

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson  
author, *Guerrilla Marketing*

Vol 4, #10

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# Roger C. Parker's Guerrilla Marketing & Design

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## The quest for content

**How to create the content you need to consistently promote your expertise**

Content forms the basis of marketing success

The goal of your marketing is to gain your prospect's confidence. Selling becomes easy once you are perceived as an expert. Content, defined as *useful information presented in an organized and easy-to-understand format*, creates trust and sets you apart from your competition.

[Mind Maps](#) make it easy to develop your content ideas

Content also makes possible *consistent communications* with clients and prospects. Consistency permits you to maintain *top-of-mind visibility*, so you get the sale when your prospect is ready to buy.

### What makes great content?

**1. Market orientation.** Content is not "advertising." Advertising is about *you*—but, your market doesn't *want to* read about you or how great you are.

Content, however, is about your clients and prospects, and the threats and opportunities they face. Clients *welcome content* because it helps them achieve their goals or avoid potential problems.

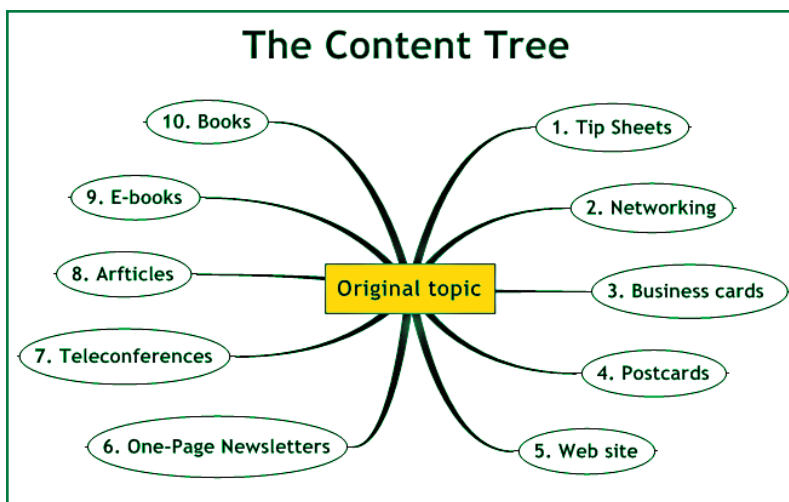
**2. Actionable.** Content is not theory. Theory may provide perspective, but does not solve problems.

Content, however, provides *detailed, specific, practical steps*. These steps describe what must be done, and in what order to achieve a goal or solve a problem.

**3. Accessible.** Content must be easy to read. Your market doesn't have time to waste decoding disorganized or hard-to-read text. You can make reading easy by *editing, formatting, and organizing*.

Information becomes content when stated as concisely as possible. This involves *editing* to eliminate distractions like unnecessary words.

*Readability* involves *formatting*, achieved

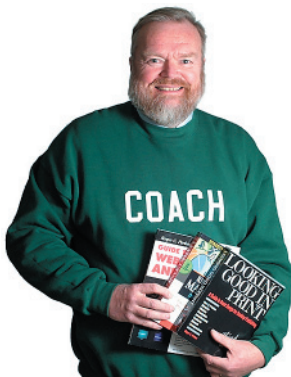


## You can reuse each topic in

### a variety of ways

*I love your Content by Design—so many practical tips for creating content...a year's worth of knowledge in an hour!*

Amy Leyden  
Sydney, Australia



**Roger C. Parker**  
*Profit Builder*

- **\$32,000,000** author
- 35 books, 37 languages
- 1.6 million copies sold
- NY Times* recommended
- **Speaker, consultant**
  - **Design educator**
- **Training, workshops**
  - **Marketing coach**

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by choosing the right typefaces, type sizes, line lengths, line spacing, and other details that influence readability.

*Organization* begins with *chunking* breaking big ideas into a series of short, easy-to-read topics. *Numbered subheads*, help readers focus on one idea at a time, presented in the correct order.

**4. Scalable.** Content can be expanded and reused, over and over again, treating the *same ideas with increasing detail*. This saves you time and money, permitting you to “write once, publish often.”

### What makes up content?

Topics are the building blocks of content. Topics include characteristics, procedures, symptoms, trends, or *recommendations*—i.e., mistakes to avoid, questions to ask, shortcuts, steps, tips, etc.

Headlines introduce each topic. Headlines stress the importance of reading the topic and the number of points it contains. Subheads introduce each point. Differing amounts of text accompany each point, depending on the size of the project.

### The “Content Tree”

The Content Tree shows how a *single topic* can be used to [promote your expertise](#). Once you choose a topic and its supporting points, you can expand each point as needed for different projects.

Content first created as a 2-page tip sheet you create and distribute for free can also enhance your [business card](#), give you something to talk about at networking events, and turn into [postcards](#), [newsletters](#), articles, web site [incentives](#), [teleconferences](#), [e-books](#), and—even—a reputation-enhancing published [book](#).

### Where do topics come from?

*Empathy* and *listening* are the key skills you need to develop content. Your goal is to *approach each topic from your market's point of view*. You want to address their concerns and provide information they can immediately put to use.

Keeping track of customer and prospect questions is another approach to content generation. There are also a variety of survey devices you can use to find out what's going on in your prospects' mind.

There are also resources containing “*universal*” *topic ideas* to jump start your creativity, as well as an e-book containing over 600 entries described at [www.contentbydesign.com](http://www.contentbydesign.com).

### For more information

Let Roger C. Parker help you convert your expertise into a Content Tree that begins with tip sheets and expands to an *ongoing series of low-cost, effective marketing communications* which build trust by promoting your expertise.