



How To
**Create
Compelling
Content**

TO GROW YOUR ONLINE BUSINESS





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About The Authors

We are Tracy Roberts and Susanne Myers and together we run the highly successful PLR site www.PiggyMakesBank.com. Between the two of us we have over 30 years of online marketing experience. We've built hundreds of list and email funnels and we've created dozens of lead magnets from scratch.

We make our living through writing emails, and have done so for over a decade. Along the way, we've learned a thing or two and we look forward to sharing that with you.

Any questions about this report, or list building in general? Shoot us an email at piggymakesbank@gmail.com. We're always happy to help and would love to hear from you.

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Susanne Myers & Tracy Roberts

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Content is a Love Letter

If you have an online business, you know how important *content* is. Content is another word for *information*, which is vital to build your authority with your customers, followers, or people just discovering who you are. Creating content is a way to express yourself, show your audience why they should listen to you, and generate sales.

It's also a love letter.

Great content is like a love letter in that it comes from a place so personal that the reader senses how genuine it is. They can read the personal touches, the authority, and the vulnerability between the lines. Content that is written from the heart is compelling and goes beyond *good* or *better* content. Let's take a look at the progression of content value:

Good content is informative. Sharing facts, tips, steps, and how-to information is good. People appreciate solid, good content.

Better content is engaging. Better content takes a step up from sharing facts to asking questions and asking for engagement. People appreciate better content that invites them to be a part of a community.

Great content is compelling. Great content makes the reader feel like they are being spoken to directly. That they are seen and understood and know in their heart you are the best person to help them, serve them, or sell to them.

How can you create great content?

Your content should be focused on falling into the great category. Infusing your information with emotion, personal examples, stories, and a genuine emphasis on helping your customers will make a bigger impact. People can simply tell when you are being authentic, *and they like it*.

You can create great content by balancing high-quality information with high-quality emotion. Looking for the places where information and humanity intersect can make a bigger and greater impact, which can make your audience fall in love. *Here's how:*

✓ Share a personal story that illustrates how you can relate to the problem you are solving for your tribe. If you share tips and tricks, share a story or two about a time when you were in a vulnerable state that they might relate to.



✓Use gratitude in your message and model how much you can relate to what they are facing. Nothing makes an impact more than a grateful heart. Be open about your day-to-day life and model gratitude for the good, bad, and the ugly for your tribe. Your willingness to be honest and grateful will be inspiring and earn respect.

People who produce content that includes a deeper connection with their tribe tend to have higher followings, deeper loyalty, and higher sales. Well-written content is like a love letter to your customer. It lets them know how much they matter and how invested you are in their success.

Don't Confuse Transparency for Intimacy

There's no doubt that being vulnerable has value. Author Brené Brown has proven that vulnerability can transform relationships, including those between customers and business owners. Being transparent is the new customer service, but care should be taken to avoid confusing transparency for intimacy. There's a fine line between being vulnerable and over sharing.

Transparency should feel like a warm hug that lets others know you understand, you've been there... You may even be there in the current moment. Transparency shouldn't feel icky, awkward, and uncomfortable. Some things are better left for the therapist's couch, not your content.

When creating compelling content, it's important to know the line between *transparency* and *intimacy*. Here are a few do's and don'ts that will help you create compelling content that doesn't undermine your authority or make people feel weird.

Do: Do share true stories and current topics that are meaningful. Even if the topic is tough, it's ok to share if the context is to show growth you are making, positive steps you are taking, or valuable lessons learned. Focusing on the best of a hard situation is fine. Sharing despair, hopelessness, or helplessness is never a good idea.

Do: Remember you are an authority. Your audience is looking for you to be the authority, sharing content that shows you are human, fallible, and vulnerable is one thing. Sharing content that exposes your innermost secrets is an inappropriate intimacy.

Do: Wait to share. Sometimes you are not in the best place to share information. If you are experiencing a difficult time, it might be best to wait things out and share the journey in hindsight. You may be too emotionally attached to share the content with your tribe too soon.

Don't: Send the wrong message. Being vulnerable can backfire when it crosses into intimacy. Sharing certain types of information with the general public may undermine



your expertise and authority. Be sure your content puts you in the proper light and doesn't look like a spotlight on every skeleton in your closet.

Don't: Forget to share the whole journey. Follow up your transparent content with closure. Letting your tribe know how you solved a difficult problem, overcame a setback, or conquered a fear gives them the full range of information that lets them know you are human, and you are well-rounded.

Don't: Share difficult content without a second set of eyes. Being transparent can feel powerful and helps people relate to you but it might be a good idea to have a colleague review your material if it skates on the edge of intimacy.

Being vulnerable is a great way to win friends and increase your following but it's important to know the difference between being transparent and being too intimate. Intimacy is best reserved for your inner circle. Follow these do's and don'ts and you'll create compelling content that makes a genuine impact.

Tips to Grow a Loyal Following

Creating a tribe takes time. It's a lot like farming. You plant seeds then water and fertilize them. They sprout, and with loving care, grow into healthy plants with root systems. Your content is like seeds, water, and fertilizer. Compelling content raises up great followers who are eager each time you offer them something new to consume.

Like farming, growing a loyal following is part tried-and-true practices and part artful experience with the unique soil you grow in. It takes a balance of trade secrets and personal experiences to raise up a loyal following.

Here are some great tips for growing a loyal following:

Give things away- In a world where everyone is selling, give things away. Comedian Michael Jr. gave a Ted talk where he shared the value in *giving a laugh* rather than *getting a laugh*. Getting a laugh was focused on getting something *from* the audience, whereas giving them a laugh focused on giving something *to* the audience. When his intention shifted, his comedy... and his following... improved.

Ask questions- Building a tribe is a two-way street. No one wants to be doing all the listening. You may be the smartest person in the group, but you still have a thing or two to learn from your tribe. Between asking questions and engaging with your followers, having a back-and-forth is a wonderful way to grow your following. People love feeling connected and having direct access to people they admire.



Be seen and heard- Being active with your community is more than putting out regular content. It's important to be seen and heard routinely through different mediums. Make sure you are connecting with your tribe in more than one way. In addition to your newsletter, consider a Facebook group, being active on Instagram, or engaging on Twitter. Using more than one platform to reach your followers increases the know, like, and trust factor - which creates a loyal following.

Be authentic without being creepy- Being open and honest or “transparent” is the new form of customer service. In a world of automation, the people who seem real and accessible tend to have growing followings. Be sure to keep your authenticity toned down to a point that it doesn't become reminiscent of Brittany Spears 2007.

Be available- If you are trying to grow a following, you've got to be available to your people. If you owned a brick and mortar business, you couldn't run to the back room each time a customer walked through the door. Failing to acknowledge their presence or have a meaningful two-way conversation will likely stop sales. Be available to your clients. Check your emails, your instant messages, and your voice mail. Be there to engage and make yourself available when people reach out.

Be predictable with an edge of the unexpected- The most successful parents and leaders are predictable with an edge of the unexpected. People like what they can rely on. Be consistent with the quality and quantity that you engage your audience with. Don't fall off the radar only to reemerge randomly here and there. Growing a loyal following comes from being reliable, fun, and engaging.

Like farming, growing a loyal following takes time and intention. Your personality, content, and engagement will help the right people come to know about you, learn to love you, and look to see what you are up to each time you connect with them.



The Value of Saying the Same Thing Many Ways

People learn and take in information in many ways. While some people love to read, others prefer to listen. Some people love to see things via illustrations, while others want a personal experience to feel things before they truly understand them. The classic 4 learning styles are:

- Audio
- Visual
- Verbal
- Kinesthetic

Creating compelling content works best when you find a way to say the same thing in many ways, appealing to each of the learning styles. Sending a message through various channels not only makes it easier to reach all types of learners, it makes it easier to put out more content with less effort.

A rule in advertising called the *Seven Times Factor* explains how audiences need to see an ad seven times before they truly notice it is there. People need to see a message more than seven times to be impacted. This means you need to embrace the value of saying the same thing many ways.

You can use the same compelling content repeatedly

You might feel like a broken record sharing the same information again and again but there are things to consider:

Consider- People don't always see the information when you put it out. Life gets in the way and people are not always ready for what you are sharing.

Consider- Emails go unopened. If someone is busy or they think the information doesn't apply to them, an email can go unopened. Offer the information again and it may strike a chord a different day.

Consider- People are distracted. The day your content came out, they may have been unwilling or unable to engage. Offering the information another day may land with the right person who needs it most.



You can say the same thing different ways by using different mediums:

- Blogging
- Video
- Podcasting
- Products

Each of these options can be used to share the same information in a different experience. The more often and more variety you use, the more likely your content will compel someone to engage.

There is value in saying the same thing many ways. Repeating yourself isn't a bad thing when it comes to creating compelling content and engaging an audience. It is valuable to consistently share similar information in new ways that connect with the various learning styles. Be confident sharing your content over and over again.

Be the Person You Needed When You Looked for Compelling Content

There's nothing worse than feeling alone when you are facing tough stuff. Isolation and alienation bring on shame and suffering that can lead to depression and hopelessness. In the modern age, people turn to Google to see if anyone out there has a solution.

If you suffered a serious setback pre-Google era, you may have weathered a storm enough to know that you do get through to the other side, *but boy was it hard!* What you wouldn't give to have had someone there to guide you when you needed them most.

Thankfully, there are many bloggers, communities, non-profits, and organizations that exist simply because they had an issue, saw a need, and filled it. In essence, they became the person they needed when they were in crisis.

You can do this too.

Creating content that compels people comes from a place of *having been there too*. Being able to go back in time to the feelings, thoughts, roadblocks, and traps that held you up when you were stuck and offering hope, solutions, tips, tricks, and tools makes a difference. Your personal experience means someone else doesn't have to suffer as much or as long as you did. ***That's powerful!***



The benefits for creating compelling content go beyond sales and engagement. They include:

A sense of purpose: Being able to share information that helps others or sheds light on a difficult subject gives a sense of purpose for what you've been through.

A sense of hope: You recall how isolated it felt to be in your situation. Being able to be there for someone else - even through content - can offer hope to someone who needs to know things will be all right.

Being able to give back: One way or another, you came through the storm; it's time to give back. Being able to *pay it forward* always helps even out the emotions of what you've been through.

Finding some healing: You may have long-since healed from whatever you went through, but there are layers of healing, and using your situation to benefit others can help deepen the healing and make it richer and more rewarding.

Creating compelling content isn't that hard when you tap into a time you needed resources and couldn't find them. Be the person you needed when you were stuck and struggling. Go back to the place that needed support and create content that aims to solve those problems for that group of people. The content will be compelling and the overall benefits to others, *and yourself*, will be amazing.



Recommended Resources

We couldn't let you leave without a quick rundown of our favorite resources for pre-written content and related tools and services. Everything on this page are tools and services we personally use and pre-written content from fellow sellers that we have a solid relationship with. You're not going to be disappointed when you give it a try.

Tools We Use

[aMember](#) – Is who we use as our shopping cart & affiliate program

[ConvertKit](#) – Our current email marketing service provider

[Aweber](#) – Another great email marketing service provider

[Stencil](#) – The program we use to create on-the-fly images – Super Easy to use

[Pretty Links](#) – This is who we use to shorten our affiliate links and to keep track of clicks

[MomWebs](#) – The best hosting company ever. The customer service is super responsive and the up-time is second to none.

[Thrive Themes](#) – Thrive is filled with theme-goodness and tons of functionality

Service Providers We Trust

[Cindy Bidar](#) Online Marketing Coaching & Consulting (We learn from Cindy)

[Tanya Bryant](#) – Online Business Management (Our OBM)

[StarVA](#) – Tanya also helps other Virtual Assistants up their VA game.

[Samantha Angel at Advancing Steps](#) – Does Amazing Graphic Design work (Our graphic designer)

[Kelly McCausey](#) Love People + Make Money - Business Coaching & Online Mentorship (She's coached us)

Stock Image Sources

[Deposit Photos](#)



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These PLR sellers are personally known to us and have been vetted as having a quality product as well as exemplary customer service.

Because content is the lifeblood of your business do yourself a favor and do buy from multiple sources.

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