

## Content is King

I get asked all the time....what's the key to writing blog posts or emails that are opened and not ignored. Here's some ways I've found help peeps "get" what you're delivering:

- **First off know who you are marketing to.** Once that's done, figure out what it is *they* are interested in. Yes, Pilates articles, workouts, and tips are valuable but what else can you offer? Maybe nutritious eating tips, articles on health, or even fashion, shopping, or wine reviews. People will read your stuff if it's interesting to them so figure out what you and your ideal client have in common and share!
- When you actually sit down to write, or shoot a video **make sure that your marketing material has an authentic voice.** Writing copy like a robot is a sure turn off. You can test your writing by asking your bestie to read it. If she's like, "who the hell is that?" then it's back to the drawing board. Write like how you speak, not like you are writing an essay for English Lit.
- **Test the times and days you send your emails.** Most email marketing providers have analytics that you can see your percentage of opens. Try sending your correspondence at different times to determine which is best for your audience.
- **Your subject lines are the first thing people see and they need to be good.** People love secrets. Instead of "Free Pilates Workout," you could say "My Secret To Flat Abs." Or maybe you instill a little fear. As a substitute for "Get Healthy" try out something like "Things You Should Never Do If You Want To Live a Long Life."

Below you'll find two exercises to help you craft captivating blog ideas and headlines. Now go out there and send some emails!!!

### Brainstorm 40 potential topic ideas

*When you create topic ideas keep your ideal client in mind. What do they want? What will help them? What do they find interesting? What are they interested in?*

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## **Now pick 25 of your best topics.**

*Go back circle the ones you like and cross off the less desirable ones, always asking yourself: Would my ideal client LOVE to read this?*

## **Determine your publishing schedule and schedule them!**

*Will you post once weekly, every other week? Decide then put them in your calendar. If you don't have any content yet I recommend scheduling a month's worth of content before you begin to post so you're ahead of the game:)*

## **Hot Headlines**

*Writing compelling headlines takes practice and persistence. Play with these templates below and then go out on your own with some original one liners...*

1. \_\_\_\_\_ tricks you've never tried
2. How NOT to get \_\_\_\_\_
3. 10 Things you Should Never Do When \_\_\_\_\_
4. 5 Ways to \_\_\_\_\_ (without being pushy)
5. No-fail technique to \_\_\_\_\_
6. The surprising reasons \_\_\_\_\_
7. \_\_\_\_\_
8. The \_\_\_\_\_ he/she secretly craves
9. The \_\_\_\_\_ trick everyone's trying
10. 5 great things to do with \_\_\_\_\_
11. 7 ways to be a \_\_\_\_\_ ninja
12. \_\_\_\_\_ to brighten your winter mood
13. \_\_\_\_\_ every \_\_\_\_\_ will love (example: makeup every mom will love)
14. Feel like you need a \_\_\_\_\_ makeover?
15. \_\_\_\_\_ must have for {holiday}
16. \_\_\_\_\_ brilliant \_\_\_\_\_ resolutions

17. The best {product} for \_\_\_\_\_
18. The secret to \_\_\_\_\_
19. How to recover from a \_\_\_\_\_
20. 5 Quick Tips for \_\_\_\_\_
21. \_\_\_\_\_ you'll love for (season)
22. Fun remedies for \_\_\_\_\_
23. Tips for helping stay on track \_\_\_\_\_
24. \_\_\_\_\_ 101
25. Fun, affordable ways to \_\_\_\_\_
26. 10 \_\_\_\_\_ trends to get into now
27. 5 secrets I learned as a \_\_\_\_\_
28. The best \_\_\_\_\_ for your \_\_\_\_\_
29. Is your \_\_\_\_\_ making you \_\_\_\_\_?