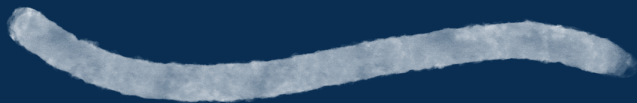


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# HOW TO CREATE CONTENT THAT SELLS



ATTRACT HIGH-VALUE CLIENTS WITH  
ENGAGING AND CONSISTENT  
CONTENT ON LINKEDIN.



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## INTRODUCTION

# HARNESSING THE POWER OF LINKEDIN

In this ebook, you'll discover how to consistently create content that sells on LinkedIn.

We'll focus on how you can become the go-to person in your niche, set your inbox alight and start generating high value leads for your small business.

### NO Unsolicited InMail

Just great eye-catching content that attracts your dream clients.

While this eBook contains some very powerful stuff (if I do say so myself), there are no shortcuts. To get results, you have to put the work in, and do it regularly.

You're not alone - don't forget to share your thoughts, challenge and successes in the Content By The Sea LinkedIn community.



@ContentByTheSea



Ellen Forster



## HARSH TRUTHS

# NOBODY CARES

I'm sorry to say it, but it's true.

Nobody cares about your "market-leading innovative solutions"

And this goes for all of your content creation - not just LinkedIn posts.

When you write ANY material materials - ask yourself:

## SO WHAT?



## BENEFITS, NOT FEATURES

Your LinkedIn posts should focus on how you can help people - and not just what you do.

Alongside being a LinkedIn nerd, I'm also a web designer. It would be easy to talk all day about web design, share my testimonials and examples of websites I've done. But that would get boring very quickly.

## INSTEAD OF:

I am an experienced web designer working with small businesses to develop their online presence.

## TRY:

As a one-woman-band myself, I understand the importance of portraying the right message in a busy, and often highly competitive, online world. Your website is an integral part of that, as it's often the first place people land. Whether you intend to sell products online or simply require a brochure site to promote your website, I'm here to help realise that dream



NOBODY CARES

# ACTIVITY 1

Write the key features of your business - i.e. the services you provide and/or products you sell.

Then, on the right, write why someone needs that service. And I say need intentionally because, even if you don't consider your service to be essential, you can still position yourself as a priority for new and existing customers.

WHAT DO YOU DO?

WHY DO THEY NEED IT?



Before you move onto the next section, ask yourself:

Did you find this easy/hard?

Do you regularly talk about the benefits of your service or are you still harping on about the features

FLIP IT UPSIDE DOWN

# THE NEGATIVE TRICK

The negative trick is a very effective way of catching the eye of your target customer. Take the list of benefits from the previous activity and consider the risks your customer might face if they choose not to choose our business.

For example, instead of:

“Here are some top tips for designing a beautiful website!”

You could go for:

”Are you losing sales to your competitors because of your out-of-date / non-existent website?”

Over 80% of people research a brand online before buying from them.

What do people see when they Google your business?

Have a go in an incognito Window and let me know in the comments below.”

## What is Negativity Bias?

Negativity Bias is our natural disposition to focus on the negative. While we can retrain our brains to see the positive, we are all still heavily motivated by the negative (and fear of it)



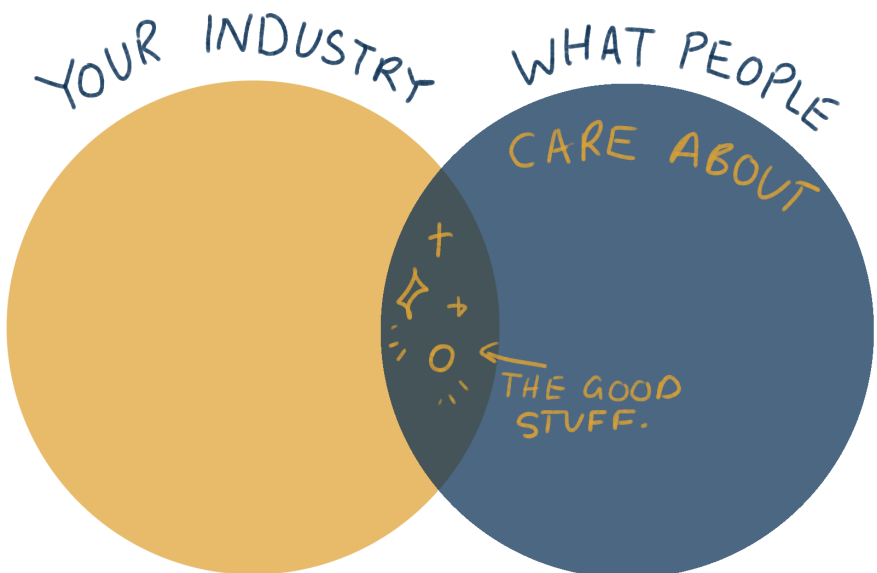
# ACTIVITY 2

The negative trick is useful, but I wouldn't use it all the time.

You don't want to be seen as a scaremongerer or debbie-downer, but it can be great way to change things up a bit

However, this next activity is something you can use all the time. On the left, write some key topics in your industry - these could be services you provide or hot stories in the news.

On the right, ask yourself: what do people care about? And I don't just mean in your industry, but in general... what makes people tick? Skip to the next page to see an example.

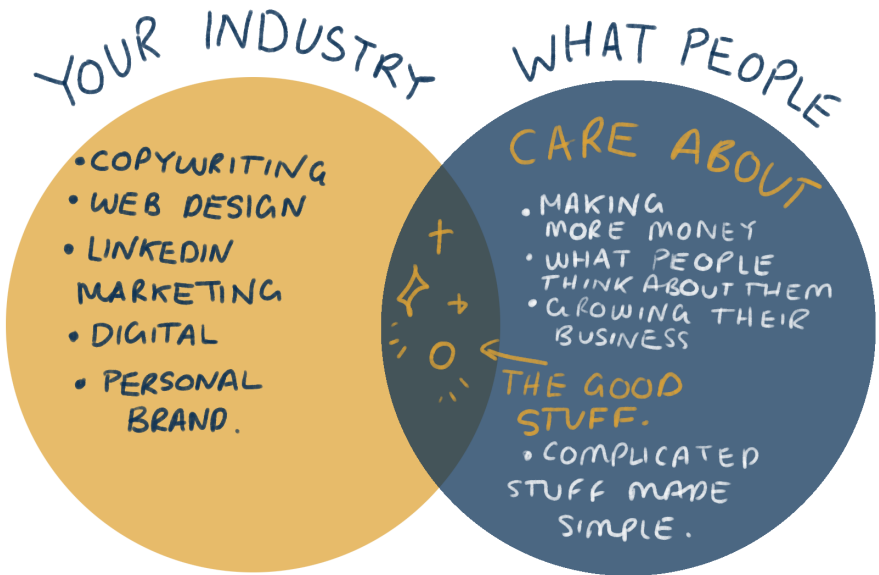


## FINDING THE GOOD STUFF

# ACTIVITY 2



So, I am a freelance copywriter, content strategist and web designer with a keen interest in personal brand. Here are some of my thoughts:



People care about themselves.

Making more money, what people think about them and how they can be better at what they do (and make more money at the same time.)

# WHAT'S IN THE MIDDLE?

This might not come to you straight away, but once you find those golden nuggets of "good stuff" this will become the foundation of your LinkedIn content strategy.

Some topics I could (and probably will) write about:

- How great copywriting can make you more money
- What does your website say about your business?
- The power of blogging for hitting those hard-to-reach keywords
- Using downloadable content to generate great leads
- Will fewer people see your content if you schedule your posts on a third-party tool?

REMEMBER: FOCUS ON THE WHAT BUT KEEP  
THE HOW UP YOUR SLEEVE.

Your LinkedIn content should grow your authority in your field. When people see that you know your sh\*t, this will plant a seed in their mind.

And then, if they need your service (which they will, when your posts prove how essential it is), they will pick you - because they already know you from LinkedIn. Even if you've never actually spoken to them in-person or via InMail.



"THIS IS LINKEDIN NOT FACEBOOK!"

# HOW MUCH IS TOO MUCH TO SHARE?

If you've spent any time on LinkedIn, you'll know the "LinkedIn not Facebook" crowd. I personally share a lot of personal content on LinkedIn, from photos of my dogs to snaps of my weekend trips out, it's all part of "personal brand building."

Imagine this, you're part of a networking group that meets weekly at the local pub. Every Thursday, you attend the meeting with your 60-second presentation and, perhaps, with a referral to give a fellow network-er.

You're at the coffee machine and another group member approaches and asks: "How's your week been?"

Would you honestly only talk about your professional life - or would you tell them about your house renovation plans, your sister's new baby or the scarf you just finished knitting?

It's these moments that make in-person networking so powerful, and we can easily transition this to LinkedIn. Share those happy moments and, if you feel comfortable, share those sh\*tty ones, too.

People want to work with people and by carefully and consciously sharing little snippets of your personality, you go from being a corporate robot to a target supplier.

THIS IS JUST THE BEGINNING...



# CONSISTENCY IS KEY

Whether you need an accountability partner or simply want a second opinion on your content, head over to the private Content By The Sea LinkedIn community exclusive to our Toolkit members.

I'll be there sharing LinkedIn algorithm updates, content ideas, quick wins and other fun bits and pieces.



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@CONTENTBYTHESEA

