

A Guide to Content Creation and Planning



Lifecycle
By Iceberg Digital

A smart way
of working

Use the below content creation template to ensure you complete the different stages and write great content every time.

Headline/Title



- Is your headline current?
- Will your headline offer a solution to a problem?
- Is your headline something the reader is aspiring to be/do?

Example: 3 simple tips that all successful property sales have in common.

Introduction



This is best to do at the end when you have written your content. It is a summary letting your reader know what they are going to get from the content but without giving the whole article away.

Example: Knowing if your property will sell for the best price in the shortest time possible is something most home sellers worry about. In this article we share 3 simple tips that all successful property sales have in common.

Main Body



The main body of your content should consist of 3 sections:

PROBLEM – this is an expansion of the headline/ Intro text. Why is the problem an issue? What might happen to the person if they don't solve this problem? How will the problem impact your reader? How will the problem make your reader feel?

Lay the problem on thick, try to really get into the shoes of your reader that may be facing this problem right now.

STRUGGLE – Next talk about why it is so hard to solve that problem. The sea of mis-information or poor advice perhaps, give some examples that the reader will be able to relate with such as the stereo type estate agent that says the property is worth twice the actual price it is worth etc.

SOLUTION – Explain how you as the author and expert have authority on the topic and how your company can solve the problem? Use your experience to show why you are the best person or company to solve this issue. For example: I have 20 years of experience in the industry and of running a business and working on thousands of sales and there are things you have learnt and experiences you have etc.

If you don't have that kind of experience, then lean it more towards the fact that you are not the 'traditional' type of estate agent.

There is ALWAYS something in your past that is relevant, and it is very important to place a magnifying glass over this as this is what makes each of us unique. Without this, we blend into a sea of similarity.





Tips:

✓ Remember your customers are:



Vendors



Landlords



Buyers



Tenants

✓ Make sure you think about these categories of customer when writing content.

✓ Write individual content specific for each category.

✓ If you write a piece for each category each month you will have 4 pieces of content.

✓ Remember, content doesn't have to be written. Film your content and make videos. Use the template above and your videos will be clear and flow well.

✓ Remember what makes you unique.

✓ What are your competitors doing that you find frustrating and that you do better?

✓ How does your company and its services help the market and make you better than your competitors?

✓ Remember to make sure your content is helpful to the reader.

Monthly Content Planner

Month: _____



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

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