

# How to Create Content that Matters

✘ *By Jill Kurtz, Owner, Kurtz Digital Strategy*

Most of us are busy creating content to demonstrate expertise and help us rise to the attention of the search engines and the people who we want to engage. It is not enough to create content. You need to create content that cuts through the clutter and has impact.

Here are some tips for writing content that matters.

## **Know Your Audience**

Learn as much about the audience you want to reach as you can. Always be looking for new insight that will help you to make sure that the content you are providing is what they want and need.

Everything you write needs to be on target with what you know about your target:

- *Age*
- *Financial position*
- *Industry*
- *Pain points*
- *Motivations*
- *Goals – personal and professional*

## **Be Specific**

Every piece of content should have a key point. Be specific. Don't write 500 words that are general and broad; offer specific takeaways in every content piece.

While you are at it, don't be too logical. Appeal to your audience directly and emotionally. Make it clear who you are

talking to. Speak to their emotional triggers. This creates a deeper connection with your content.

Use clear, concise, and compelling words. Put concepts into context that your audience can directly relate to.

### **Ditch the Corporate Speak**

If you can't say something in a straightforward manner, then don't say it at all. No one wants to feel like they are being manipulated. Be authentic, real, and up front with your readers. Honesty is what leads to connection and relationship.

If you can't make a stand with your words, then you are presenting the wrong topic.

### **Make the Purpose Clear**

What do you want from your reader? Make the purpose clear. Should they take some action? Contact you? Avoid something? Have a clear call to action in your content. Make it clear and easy for your reader to act, now. Provide the link, the phone number, or whatever it takes for them to act on your compelling content.

***About the Author:** Jill Kurtz founded Kurtz Digital Strategy to help clients see the communication potential of the newest trends and technologies. She is an expert at website strategy and redesign, social media planning, and developing exceptional content.*