

Content Marketing Mastery Spec Challenge Template

Writer Name: Claudia Cesarotti (ccesar1498@gmail.com)

Client Name: American Writer's and Artist's Institute (AWAI)

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Customer Persona Name: Sara the Solopreneur

Pillar Post 1

Headline: Everything You Need to Know about the Mid-Life Career Change You're DYING to Make!

Body Copy:

After 20 years, you just can't stand one more minute in your own office.

The office... **you** created... way back when the 'younger, know-it-all' you knew exactly what to do and when to do it.

You imagined all the ways you could help your future clients have contented and fulfilled lives... their lives brimming with all of the powerful benefits you knew your company could provide.

Such as:

- Fresh, up-to-date services to make a real difference.
- Enthusiastic, knowledgeable employees at the ready.
- A welcoming and family-friendly workspace clients would look forward to coming to.

Back when you remembered how liberated and confident you felt because the baby you were going to have in a few months would never have to leave your side... you could blend motherhood and your personal life with a professional life you loved!

This was your home-away-from-home... your oasis from stuffy and boring cubicle jobs and a corporate way of life.

It was a shining example that you could be successful all on your own!

You didn't need a boss hanging over your head all the time, stealing your ideas and taking credit for your hard work!

You even felt sorry for all your friends who weren't as lucky as you because you had choices... [Image of a frustrated worker at a cubicle desk]

>They **had** to be at work every day by 8am.

>They **had** to put up with annoying co-workers who were constantly late and tried to push off all their work onto them.

>They **had** to deal with cranky supervisors who were ungrateful and unimpressed that your friends did their job well and without complaint.

But now... all of that has changed for you...

Now, you're dragging yourself to work daily. Now, you dread dealing with your employees and clients **Every. Single. Day.** ...and having to go through these motions day after day after day... you get the picture.

Your business has become everything you never wanted.

You never wanted it to become complacent or ordinary. You never wanted your business to become a chore or... heaven forbid, just another **J.O.B.**

You had put your heart and soul into your business!

Day after day, you invested your blood, sweat and tears... pouring it all into what you loved doing.

You didn't mind though... it was completely worth it!

It was so thrilling to see your business grow!

With you at the helm, controlling every aspect to your own exact specifications and watching it take off and fly to the moon! ...just like you thought it would.

Now you ask yourself... "Is this it? Is this all there is? Do I have to slog through the rest of my life doing something that no longer holds any meaning for me?"

The good news is the answer is: **NO!**

...and the **GREAT** news is that all the time and effort you put in and all the valuable experience you gained will not go to waste!

You will not have to start all over again, from scratch, as if none of the last 20 years ever happened.

Claudia Cesarotti (ccesar1498@gmail.com)

You are not too old to start again!

You can bring all the know-how, practice and training you've taken decades to acquire and turn it into some of the best work you've ever done.

Remember?

Remember how much you loved writing?

How you kept detailed journals as a young girl?

How you wanted to study writing in college, but everyone and their brother told you there was "No Money in that!"

Boy, were they wrong! And now, you'll prove that to everyone!

[Image of an elated, energetic person doing the 'happy dance']

[H2 Subhead – What is Content Marketing?]

Welcome to Content Marketing! And... what Content Marketing is going to mean to you!

Even if you've never heard the term, Content Marketing, you know **exactly** what it is because you've been doing it your entire life... even if you didn't know it!

Content Marketing is:

"The creation and promotion of text (written), video, audio or image-based content that **furtheres business goals**"

(Examples of this are: **Text**=articles/blog posts; **Video**=Webinars or self-produced company videos; **Audio**=Podcasts; **Image-based**=pictures on social media posts/ads)

Now, what does that mean, '**furtheres business goals**'?

It means that all of the above (↑) forms of Content Marketing will --

- Produce new sales
- Bring in new customers
- Entice existing customers to buy more
- Increase awareness and engagement of the company to customers who may not have heard of them yet...

And this is just the tip of the ice burg!

Content Marketing helps these business goals dig right down to the core of what is important to **any** company... no matter what industry they may be in.

Claudia Cesarotti (ccesar1498@gmail.com)

A content marketer's main interest is to find out where a customer's **INTENT** is at any given part of the buyer's journey.

But we're getting a little ahead of ourselves...

First, let's introduce the players in this Content Marketing process.

[H2 Subhead – Who Are the Players?]

[Image of George Clooney, Brad Pitt & another (from the movie Ocean's 11) at the black jack table]

There are 3 players in the Content Marketing process...

1. The Content Marketer (hint, hint... That's you!)
2. The Client (the one you create content for)
3. The Customer (your client's target audience)

These 3 players are crucial to Content Marketing!

As the Content Marketer, you use all your life experience and skills to produce content for your client to attract their customers.

When you do this for clients in an industry you've already been working in or have a lot of knowledge in because it's a beloved hobby or lifestyle, you're more than half way there!

What a Content Marketer, such as yourself, wants is:

1. Clients
2. RESULTS for those clients

It is the role of the Content Marketer to know and understand what the client(s) wants AND what the client's customer(s) want...

How do you find this out??

Easy! **RESEARCH!**

The more you know about your client's customers, the easier it is to create targeted content that will thrill both your client and their customers!

The 'want' list is a little longer for your client. Your Client wants:

1. Increased awareness and engagement with his best customers (meaning the client wants customers to know who they are and what they do)
2. More leads on new customers

3. To sell MORE to existing customers
4. As many positive reviews as possible
5. More referrals

Claudia Cesarotti (cesar1498@gmail.com)

And the Customer...? They want:

1. Solutions to their problems... NOW!

As any of us who are somebody's customers at any given moment, we want solutions to our problems NOW... actually 10 seconds ago would have been better!

So, now that we know **what** Content Marketing is and **who** the players are, let's get down to **HOW** in the world we figure out what customers want from our clients.

[H2 Subhead – Stages of Intent]

[Image of Full Funnel Content Marketing funnel with only the titles at the top]

When a customer makes a decision to buy something, whether it's as minor as an off-the-shelf pain reliever or as major as a new car, they all go through a 'buyer's journey'.

This journey happens no matter what the product or service may be.

Looking for someone to groom your dog or install a new software system throughout your office?

Nothing too big or too small escapes this process.

A buyer's journey is the process of the buyer moving through their current **Stage of Intent**.

What are the Stages of Intent a buyer moves through?

The Customer (Buyer) Stages of Intent are: Research, Compare, Buy and Succeed.

The 1st Stage of Intent is Research and this is where the buyer is asking:

- What is the problem I'm trying to solve?
- What are some potential solutions to the problem?

The 2nd Stage of Intent is Compare and this is where the buyer wants to know:

- Which of the solutions I researched are right for me and my problem?
- How does one solution compare with another?

The 3rd Stage of Intent is Buy and this is where the buyer says:

- "Yes! This is the best solution for my problem!" and makes the purchase.

The 4th Stage of Intent is Succeed and this is where the buyer wants to know:

- How do I effectively use my purchase?
- What are the best results I can get from it?

This is where a lot of companies fall short and need the most help because once the sale is made, a lot of companies think the whole process is over.

That is not the case!

The Succeed stage is just as important as the other 3 stages in that it continues the relationship with the buyer and if the buyer is pleased with his purchase, he will post a good review or make a recommendation to a friend.

Breakdown of the **Research** stage:

The Research Stage of Intent comes first and a buyer can live in this stage for years, depending on what the purchase is they are trying to make.

When a buyer discovers they have a problem that needs to be solved, what is the 1st thing they'll do?

Go on the internet (probably Google), type in a 'description of the problem' query and look at the thousands of results generated.

At this point, some may become overwhelmed and decide to forget the whole thing... only to come back some time later and do it again. Most likely, the problem won't go away by itself.

Most buyers will start plowing through the results (content), collecting information on the multiple solutions presented.

The buyer will start reading articles and blog posts talking about her problem. She may watch a free video or listen to a short podcast she found in the search results.

All this content she finds online is posted there by a company (or individual) looking to help her solve **her** problem with **their** product or service.

As a Content Marketer (you), creating and building this type of content for a company in an industry where you have knowledge and expertise is how **YOU** are a valuable contributor and asset to that company!

Knowing WHO (what customer) to aim your content at is another topic for our next post! Stay tuned!

Examples of content you could create for the 1st Stage of Intent of Research is:

Claudia Cesarotti (ccesar1498@gmail.com)

- Blog posts/articles
- Podcasts
- Free videos and/or webinars
- Free reports
- Email newsletters

And this is just a sampling of all that can be created!

Breakdown of the **Compare** stage:

The Compare Stage of Intent comes next and this is another place where people can spend days and months and years searching for the best solution for the problem they probably spent a lot of time researching!

Comparing all the content gathered on the products and services researched and weighing all the different options serves to narrow down a buyer's choices into what is exactly right for him.

If he is trying to compare one product to another, the content he'll find will be:

- Product demonstration videos – this serves to show a buyer how a product can be used... comparing one company to another.
- FAQ or Support pages – these pages would answer the most common questions buyers have about the product or service
- Customer story/Case study – true stories about how current customers used their purchases successfully
- Comparison pages – whether comparing 1 company's slightly different products (above- or in-ground pool) OR comparing 2 (or more) company's similar products (2 different companies selling in-ground pools), these pages help a customer decide what is his best solution.

Breakdown of the **Buy** stage:

The Buy Stage of Intent is the 3rd stage and, one would think, where the stages end.

As you'll see, that's not the case.

In the Buy stage, the customer made the decision to purchase the product or service that best solves their current problem.

It is very possible for people to completely skip the first two stages of Research and Compare and go straight to the Buy stage... especially when they know exactly what they want.

Even when a customer know exactly what they want to buy, they will still use content to make their purchase.

They might use a:

- Sales letter or Video sales letter (VSL) -- Either of these can be found on a company's website describing what a product is, the use or cost and why you DEFINITELY need this product in your life!
- Product page -- E-Commerce companies especially like this type of content because each of their products will have its own product page on the company website describing extensively any tiny details regarding size, shape and color a buyer would want to know.
- Ad to an Offer -- Usually found on social media, a buyer can click through an ad found on a social media platform, right to a sales letter that describes the purchase where there will surely be a way to purchase the product or service.

Breakdown of the **Succeed** stage:

The Succeed Stage of Intent is the 4th and final stage of the buyer's journey, but it is just as important as the previous 3 stages.

The Succeed stage is where the customer wants to use the solution he purchased to the very best of his ability to solve the problem that started his buyer's journey in the 1st place!

It is where some forms of content, such as:

- Blog posts/articles come in handy... again! -- Posts on the company's website of suggestions of how to put together the product or best use the service purchased are essential to help a customer be successful with their purchase.
- Podcasts – since the company is now a trusted source of information, a podcast can be super helpful to the customer having a problem with his purchase.
- Support & FAQ pages – this type of content is especially valuable when assembly is needed or a particular set-up is required to use the purchase properly.
- Email Newsletter – this form of content is perfect when showing the buyer how to use their purchase... especially when more desirable information is included. Letting the buyer know how to use the cookware he purchased by providing a blurb or explainer video using the cookware in a killer recipe that will impress his family and friends is spectacular!

You've probably noticed some overlap in the types of content used from one stage of intent to another.

For example, blog posts and articles can be used in both the 1st Stage of Intent (Research) and the 4th Stage of Intent (Succeed).

Even though it may be the same type of content, what's written in the blog posts or articles is very different because it deals with what is individually important to each stage of intent.

Claudia Cesarotti (ccesar1498@gmail.com)

As you have probably figured out by now, putting the precise type of content in front of a customer who is ready to buy (or is considering buying) is critical and is the first priority and most important part of the Content Marketer's job.

Now, are you ready to embark on your own journey to become a Content Marketer and bring with you all the skills and experience you've acquired?

Your 20 years of know-how, practice and training means you won't be starting all over again... you won't have to 'start from scratch' to realize your exciting new career as a Content Marketer!

The Content Marketing Mastery Certification course through AWAI (American Writers & Artists Institute) is the solution for you to achieve the new & exciting 2nd career you've been dreaming of!

Never in a million years did you think it would be possible to make a powerful and inspiring decision for yourself to change careers without a devastating loss of income... or professional status in your community.

Using your passion for writing combined with all your outstanding business skills and compelling life experience, **NOW** is the time to invest in yourself and start a brilliant journey into becoming a Content Marketer!

[Image of the AWAI Content Marketing Mastery Certification course logo -- we want Sara to know she's in the right place when she looks it up]

Start your new
life NOW!

Claudia Cesarotti (ccesar1498@gmail.com)

Pillar Post 2

Headline: How To Take 5 W's & 1 H and Spin It into Gold for Your Clients!

Body Copy:

So... you've decided Content Marketing is for you.

It's what you've identified for yourself as the next **Big** thing... how you'll take all the business and life skills you've acquired over the last 20 years and put it to use doing something you've always loved... Writing!

[Image (or GIF) of a woman jumping up and down ecstatically]

Studying the Content Marketing fundamentals was the 1st step.

All the fresh and fun information you learned let you imagine all the ways your new-found expertise can benefit all your new, future clients.

Until you realize... "How the heck am I gonna know **what** to write if I don't know **who** to write it to?"

"Who is going to hire me when I don't know how to identify (or help my client identify) **who** marketing content should be created for?"

*If you read our 1st post, you'll know **this** post will answer all your questions! If you didn't read our 1st post, [[click here](#)] to read first.*

Any good content marketer knows that writing efficient, targeted and relevant content requires knowing where the customer is within their buyer's journey.

You now know that every buyer goes through the '**Stages of Intent**' and these include:

- Research
- Compare
- Buy
- Succeed

Ok, got that down... but now you're starting to realize that just throwing random content out there isn't going to do anyone any good.

Not the buyer and certainly not your client.

That's when discovering how a **Customer Persona** is the answer to any content marketing problems!

There can be no content marketing, of any kind, built without a Customer Persona.

A Customer Persona is:

--Defining your client's customer into a detailed profile (or series of profiles, if there is more than one type of customer for your client) so that content can be built specifically to them.

To get started, let's imagine you've landed your 1st client and that client's company makes premium dog food and the name of the company is Fido's Premium Eats.

You would think it's super easy to define who Fido's customers are, right? Dog owners!

Ok... but is every dog owner exactly the same and do they all have the exact same type of dog with the exact same nutritional needs?

Obviously, the answer to that question is a big, fat NO!

So, starting at the beginning: [Image (or GIF) of a starting line at a race]

1. **WHAT** is a Customer Persona?

A Customer Persona is a useful tool to narrow down every type of your client's customer.

In the scenario above, there are many kinds of dog owners of different ages, lifestyles and interests.

There are people who own dogs as a single person or maybe the dog owners are young newlyweds... an established family with bunch of boisterous children or a retired couple.

That's 4 completely different categories of persona's right there AND even those categories can be broken down even more!

A persona can be taken as narrow or be left as wide as is useful to the client... the main focus should be on finding the perfect blend so that content can be effectively created.

2. **WHO** needs a Customer Persona?

Any and every single company that sells any type of product or service would benefit from a Customer Persona.

No matter what the company sells or produces... it could be retail products, information products or services, any type of E-commerce website/store or a company who manufactures products would have an advantage if they knew who they wanted to target their sales to.

At Fido's Premium Eats, the marketing director would want a persona for as many potential customers as she could think of.

All those different customers could have content created to speak directly to them... therefore addressing their individual dog food needs.

3. **WHY** do you need a Customer Persona?

As we now know, a customer persona is the perfect tool to pinpoint each and every type of customer a client may have.

By finding out what a customer's interest, hobbies or values are (among other customer traits), Fido's Premium Eats could find out that only a certain percentage of people are aware that premium dog food is available.

The next step is that content is built towards making those people aware of the Fido's brand by posting interesting blurbs on social media or posting a video on YouTube.

This will help Fido's be top of a customer's mind when they Google search: 'Are there premium dog foods for my cocker spaniel?'

Another example would be if the customer knew about premium dog food, but wanted to see which brand would be best for her dog.

Different content, such as a Customer story or testimonial would be perfect for this!

A Customer story would tell a happy customer's story of how wonderful Fido's is for her dog and how healthy he now.

4. **WHEN** do you need a Customer Persona?

A Customer Persona is needed any time content is created to target a specific audience so a company can 'talk' directly their key customers.

So... basically, All. The. Time!

Since we know customers are in different **stages of intent** throughout the buying process, all content can be adjusted to the varying needs of the customer (buyer) at the moment she is searching.

When a customer searches 'Fido's Premium Eats', depending on where their intent is, the search results could provide a variety of helpful content.

For example, if an existing customer of Fido's wanted to buy more food, a product page on Fido's website is sufficient to remind the dog owner which food he usually buys and why the dog loves it so much.

Or, maybe a customer who bought the dog food had questions on how much to feed for the weight of his dog... an FAQ (frequently asked questions) page on Fido's website does wonders to answer questions quickly and effectively.

5. **WHERE** is Customer Persona most beneficial?

Wherever the marketing content a Customer Persona helped to create is posted!

A few examples are:

- Facebook or Instagram ads (images) are perfect for those social media platforms... and can be customized to fit within the parameters of their rules.
- How-to tips on feeding your dog correctly would be a great video on YouTube or the podcast interview Fido's Premium Eats CEO did with popular dog influencer covers how marketing content can fit within the ways to create content for audio and video.
- Using 'gated' content to gain access to a webinar that tells all the behind-the-scenes fun Fido's employees have making the specialty dog food.

Gated content serves 2 purposes... it will collect email addresses for Fido's to add to their email list AND will weed out people who may not really be interested in Fido's, but like to sign up for any freebie on the internet.

And last, but certainly not least...

6. **HOW** do you create a Customer Persona?

A Customer Persona is created by taking common pain points or unifying characteristics of your customer (in this case, dog owners) and breaking down those pain points or characteristics into smaller groups defined by age, education, income, values, interests & hobbies and more.

Then, taking the smaller groups and narrowing down even more by some of the same demographics as above, but also determining the customer's goals and challenges they may be facing while trying to solve their problems.

Companies want to create these personas to help them know who would be the best target audience for them to create content for.

Claudia Cesarotti (ccesar1498@gmail.com)

Marketing content directed at the right target market is the best way for a company to achieve:

- Creating awareness to attract new customers
- Allowing comparison of one company's product (or service) to another
- Making it very easy for the customer to make a wise buying decision
- Having support from the company when the customer has questions about their purchase.

It's been proven without a shadow of a doubt... no Content Marketing can be created or built without a Customer Persona!

[Image or GIF of an Olympian runner (with a dog?) crossing the finish line]

Learning to create a Customer Persona is a skill that is the backbone of Content Marketing!

The Content Marketing Mastery Course through AWAI (American Writers & Artists Institute) walks you through the process of creating a Customer Persona and provides you with all the templates and forms for a professional look and feel when meeting with a client.

This course leaves no stone unturned in providing the most thorough teaching of this necessary skill so **YOU** can shine when your clients need you the most!

Click Here to Begin
your Content
Marketing Mastery
Training!

Claudia Cesarotti (ccesar1498@gmail.com)

Part 2: The Newsletter

Email Subject Line: The 'Change' You Want is Right here... (no, not that one!)

Email Pre-header Text: Change is good, right? Actually, it's freakin' fantastic! Don't let being afraid of 'change' hold you back -- here's how...

Segment Name: Words to the Wise

Pillar Post Headline 1: Everything You Need to Know about the Mid-Life Career Change You're DYING to Make!

Teaser Copy 1:

Looking for life's next step and don't know where to focus?

Always wanted to write for a living, but didn't know how to get started?

Content Marketers are writers who introduce buyers to the best solutions to their worst problems!

Learning to become a Content Marketer will take your love of writing and allow it to mingle with all your business savvy and life skills you've already acquired.

In the FREE article below, you'll discover:

- The 4 types of content that get BIG results for your clients! (and BIG paychecks for you!)
- How the Content Marketing fundamentals explained in this article will get you soaring toward the 2nd act in your life.
- A breakdown of the Content Marketing skills needed so you can start earning money fast.

Claudia Cesarotti (ccesar1498@gmail.com)

Let the Content Marketing Mastery Certification course light the way to your new writing life! [Click here!](#)

Pillar Post Headline 2: How To Take 5 W's & 1 H and Spin It into Gold for Your Client!

Teaser Copy 2:

Now that your decision to embrace Content Marketing as your 2nd career has taken off, it's time to learn about all the tools at your disposal to make that dream happen.

The Customer Persona is the 1st tool you'll learn about in the Content Marketing Mastery Course.

It is the backbone on which all the other many skills you're learning about will balance.

But don't worry... not only is it easy to learn and apply, but it is fun to do too!

In this pillar blog post, you'll learn:

- Why a Customer Persona is so critical to the success of your client and ultimately... You!
- How to build a useful, insightful and razor-sharp Customer Persona your client will rave about.
- The benefits a Customer Persona can provide to pinpoint your client's best customer and therefore, provide BIG results.

Let the Content Marketing Mastery Course pave the way to your exciting 2nd career!

Segment Name: Your Next Move

Claudia Cesarotti (ccesar1498@gmail.com)

Promo Copy:

Since 1997, AWAI (American Writers & Artists Institute) has been THE leader in the copywriting and content marketing community!

With the dawning of the age of the internet, AWAI recognized that digital and content marketing, along with copywriting, were the ways of the future and has embarked into out-pacing its competitors and over-delivering in their knowledge, teachings and amazing staff support to their members.

The Content Marketing Mastery Course lives up to this high praise (and more!) by walking you through every detail of the sophisticated skills introduced with an ease of comprehension unparalleled to any other course out there because everyone who teaches a course at AWAI is a master in their field themselves.

In the Content Marketing Mastery Course you will learn:

- The definition of Content Marketing and how it will benefit your new career!
- A valuable and relevant skill set to make earning a 6-figure income a very achievable goal.
- Up-to-date best practices that will set you up to be a 'professional' from your 1st day!

Learn more about the Content Marketing Mastery Certification [by clicking here](#).

Click here to
read ALL about
it!