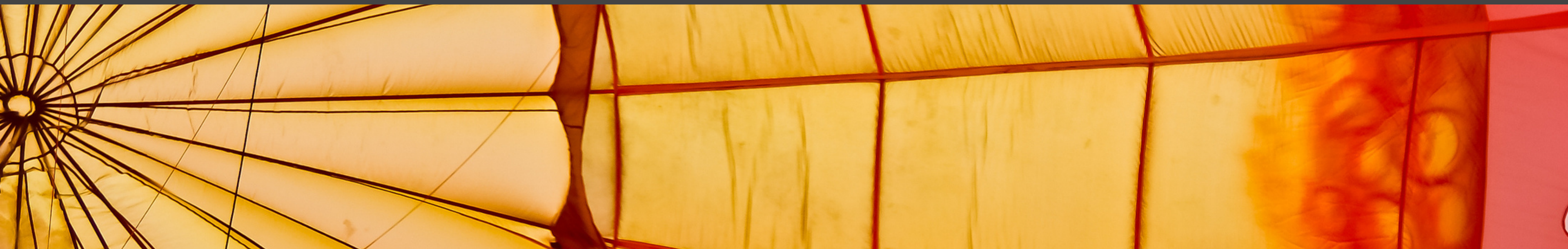




Content marketing is strategic. It's a system that includes your goals, tactics, and the metrics you'll use to measure the strategy's performance.

Each article (or video, infographic, or whatever you create) **needs to fit into a bigger purpose**. With a clear strategy, you can multiply the value of each piece of content (e.g. leads, views, subscribers) to double or triple its effectiveness.

---





# THE 3 BIG MISTAKES

---

## **YOU DON'T PROMOTE YOUR CONTENT**

Publishing is just the beginning. Content must be promoted. Of course you know that. It's marketing 101. But do you do it?





Your content should be emailed to subscribers,  
posted on social media and optimized for search  
traffic.

---





## THE 3 BIG MISTAKES

---

### **YOU GET STUCK IN THE CONTENT FRIEND ZONE**

This happens when companies spend an inordinate amount of time and resources educating their readers, but little or no time motivating them.





You see, most people aren't willing to buy from you right away. They enjoy your content, but aren't ready to give you money yet. They've put you in the friend zone, unwilling to give you a date. You must nurture your prospects over time by educating and training them while gently motivating them to take action. If you carefully balance education and motivation, they'll come straight to you when they're ready to buy. But if you get stuck endlessly educating, you'll have given your best content away with nothing to show for it.

---







**YOUR WEBSITE HAS  
THE POTENTIAL TO  
BE YOUR BEST  
SALESPERSON**

---



Sadly, many businesses invest tons of money in a website that they think will generate sales for them, only to be disappointed when they drive traffic to it and get zero leads.

---





With a solid content strategy, your website can guide prospects through your funnel. However, no ONE piece of content can appeal to ALL YOUR prospects at every stage of their buying journey.

---



## WEBSITE VISITORS

Google, Facebook, Twitter, LinkedIn, Email, Direct Traffic, etc.



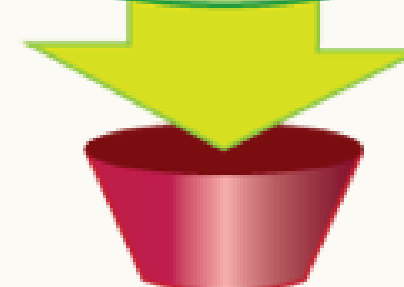
### TOP OF THE FUNNEL:

- ☐ **Attract visitors** to your site through blogging, Google searches, social media, etc.
- ☐ **Offer valuable content** such as whitepapers, ebooks, checklists, etc. in exchange for their contact info
- ☐ Use creative **call-to-action** graphics that link to **landing pages** to increase conversions



### MIDDLE OF THE FUNNEL:

- ☐ Offer to leads who have already downloaded your top of the funnel content to **move them closer to becoming a customer**
- ☐ This content centers around **why they should choose you** — and can include case studies, testimonials, webinars, live demos, free trials, etc.



### BOTTOM OF THE FUNNEL:

- ☐ Offer to leads as **part of your lead nurturing sequence** of emails, middle of the funnel landing pages and by direct outreach from your sales team.
- ☐ This content is a more **direct approach aimed at qualified leads** — and can include free consultations and assessments, special discounts and promotions, live demonstrations, free trials, etc.

\$\$\$\$\$  
**BOTTOM**



# THE ONE STRATEGY THAT ALLOWS YOU TO CAPTURE MORE LEADS FROM YOUR CONTENT

---

GET TO KNOW THE PEOPLE YOU  
WANT TO BUY AND USE YOUR  
SERVICE

You expect it to capture leads, build an audience, increase authority in your industry, and ultimately lead to sales, right? Each of those goals have one thing in common: They require building an email list.

## Why is email so important?

Email is the only marketing channel you own. **You don't own your Facebook, Twitter or LinkedIn followers, and Google controls your organic/paid traffic.**

Not to mention, email still outperforms every other channel. The average email open rate for all industries, according to GetResponse, is 21.73%. On Twitter and Facebook, your organic reach is less than 2%.

---

**LET'S TALK ABOUT THE MOST EFFECTIVE WAY TO TURN WEBSITE VISITORS INTO EMAIL SUBSCRIBERS AND ULTIMATELY INTO QUALIFIED LEADS:**

### **The content upgrade.**

A content upgrade is bonus content directly related to an article on your website. Instead of using the same ebook or lead magnet at the end of every post, a content upgrade is created specifically for that article. It's easy to consume, valuable and actionable.



**Content upgrades have better opt-in rates than other types of lead magnets** because of their relevancy. If your visitor enjoys the topic they're reading, the content upgrade in the post is the next logical step for them to take.

**Example:** Your post might be about LinkedIn Strategies for finding prospects, and the content upgrade could be for a LinkedIn Personal Branding Blueprint Checklist.

# HOW TO PROMOTE YOUR CONTENT

---

*THERE ARE TWO METHODS:  
**DISTRIBUTION AND OUTREACH***

# DISTRIBUTION

---

- Emailing your list with your new content.
- Share your new content through your social media profiles
- Republish on LinkedIn and Medium
- Include social sharing buttons on every page and "tweet this" links within the content.
- Interlinking other related posts on your site to your new content



# OUTREACH

---

- Identify an authoritative person in your industry and ask them to share your content.
- Citing influencers in the content, then ask them to share once you've published. (If you speak about them positively, they should have no problem sharing for you.)
- Posting your article with a helpful comment to a related community, forum, or Q&A website.

# OUTREACH

---

- Asking an influencer to contribute to your content before you make it.
- Paying to boost your content to target audiences on Facebook, LinkedIn or Twitter.
- Using your content to build custom retargeting audiences you market to in the future.

# OUTREACH

---

Don't forget to promote your content internally as well. By making your team aware of a new piece of content, you can turn them into thought leaders, multiplying your company's reach.



# EMAIL SEQUENCING

*HOW TO SYSTEMATICALLY TURN LEADS INTO CLIENTS.*

***USE THE FOLLOWING SEQUENCE FOR YOUR SERVICE BUSINESS:***

Day 1: Welcome email –  
"Thanks for signing up,  
here's what you can  
expect..."

Day 2: First lesson – State  
the problem and  
identify the challenges  
or mistakes your reader  
might be facing.

Day 3: Second lesson –  
Teach them a new way of  
thinking or paradigm  
shift. Give them  
something they can use  
for a quick win.

# EMAIL SEQUENCING

*HOW TO SYSTEMATICALLY TURN LEADS INTO CLIENTS.*

***USE THE FOLLOWING SEQUENCE FOR YOUR SERVICE BUSINESS:***

Day 4: Third lesson –  
Recommend tools,  
strategies, downloadable  
templates, or other assets  
to help them take action  
today.

Day 5: Fourth lesson –  
Provide a case study of  
someone who used  
your product/service  
and had a great result.

Day 6: Proof and call to  
action – Give them a  
testimonial or evidence of  
your abilities/success.  
Include a way for them to  
take action (and make a  
special offer if you'd like).

WORDS OF WISDOM

---

**THE BEST MARKETING DOESN'T  
FEEL LIKE MARKETING.**

Tom Fishburne



I want to meet you where you are and help you in the areas you need it the most!

Often we jump to solutions before really understanding where we are and what we really need.

Let's organize the best time for us to have a chat to determine what's best for you RIGHT NOW.

[Click here to start the process.](#)

