

A content marketing guide for beginners

Words sell. There's no doubt that good writing will win you more customers. Here's how to start.

Carefully selected words can help persuade a customer that they really need what you have to offer, and motivate them to go out and get it. The other side of that coin, however, is that even one badly chosen word can completely put off a customer and lose them forever. People are just as wary of hard-sell pitches online or in print as they are of foot-in-the-door salesmen. If you are writing about your own business, you will have first-hand knowledge of your products or services. You will also know where they fit in your marketplace and who your audience is.

Don't just write about your company, and its products and services, from your own perspective. That's a mistake many businesses make. Customers who come to your website are looking for information, perhaps to inform a buying decision. You need to tell them what your service or product can do for them, and what problem it can solve.

- Understand your customers and anticipate what they want
- Expand your vocabulary
- Test your content - see what works and what doesn't

What are the words that work best to get customers to:

1. Notice your product or service?
2. Contact you?
3. Complete their purchase

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