

How to Create Content that Attracts Your Ideal Clients

Are you considering creating a blog, podcast or youtube channel for your business but have no idea how to structure content so it attracts your ideal clients?

Today, I'm going to share with you 6 questions you need to ask before you create any piece of content for your blog, podcast or youtube channel.

Before I dive into the 6 questions, I want to let you know that this episode comes with a fillable fun sheet designed to help you create better content for your business. All you have to do is go to the blog post at bit.ly/bemotivated006freebie and fill out your name and email address in the opt-in form on the blog to receive fun sheet in your inbox.

Q: What problem are you providing a solution for with your content?

Q: How does this problem make your reader or ideal client feel?

Q: What would this mean to them if they solved this problem? How would their life change as a result of putting your content into action?

First, three questions should be answered in your opening paragraph.

Q: What message do you want to leave your reader or ideal client with? The one thing they need to leave your content knowing. The heart of your message.

Q: What is your solution? The steps required to achieve the desired result. Make it simple. It's not possible to share everything, so stick to what is important.

Q: What examples can you share of how you solved this problem or a similar problem in your life? Use real life examples to show the power of your tips in action

So, those are the 6 questions you need to ask yourself in order to create better content. After you create your content, go back and double check whether you deliver on your promises before you edit and share it with your tribe.

Do you desire to create content for your business that attracts your ideal clients with ease? If so, I want to encourage you to answer these 6 questions every time you create content, this will make sure you are creating with purpose and with your ideal client in mind. Remember, to subscribe and download the fun sheet designed to make this process a little easier. Go to my blog at bit.ly/bemotivated006freebie for access.

If you would like to learn how I can help you figure out which passions you really want to pursue and build your dream business then I would love to invite to check out my work with me page.

<http://www.ameliahay.co.uk/work-with-me/>