



The  
Concierge Academy™



## Creating “Killer Content” AKA: Long Form Content.

**What are the benefits of investing the time into creating Long Form Content:**

- Google wants to provide it's searchers good quality relevant information and content (1500-3000 words is best for this)
- If your article is written in a way that flows easily and is engaging, giving quality information, readers will STAY longer on your site (you can crosscheck this in your analytics).
- Longer time on YOUR site = increased engagement = increased curiosity

**How LONG should your post/content really be?** There's a place for short - medium - and long content and it all depends on your intention for that post...

- ✓ Do you want more comments on your blog? Then about 300 - 325 is a good length.
- ✓ Do you want more social shares? Then 500 - 1250 is a good length.
- ✓ Do you want to get more ***Google juice***? 1500 - 3000 words is a great length.



If you have been creating content for a long time, the way to create “Killer Content” without making you crazy is to PULL relevant content you have already created that has a theme attached:

- 10 short articles that are related = killer content
- 2 – 3 related medium articles = killer content

What types of content can you create? Many people when they start out are afraid of WHAT to write about. Do NOT make this overwhelmingly difficult for yourself. (You WILL improve the more you do it).

### **To be successful at this, let’s talk about topics and frequency!**

How often will you commit to creating CONTENT to educate and attract potential clients to your services and what you have to offer?

---

---

---

---

---

---

---



**Below are some Conversation Starters you can use to spark a “conversation” amongst your readers.** These are all excellent ways to start a conversation (article) about a larger topic and address it so that it serves your ideal clients, positions you as THE expert and is full of juicy keyword search terms pertinent to the topic you are discussing.

- I’m confused/overwhelmed by \_\_\_\_\_
- I don't really know what a concierge service is \_\_\_\_\_
- I don’t really know HOW to use your service \_\_\_\_\_
- I’m not sure what I even need \_\_\_\_\_
- I’m not sure WHAT I should do next \_\_\_\_\_
- I don't know how to do it. I need help to \_\_\_\_\_
- I am really busy, I don’t have time to \_\_\_\_\_
- I just don’t have the talent/ability/skill/training to \_\_\_\_\_
- I’m not good at \_\_\_\_\_
- How can I improve \_\_\_\_\_

**Still need help deciding HOW to talk to your audience?** Use the following TYPES of Killer Content:



## The “How-To” Article

This is a staple article concept! Think about your industry specifically and write an article that teaches how to do something in it, how to use your service, how to hire your service, how to engage in your services. Teach about local events, local best places to shop, how to organize a closet, shop faster!??

Be certain to write how-to articles on topics you genuinely understand how to do, have experience with or that EXCITE YOU!!

When you have conversations with people, what questions do they seem to ask you all the time? THAT is what you should be talking about 😊

**What type of HOW TO articles would you LOVE to share?** Use the space below to bullet out topics, local events, local places to visit, how to use your services etc.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## The Definition Article

Many industries have key concepts, which "outsiders" won't know and do NOT even know to ask! Write a piece of "killer content" **that defines the concept**, clearly explaining what it means and how it can be implemented. It may seem simple and obvious to you, but remember you are an expert in your field, so explain it in simple, jargon free terms and, of course, try and tell a story as an example.

Think of things like "what is a Personal Concierge", "what should I be asking when hiring a personal concierge"? (I wrote a post a long time ago about how to choose a Personal Concierge company – it has been VERY valuable! (I have even shared that post with people in other states who NEED the help but have no idea HOW to get it).

**Use the space below to brainstorm "How To" topics you can use to educate your audience.**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## List Articles

You have probably seen many of these types of articles or blogs on other people's websites. Anything from "5 ways to use" or "Top 7 ways to" or "The 3 Mistakes you're making" ... These types of articles are VERY reader friendly because people can skim the content and digest what you're talking about VERY easily.

**Get creative!!** Stop thinking this must be HARD! Add YOU into your writing. What types of things do YOU LOVE to talk about? 5 Plants that don't need much watering. Top 5 Local events you don't want to miss this Spring. 4 Secret restaurants my clients love to eat in. 10 things you should be purging from your Kitchen. 5 Ways to have a neater closet. 7 ways to Save Time this Summer. (Get creative, let the information FLOW from you) . Use the space below to brainstorm some GREAT List topics!

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## The Case Study

When you own a business that is focused ON PEOPLE this is a VERY powerful type of article to write. Share real life stories of how people have USED your services. What is was like for them before working with you? Weave in the “How” they use you and the BENEFIT of doing so. Working with a senior who has no local family? Share that story! Work with a realtor who won a Best of Award because you help their clients during a move? Write about that! Work with a client with physical limitations? Write about that! Use the space below to think about SPECIFIC clients/people you have worked with in the past or currently and share their story!! (you may need to create an alias to protect their identity but the story can still be of value).

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_





## What Topics Will you Map Out for the Year?

Brainstorm in the space below RELEVANT topics and Industry Highlights that you can USE to EDUCATE the Marketplace through your blog/content creation. (**Bonus Ninja Strategy** - WHAT are you talking about in your warm letters)?

Jan. \_\_\_\_\_

\_\_\_\_\_

Feb. \_\_\_\_\_

\_\_\_\_\_

Mar. \_\_\_\_\_

\_\_\_\_\_

Apr. \_\_\_\_\_

\_\_\_\_\_

May. \_\_\_\_\_

\_\_\_\_\_

June. \_\_\_\_\_

\_\_\_\_\_



July. \_\_\_\_\_

\_\_\_\_\_

Aug. \_\_\_\_\_

\_\_\_\_\_

Sept. \_\_\_\_\_

\_\_\_\_\_

Oct. \_\_\_\_\_

\_\_\_\_\_

Nov. \_\_\_\_\_

\_\_\_\_\_

Dec. \_\_\_\_\_

\_\_\_\_\_



Once you've CREATED this content, then it's your JOB to share it!! Share your post on:

- Social media
- On your website (of course)
- LinkedIn Publisher
- Share this content as the content for your newsletter (recycle!!)
- Use this content or part of it as your warm letter (recycle!)

## **The Do's and Don'ts of Killer Content**

### **DO:**

- Write for people first, SEO second.
- Make sure your content sounds natural rather than just “stuffing” a bunch of keywords in.
- Use related keywords throughout the article.
- Create personalized quality content – choose to go with quality over quantity.
- Share your content.
- A MUST! Be sure your site is mobile friendly.
- Link your site and posts/blog to other sites when relevant!
- Link to YOUR other posts within your actual site.
- Link to your other pages of your website where appropriate.



## **DON'T**

- Don't stuff keywords in your content just to get them in. Google is SMART and will SEE this.
- Don't duplicate content. Write original copy for each page.
- Don't get so wrapped up in SEO that you forget to write to a PERSON!
- Don't forget WHO your target market is.
- Don't forget to recycle your content in OTHER areas of your Marketing Pie.
- Don't get overwhelmed ☺