



# Episode 7: Creating Remarkable Content

## E7: CREATING REMARKABLE CONTENT

0:00:00 Ken Franzen: Hey everybody, this is Ken from Neon Goldfish. Back in the early 90s, the worldwide web became available, and began morphing out of this staple that we now have in our everyday lives. This very complex system now reaches nearly all areas of the globe providing a sea of info for just about anyone with access. So today, Justin and I, we're gonna discuss the most basic component of the sea of information. We're talking about an individual piece of content. Content is the building blocks of the internet. There's a staggering amount of content available in... There's a staggering amount of content that's being created in... Published on the internet each and everyday. Just creating content alone is the bare minimum of being part of this game for businesses. To win this game, you must create remarkable content. In this episode, we're gonna cover why should businesses create content, why the content they create needs to be remarkable, what exactly remarkable content is, and how you can go about creating this remarkable content. We're confident our conversation will get you excited about the opportunities content creation can present for your business. Enjoy.

[music]

0:01:20 Justin Johnson: Hey everybody, and welcome to the Neon Noise Podcast. We're going to be discussing content today. Content, it is, it really is everywhere we look. It's the building blocks of the internet, which is such a big part of our everyday lives. And we're not just really talking about the text on your website, it's so much more than that now. Many of us are forgetting about content like resource guides, images, videos, animations, white paper stuff along these lines. It provides so much more value to your website visitors. These are the items that are also gonna make you stand out from the rest of the crowd and not blend in. So today, I think what we should do Ken, let's dive into the importance of creating content, not just talking about any content; we're gonna focus on creating content that's remarkable, content that's valuable that's gonna speak to your website visitors. So, why don't we dive into why businesses need to create content in the first place? Let's just start there.

0:02:28 Ken Franzen: Sure, that's a great starting point. A question we often kind of get faced with is, "How much content do I need to create for my website? Should I be creating content for my website?" The answer is yes, you should be. What type of content? You just covered many of the different types or forms of content that we can create. So let's cover some reasons why. I think the first reason is, is just engaging with people; those people being your audiences. The target people or the target buyers that you're going after, your buyer personas, we wanna get them engaged into getting them excited into what it is you're selling. What products and services are you offering that satisfies the challenges, the pains they have or will help them achieve their goals, right?

0:03:21 Justin Johnson: Correct.

0:03:23 Ken Franzen: And doing so, this content, it could be in the form of, let's say a blog post; this blog post could be an educational piece that brings to light some very high level early in the game, tips...

0:03:40 Justin Johnson: Maybe somebody that's not ready to buy today or something along those lines, right?

0:03:43 Ken Franzen: Oh, absolutely! Yes, this is something that's just starting out, just starting...

0:03:48 Justin Johnson: Makes sense.



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0:03:49 Ken Franzen: Or they see that e-book offer, a guide on how to navigate the waters of buying your particular product and service. It's not a sales pitch, it's not a, you're on the phone with them, it's a guide and you are engaging with them. They're finding what you have to be valuable and you exchange that for... They exchange that for an email address or some type of contact information. And that's how we begin the nurturing campaigns we talked quite a bit about. That kind of slides into the second point which is to educate. So we wanna engage, we wanna provide content that our buyer personas are going to find engaging, valuable. But then we wanna further... That content's gonna be darn good.

0:04:39 Justin Johnson: It has to be good. It's not like it used to be when you could throw content up there and not touch it for two or three years until you decided to redo your site again, right?

0:04:50 Ken Franzen: Sure. Well, and we'll get to that point here in a second. But yeah, there is a definite shift in the landscape when it comes to content. Not only is it stagnant content, but the content's gotta be very good, very educational. And that's the point I'm trying to make is it needs to be educational, needs to help the buyer persona, your target buyer, along their journey in helping them learn more about what it is that you're selling, the process they go through, how it's going to help them achieve their goals and satisfy the challenges or pains. The educational component there is gonna help you, as a brand, build credibility with that particular buyer, which is super important.

0:05:40 Justin Johnson: Good points. What about for search engines?

0:05:44 Ken Franzen: Yeah, so search engines is probably my favorite because it is a question we get so often. "How do I rank better on the search engine?" "How do I show up on page one?" And you had referenced earlier that content is the building blocks of the internet, and it is. That's what the search engines are looking for. They crawl and index, and serve up...

[overlapping conversation]

0:06:08 Ken Franzen: Chunks of content, most of the time with the search you're talking about text content, in the form of blog posts or web pages, and without creating this particular content, you have no skin in the game. You don't have the components needed. And furthermore, the more content, and I'll [0:06:32] \_\_\_\_ in just a quick second, the more content you have, the better your chances are, so long as that content's quality, because the quality factor is really starting to become a big component. The search signals, the search engine algorithms are starting to recognize how engaged your site visitors are with the content, and...

0:06:53 Justin Johnson: If they're sticking around, if they're looking at anything, stuff along those lines, right?

0:06:56 Ken Franzen: Absolutely. And how long they're staying on, if they're diving deeper into secondary pages, or if they're hitting your website and say, "Not impressed, see you later," that's gonna hurt you a little bit. So not to pressure you or scare you away from creating content unless it can be blockbuster, but just...

0:07:16 Justin Johnson: You need to.

0:07:17 Ken Franzen: You do need... It does need to be valuable. So we're not talking about slapping some content on a post and pressing the publish button and you shouldn't... I think where you see this, is a lot of times you find content being created for the search engines and not for the buyer personas, and that's the

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exact opposite way you should go about doing it. If you create content with your buyer personas in mind, being mindful of the key words they're using, answering the questions they're asking...

0:07:48 Justin Johnson: They're gonna find your copy.

0:07:50 Ken Franzen: By default, you're exactly right. By default, you're gonna show up well in the search engines. You might not hit your favorite keyword, but I promise you this much: Your favorite keyword probably isn't the best one anyway.

0:08:00 Justin Johnson: Isn't getting searched anyhow. [chuckle]

0:08:01 Ken Franzen: Exactly. So, make sure that you're in the mind or the... Put yourself in the shoes of your buyer persona and really understand where they're coming from. Create good copy from that, good content from that perspective, and you will show up well in the search engines.

0:08:17 Justin Johnson: Great points, great points. What about remaining competitive?

0:08:21 Ken Franzen: Yes. To remain competitive, you gotta think about this if... You made mention earlier that it's the days of creating a bunch of content and letting it sit stagnant for a couple years on end and...

0:08:39 Justin Johnson: It happens a lot. I think it does.

0:08:42 Ken Franzen: It still does and... What's going on is there's more and more players in the game. More and more web copies being created, blog posts are being published; so much is flooding the market, or the internet, that if you don't participate, you will lose just by...

[overlapping conversation]

0:09:04 Ken Franzen: Correct. And your competitors are going to beat you out. Now that's not... I'm talking from the standpoint of the search engines. Now let's talk about the standpoint from a couple of the other previous points that I just discussed; engagement with your buyer personas. If your competitors are engaging with them, providing them educational pieces...

0:09:23 Justin Johnson: And you're not...

0:09:23 Ken Franzen: And you're not, then when they... Let's say they do find their way to your website, you're not a resource to them during the entire buyer's journey. So that credibility I spoke of earlier, doesn't lie with you. It instead lies with your competitor. If you don't do anything else, look at your competition. Make sure you're at least holding the candle...

[overlapping conversation]

0:09:48 Ken Franzen: Exactly, exactly. And then the last point I have to why a business should create content is simply to stay on top of your game. We all know our craft very well.

0:10:00 Justin Johnson: Sure, but it changes so often. [chuckle]



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0:10:02 Ken Franzen: You're right, it does change very often. It doesn't matter what industry you're in, I think technology, or technological advances has catapulted and accelerated the quickness and frequency of change in all industries. While the fundamentals stay pretty much the same, we're looking at a time when that background change is going on. Well you might be able to keep up with it. Creating content, even if you are the know-it-all, which most people won't consider themselves the absolute know-it-all, you're gonna do some research when you're creating this content. You're gonna try to find new things that are the latest and greatest to talk about, to engage your audience with, and in that you're gonna learn more, and understand, and become even more of an expert. And you'll stay on top of your game so that that added knowledge, it's almost like those continued education classes that my teacher friends look so forward to going and taking.

[overlapping conversation]

0:11:05 Justin Johnson: However, they're not happy about it, but they know exactly what's going on in their industry, so... [laughter]

0:11:09 Ken Franzen: Absolutely.

[overlapping conversation]

0:11:12 Ken Franzen: So think about this as a voluntary continuing education avenue, where you don't have to go...

0:11:16 Justin Johnson: It's not such a bad thing.

0:11:17 Ken Franzen: Go to a crappy conference and pay for a hotel room with still smelling bed sheets.

[background conversation]

0:11:35 Ken Franzen: Alright, so we just covered why businesses should be creating content, but let's dive a little bit into why does that content... Or why does it need to be remarkable? We made a mention earlier that just creating alone is not enough. It needs to have some sparkle to it, right?

0:11:55 Justin Johnson: Yes, it absolutely does. And I think that, quite honestly, it's pretty simple. The reason that it has to be remarkable, I've got some stats, we all love stats...

0:12:08 Ken Franzen: We love stats.

0:12:09 Justin Johnson: And these are... It's pretty simple when you look at this. Four million blog posts were published yesterday, four million, alright? So that's a huge number, and obviously that means that four million blog posts are gonna probably be published again today. When we start looking at these numbers and we're thinking four million posts every single day, add it up, do the math, that's 120 million blog posts that are published on the internet every single month.

0:12:42 Justin Johnson: The number is so incredibly huge, you just have to be looking at it from this angle and understand that if I'm creating a blog post today, and I'm not doing anything to stand out, I'm not doing

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anything to make that better than the next guy, it doesn't do you any good. You're basically like the other three and a half, the 3.8, 3.9 million people that just hit the publish button. It's just, you really need to look at the amount of content that's being published and put more than 20 minutes, 30 minutes into that and really dive deeper. So we're gonna talk a little bit about some of the best practices on what you can do here in a little bit. But video, that's another big one, right? So, YouTube.

0:13:36 Justin Johnson: If you haven't published anything on YouTube today, I'd be surprised because there's an estimate that 300 hours of video is uploaded to YouTube every single minute. That's 5.5 billion videos that are viewed every day. And if you think about... Everybody's got an iPhone or some type of device that captures video now. They're walking around and... That's why you see, you turn to the left and to the right when you're driving down the road and people are looking at their phones. Video is just coming extremely popular, and if there is that amount of video that's being uploaded every single minute, you really need to step back and say, "Okay, what can I do to make myself different than everybody else?" Now Ken, do me a favor and, why don't you say the words "remarkable content"?

0:14:31 Ken Franzen: Remarkable content.

0:14:33 Justin Johnson: Alright. So that took a little bit longer than I thought it would, but in the time that it took you to say "remarkable content", there were over 10,000 tweets, tweets sent on the Twitter, okay? On the Twitter, every single second there's 6,000 tweets sent.

0:14:53 Ken Franzen: That is amazing.

0:14:53 Justin Johnson: Those numbers are... So start thinking about this. We're talking about 10,000 tweets sent in the time that it took you to say that, and we've got 300 hours of video being uploaded every single second. And we've got four million, million blog posts published every single day. So really, what it boils down to for me, for everybody, is there's just a heck of a lot of content that's being published every single day and I can't stress enough that you need to figure out ways from what you're publishing, it just it has to stand out, it has to be different, and you've got to separate yourself from the rest of the crowd. I think what it boils down to, like how do you cut through all these lines, how do you get your content seen in this overwhelming sea of content that's flooding the internet every single day? In my opinion, it's simple; you have to make it remarkable, and we're gonna discuss some of the best practices in order to do so. So let's dive into that, why don't we talk a little bit about what is remarkable content?

0:16:09 Ken Franzen: Without a doubt, the content, it must be remarkable, and you're pretty much scratching your head like, "Okay, great guys, cut to the chase, what is... "

0:16:18 Justin Johnson: What is it?

0:16:19 Ken Franzen: It's content that's second to none. It's rivaled by none.

0:16:24 Justin Johnson: You talked a little bit about this before; it needs to be written for a specific audience. You have to be writing for your buyer personas. You touched on this a little bit, as opposed to just creating information on products and everything, you need to connect with these buyers. You have to give them additional value, they have to feel that value. I've got an example of this paver company that I was interested in doing a new patio. They took a little bit different approach to it, like I didn't know where to start with this

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whole patio thing, right? So all I knew was that I wanted to install patio pavers in my backyard to make it look pretty sweet, right?

0:17:07 Ken Franzen: You wanted to do this yourself or hire them to do it?

0:17:09 Justin Johnson: I didn't know.

[laughter]

0:17:11 Ken Franzen: Okay, fair enough.

0:17:12 Justin Johnson: I didn't know at all! And to be honest, all that I knew was that I had an end result that I wanted to get to but I don't know how to get there. So instead of... I hopped online and I started doing a little bit of research and I ended up on this website that had a how-to guide on creating a patio. This guide, it was extremely detailed, it helped me understand the process from A to Z on exactly what needed to be done, and it made me, quite honestly, going through this guide, it made me realize that, one, I don't have the time to do this, and two, I probably... My patio is not gonna look anything like the end result on this little how-to guide. It's gonna probably be horrible, and you're not gonna wanna come and sit on my patio deck, paver deck.

0:18:04 Ken Franzen: Okay.

0:18:04 Justin Johnson: So, anyhow, long story short, the how-to guide, it spoke directly to me, alright? And it eventually made me become a customer; it made me hire this company to come out and install these pavers for me. And it wasn't... The difference is, writing for your buyer persona, writing for the person that's interested in purchasing these pavers, what they did differently, they had some educational material on their website that attracted me to their website in order for me to become a buyer. They didn't just post these pretty pictures of these pavers on their website and, "This is where you can buy 'em." That's the biggest difference, that's writing for a specific audience instead of this broad range of people that you're gonna connect with. So that's just a little bit of an example on something that was beneficial for me that I thought that this company did an excellent job with.

0:19:08 Ken Franzen: Sure. So you were a buyer persona, I think you said they were targeting you as the person, the do-it-yourself-er...

0:19:15 Justin Johnson: The er, yeah.

0:19:16 Ken Franzen: And this guide really kind of scared you into hiring them, but...

0:19:21 Justin Johnson: I don't think...

0:19:21 Ken Franzen: It equipped you with all the pitfalls that you might encounter if you did do it yourself and...

0:19:28 Justin Johnson: Right.

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0:19:30 Ken Franzen: Like many products and services we buy, oftentimes there is a trade-off between doing it yourself or hiring a professional to do it depending on what that might be, be it maybe swapping out the swing on your child's swing set, or brain surgery, [chuckle] there's certain ones I think that you'll probably say, "I'll do that myself," or...

0:19:51 Justin Johnson: "I'll pass." [chuckle]

0:19:51 Ken Franzen: "I'll hire the brain surgeon," right?

0:19:54 Justin Johnson: Right.

0:19:55 Ken Franzen: So in this particular... So they wrote it for... They created this particular piece for you, the buyer persona, being the, "I can do this myself" man, homeowner...

0:20:10 Justin Johnson: I think that there were some pictures in there of this giant semi, dropping off pellets of pavers, and I think that that was one of the things that kind of pointed me in the direction, 'cause I'm going, "How the hell am I gonna get all these pavers and these pellets into my backyard?" And then I'm sitting there and I'm going, "Oh, well wait a minute, you're either gonna carry these or you are going to wheelbarrow these things back there," and I just didn't...

0:20:39 Ken Franzen: Neither sounded fun, right?

0:20:40 Justin Johnson: Neither sounded fun. [chuckle] I like my back, so...

0:20:43 Ken Franzen: Yeah.

[laughter]

0:20:46 Justin Johnson: Yeah, so that was...

0:20:47 Ken Franzen: Coming from someone that did some paver work back in the college days too, doing that for long periods of time really, if you're not used to it...

0:20:54 Justin Johnson: You'll forget about it.

0:20:55 Ken Franzen: You'll feel like an old man, not only in your back, but every other muscle in your body, so...

0:21:00 Justin Johnson: I'm out. [chuckle]

0:21:00 Ken Franzen: All you landscape contractors out there, many props to the...

[overlapping conversation]

0:21:04 Justin Johnson: Yes, absolutely, absolutely. Good stuff.



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0:21:08 Ken Franzen: Alright, great. So what's next on the plate for what remarkable content is? What else do we have?

0:21:15 Justin Johnson: Alright, so we just gotta make sure that it's well-researched. Hop on Google, hop on whatever your favorite search engine is, and type in the terms, type in the things that you think that people are typing in to show up for you to show up for them, and just see what your competition is doing. Go out there and see if a blog shows up, and take a look at the blog, really dive into it, look at the comments that people are leaving on there. See if they're leaving questions about anything that's not being answered.

0:21:53 Ken Franzen: That's a big opportunity that you just pointed out there, is the comment section. I think it often gets overlooked because if you find a blog post that's well-written, you're kinda like, "Oh, this is fantastic." But look down in the comments, yeah, fish out and find out...

0:22:07 Justin Johnson: What am I missing? Right?

0:22:09 Ken Franzen: Yeah. What is the actual audience that found this blogpost, what are they saying or what are they asking additionally that they didn't understand? That's an opportunity.

0:22:17 Justin Johnson: Yup. That's a huge opportunity. You've got a content piece right there just waiting for you.

0:22:24 Ken Franzen: Absolutely.

0:22:26 Justin Johnson: Make sure it's unique. Again, head over to... I can't stress... Research and just going and seeing what other people are doing. Your content, it needs to knock the socks off of anybody that's reading it. They have to see the value in it. And really just making sure that you're not creating something that somebody else already has out there. Take your time, go through, and it's pretty easy to come up with a cool topic or something along those lines by doing that research and, "Okay, this isn't there yet. So I've got an idea right here that I can be working off of," right?

0:23:19 Ken Franzen: Absolutely.

0:23:20 Justin Johnson: Alright. Make sure that it tells a compelling story, right?

0:23:28 Ken Franzen: Yeah, story-telling is big, it needs... We can serve up... We served up some statistics. I remember stats, but a story...

0:23:38 Justin Johnson: It's gonna stand out.

0:23:39 Ken Franzen: It sticks with you, right?

0:23:40 Justin Johnson: Right. I think of all the times sitting around the table when grandma starts telling a story, right?

0:23:48 Ken Franzen: Sure. Oh yeah.

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0:23:49 Justin Johnson: And everybody all of a sudden... It's weird because if I'm telling a story at the table, maybe you get like two or three people that are actually listening. Grandma tells the story at the table and it's like, "All right, everybody shut up and turn over, look at grandma, because she's talking now and she's got something cool to say." [chuckle]

0:24:08 Ken Franzen: And they're better storytellers than we are, right?

[overlapping conversation]

0:24:11 Justin Johnson: Obviously, right?

[laughter]

0:24:13 Ken Franzen: Yeah.

0:24:13 Justin Johnson: Nobody listens to me, so... Yeah. I don't know what it is, but whenever grandma dives into a story from her childhood, it just seems like everybody is so involved, and everybody is so interested, and she just dives in and tell it. There's all these details, and it just makes you kind of feel like you experienced that yourself. So just make sure that you're telling a story and it's gonna stand out from the rest of the 3.9, five million people that just posted something on the internet today.

0:24:50 Ken Franzen: Well, I think that the one word that's key there you made mention of is the word "details". And I think that's what separates a story from a great story is, can you place yourself while reading into this particular position, this instance, the point that the content is trying to make? And the details are what really goes above and beyond. And so I think all great story tellers go into details that most others don't, thinking that maybe it's, "Well, that's too much. We don't need to get that carried away." And yeah, not everyone is going to be... Some people are gonna [0:25:34] \_\_\_\_ open for content. They're gonna scan and look for highlighted points too and determine in 10 seconds, if you're good they're gonna read your posts anyhow. So you might as well have the details there so that when they do dive in, if they do and when they do, that...

0:25:47 Justin Johnson: They're gonna read all of them.

0:25:49 Ken Franzen: Yeah. There's gotta be some stickiness, because how many blogposts have you truly read that you're like, "Oh man, you have to read this post that I read the other day, it talked about X, Y and Z"? A lot of times it's like, "This post talked about this generic topic and I found it good, but I can't remember who wrote it and exactly what the specific point they were making. I just remember it was about business and it covered five points." So, that being said, the details and having a story that's gonna provide some stickiness, it's all in the details, right?

0:26:22 Justin Johnson: All in the details, which leads into making it sharable. You just said, you just gave a good example of, if you got all those details in there, you're gonna talk about it. You're gonna tell somebody else about it.

0:26:36 Ken Franzen: Absolutely.

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0:26:37 Justin Johnson: Make that copy sharable. You know that you've created a killer piece of content when you see people start sharing it, and you start seeing over and over again people are commenting about it. It's just got to... If you have all those details in there, you're gonna separate yourself and people are gonna start sharing your content, and there's really nothing better than seeing a blogpost that you just published and all of a sudden there's a bunch of little likes on there, or 15 people have already shared it. You know that you did your job, right?

0:27:14 Ken Franzen: Absolutely. And to top off that, not only knowing that people are sharing your content with their audiences, the nice thing about that is that often leads to people linking to your content, which has tremendous SEO value, doesn't it?

0:27:29 Justin Johnson: Yes, a lot of weight there. We like it when we get our inbound links, right?

0:27:33 Ken Franzen: Absolutely. So just going the route of creating this remarkable content targeted at your buyer persona, that it's so good it's sharable, you now have received the byproduct of good SEO, right? SEO's [0:27:49] \_\_\_\_.

0:27:49 Justin Johnson: Yes, yes, you have. There's nothing better than getting those inbound links, and taking that to the next level is... You know that you've created content that it's so incredibly good that your competitor's gonna pick it up and go, "Damn, this is so frickin' good, I wish that I would've come up with that. I wish that I would've taken the time to come up with something along these lines." And they're gonna be discouraged. [chuckle] They're not even gonna want to try to create that content anymore because you've already done it. You've taken this, you've molded it, you've put it into this piece that everybody's sharing. You're getting your inbound links and stuff along those lines. They're not even gonna try to create a piece of copy that's as good. And I think that, ultimately, that is really the true meaning of a 10X content piece, a 10X content creation that once you're competitor looks at it and goes, "Shit, I can't do anything about this," [chuckle] you did a good job.

0:28:56 Ken Franzen: Yeah, exactly. You showed up with a stick so big, they're not even gonna fight you.

[chuckle]

0:29:02 Justin Johnson: Right. So yeah, that's it in a nutshell. So why don't we jump into how to start going about creating remarkable content and just best best practices and whatnot, and where do we go for step one, I guess.

0:29:22 Ken Franzen: Yeah. So now we have everyone excited about creating content and then taking it to the next level, because we need to...

0:29:28 Justin Johnson: Getting people excited, that's key, right? [chuckle]

0:29:30 Ken Franzen: That's right, exactly! And getting them to want to create...

0:29:35 Justin Johnson: I wanna go create content.

0:29:37 Ken Franzen: Absolutely.

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0:29:37 Justin Johnson: That's awesome.

0:29:38 Ken Franzen: And make it remarkable. So let's talk about, how do you create remarkable content? I got some items here. First and foremost, if you haven't yet created your buyer personas...

0:29:50 Justin Johnson: Do it.

0:29:50 Ken Franzen: Stop right now, hit the pause button, go create your buyer personas. We have that buyer persona template, we'll include that link in the show notes for this episode two for you. But go ahead and... I'm not gonna dive super deep into buyer personas; we've covered that in another episode. Check that one out if you're not entirely sure all the buyer personas...

0:30:14 Justin Johnson: You know what? If you're not sure about how to write your buyer personas, contact us and we'll help you do it.

0:30:21 Ken Franzen: Yeah, I like that. Because it's so important and so key to everything we're talking about here.

0:30:24 Justin Johnson: I'm serious. It's number one, that's it.

0:30:27 Ken Franzen: Yeah, go to the Neongoldfish.com website, find one of the different ways that you can connect with us, and we will help you with getting you going and creating these buyer personas. Because there's nothing that you should be doing without them being your focal point.

0:30:44 Justin Johnson: Correct.

0:30:45 Ken Franzen: So now we're past that. We've identified who our buyer personas are. We wanna focus on the type of content that our buyer personas like to consume. For the sake of this exercise and what we're gonna go through, we're gonna say that our buyer persona that we're focused on, they like blog posts that include lots of images.

0:31:10 Justin Johnson: Cool.

0:31:10 Ken Franzen: Very visual. Maybe they're into travel or something along those lines, or a very visual type...

0:31:15 Justin Johnson: A foodie.

0:31:16 Ken Franzen: Ooh, foodies.

0:31:17 Justin Johnson: Foodies!

0:31:17 Ken Franzen: Yes!

0:31:19 Justin Johnson: They like barbecue pictures. I don't like barbecue pictures.

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0:31:21 Ken Franzen: Yes. Justin and I share a love for barbecue and smoking meats.

0:31:29 Justin Johnson: Hey, look what I just ate last night. I don't know why, but it's just, it's fun to see what other people are eating, I guess. [chuckle]

0:31:38 Ken Franzen: I have more pictures of your barbecue than I do of your family, I think.

[laughter]

0:31:42 Justin Johnson: Okay, that's pretty sad.

0:31:45 Ken Franzen: It's weird. It is pretty weird. But, hey...

0:31:47 Justin Johnson: I was proud of that brisket, dammit!

[laughter]

0:31:51 Ken Franzen: Well, you should be. [laughter] I'm sure it was a tasty, tasty, tasty, treat. The question is, did you share it with anyone?

0:31:57 Justin Johnson: I did! Everybody had some.

0:31:58 Ken Franzen: Very good.

0:32:00 Justin Johnson: Awesome. Awesome.

0:32:01 Ken Franzen: So now that we've identified what type of content we're going to create, we're talking about blog posts here, we're gonna start our search, our research, and begin, I was gonna say Google, but any of your favorite search engines, and we're gonna look for topics that we think the buyer personas would be using to find. So keywords, things along those lines, find your products and services. And before you go any further, I think that it might make sense to open up an Excel document or some type of spreadsheet that we can use to document the findings we're gonna talk about here.

0:32:37 Justin Johnson: Sure.

0:32:39 Ken Franzen: All right. So before, so type in a keyword, key phrase, keyword phrase, anything that you can think of that you wanna begin your research with.

0:32:48 Justin Johnson: Brisket.

0:32:48 Ken Franzen: Brisket. [chuckle] So we type that keyword in, we get our search results. And, before you click any of the results on the page, take note of the top ranking results. And what I want you to look at, what I want you to take note of is things like the titles of these pages; the main link that you would click on to get to that actual result, right? What is the title of the page? What is that text below? What is the description of that page, all right? And those are important because they're often times what we read from that search

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engine's results page that decides whether or not we want to invest time into seeing if we wanna read this or not, correct? It's their first step in grabbing our attention. Now, obviously, being that the number one position is beneficial, but also having a strong title and description is going to... It's been proven time and time again to increase click through rate, which also in turn has a impact on your position as well. So take note of those and make a column for title. Make a column for description. 'Cause what we really wanna do is we wanna try to identify commonalities or areas of opportunity when we determine which, ideally, overall, where we find our main opportunity for creating a piece of content.

0:34:17 Justin Johnson: What about images and infographics, stuff along those lines?

0:34:23 Ken Franzen: Yeah, yeah. So when we click through the pages, make note of what it is that you see. When you get onto the page, what is your first instinct? Now if our buyer persona is someone who likes the visuals of imagery, are the top results being served up image-heavy? Are they really catering to what they're looking for? Infographics are fantastic tools. Images are definitely powerful. But make note of the specifics of what you're shooting for and if those pages possess it. Next, read the text and find out if it's well-written. It's amazing how many vanilla blog posts...

[chuckle]

0:35:17 Justin Johnson: You're being nice. You're being really nice. [chuckle]

0:35:20 Ken Franzen: I know I am. But a lot make it to the top, and there's obviously a lot of factors that go in there. But what I want you to do is give each result on the first page a grade based on how good you think the text actually is. Now an "A" would be something that you think is completely kick ass, grabs your attention right from the beginning, it's gonna cover the topic, from start to finish, has awesome photos, illustrations, graphics. It's gonna have the [0:35:49] \_\_\_\_ that makes it easy to scan. Talking about headlines, sub-headlines, bolded lists and bolded words, things along those lines. And it's easy to just re-digest when you dive in. It's just awesome.

0:36:05 Justin Johnson: Wants to get through it, right?

0:36:06 Ken Franzen: Absolutely. That would be an A.

0:36:07 Justin Johnson: That's an A, sweet.

0:36:09 Ken Franzen: Now, you can notch down the Bs and Cs and Ds.

0:36:13 Justin Johnson: You're gonna find those. They're gonna be on page one.

0:36:16 Ken Franzen: No, they will. And the more that you find, and we'll get to this...

0:36:19 Justin Johnson: More opportunity you have, right?

0:36:21 Ken Franzen: Exactly.

0:36:22 Justin Johnson: Perfect.

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0:36:23 Ken Franzen: Back to your spreadsheet, take note on how long the article or blog post is, and I'm talking about the number of words. Things that you might wanna pay attention to is also... It depends on how detailed you wanna get into all of this. You could really start paying attention to a number of characters in a line or the number of words in the average paragraph, because oftentimes, those that are ranking at the top, likely have, and you can also look here and I'll touch on this in a second, likely have some additional shares, and by that, they probably have a level of engagement that people find appealing. So, aesthetically, how is the post set up to make it readable, right?

0:37:12 Justin Johnson: Right.

0:37:13 Ken Franzen: All right, so how many pictures or images? Actually count them and make whatever detailed notes you want on them; if they're large images that are cropped, if they're images of a... That look like they were professionally taken for that particular post, or if they're stock images, which a lot of them are, and that's okay, sometimes we don't have photographers that we can have follow us along to capture every component of a particular piece of content that we're going to be writing about. So, what keywords are they highlighting on? Do they have them...

0:37:53 Justin Johnson: Bolded out or anything along those lines.

0:37:55 Ken Franzen: Exactly, yup. And then, as I mentioned once before, does the page have social sharing functionality? A lot of them have the little buttons at the top where you can click on Facebook, Twitter, LinkedIn, Google Plus. You can pin it on Pinterest. Those are...

0:38:13 Justin Johnson: [0:38:13] \_\_\_\_ too, right?

0:38:15 Ken Franzen: Yes, a lot of them will actually show the number being displayed. There are some online tools you can actually download and use to find out specific details on sites, Google search for looking at some of those would easily help you, but how much the post is actually shared in the various social media platforms as well.

0:38:39 Justin Johnson: Yeah, that's helpful.

0:38:41 Ken Franzen: And then the last item, something you already made mention of, but review the comment section at the bottom and see what questions people are asking. It is just an easy cherry pick for content that needs to be creative that's just been missed. A huge opportunity there.

0:39:02 Justin Johnson: Huge opportunity.

0:39:03 Ken Franzen: Alright. So you've went through, you've done your evaluation, you've assigned all your grades, you've done all your counting.

[overlapping conversation]

0:39:10 Justin Johnson: Yup.

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0:39:11 Ken Franzen: Exactly. Now it's time that you review your findings.

0:39:15 Justin Johnson: How do I make it better?

0:39:17 Ken Franzen: Well, exactly. Or what we're really trying to do here is we're trying to identify where...

0:39:20 Justin Johnson: Identify what to do.

0:39:22 Ken Franzen: Where we can win. Yeah. We don't wanna walk into our first battle, because we're gonna be learning as we go along the way and getting better and better, but we don't wanna run into a bunch of black belts, right?

0:39:36 Justin Johnson: Exactly. Stay away from them.

0:39:38 Ken Franzen: We want to... [chuckle] They're tough.

0:39:39 Justin Johnson: They kick very high.

0:39:41 Ken Franzen: They do. [chuckle] So what we wanna do is we wanna review...

0:39:43 Justin Johnson: Spin and stuff.

0:39:45 Ken Franzen: Spin and stuff. We wanna review the findings that you just went through. So unless you've chosen a super competitive keyword, chances are you're not gonna see all A's on the report card that you just created, right?

0:39:58 Justin Johnson: Which is good.

0:40:00 Ken Franzen: Which is good. So focus on... Now let's just say for instance that there's...

0:40:08 Justin Johnson: What if there's like three B's on your sheet, or a couple of C's?

0:40:13 Ken Franzen: Alright, so let's consider, for the sake of our argument here, that they're all B's and C's.

0:40:20 Justin Johnson: Ooh, alright.

0:40:21 Ken Franzen: Alright? No A's.

0:40:22 Justin Johnson: No A's. Okay.

0:40:25 Ken Franzen: And I'm telling you, if you find an A, it should be something that scares you away.

0:40:28 Justin Johnson: It's rock star. You don't wanna do it, right? [0:40:31] \_\_\_\_.

0:40:31 Ken Franzen: Or you can say, "Well, this is, from this angle, but I can re-approach it from that angle." So the content that you want to shoot for is that you want to be that A content, and B's and C's are gonna be



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very good. And so, let's just, for the sake of this conversation, state that you have B's and C's. Focus on the best piece of content, though. Focus on the B or the B plus that you are evaluating right there. And so ask yourself some questions. Is this the most complete resource on this topic? Can I... First ask yourself, "Can I create something that's equally as good, just as good as this?" And then...

0:41:20 Justin Johnson: Are we trying to just get it a little bit better, or are we trying to make this five times better? Where do we go with that?

0:41:27 Ken Franzen: No. It's a great point because you want to evaluate and find something where you can say, "This is very good, but I can make it 10 times better than this." It's that 10X content that... You'll eventually stumble across this concept 'cause...

[overlapping conversation]

0:41:53 Ken Franzen: Let's put a link into Rand Fishkin's Moz video. I think it's a white board Friday video on 10x content that I think is fantastic, and it explains the differences of regular content to remarkable content so very well. It'd be hard to... It's 10X content.

0:42:11 Justin Johnson: It's hard to do anything better. [laughter]

0:42:12 Ken Franzen: It's a video, right? Come on, Rand. Knocking it out of the park.

0:42:15 Justin Johnson: Damn it.

0:42:17 Ken Franzen: But that 10X content that we're talking about, it's equivalent to basically say to yourself, "Can I create something that's so damn good that people will read it, they're gonna share it, they're gonna recognize it's the best piece they've read on this particular topic in a very long time, or ever?" And then you get that competitor that reads it, and they get that pit in their stomach that you beat 'em to the punch. And the only thing that they could possibly do at this point is to re-word what you've produced, but they're not gonna go that route 'cause they know for a fact that would just be a, I don't wanna say lame, but a cop-out. But they won't even make the attempt, right?

0:43:00 Justin Johnson: Right.

[chuckle]

0:43:03 Ken Franzen: And if they do, call 'em out on it 'cause that's [0:43:04] \_\_\_\_.

[chuckle]

0:43:07 Justin Johnson: Run it through Copyscape. [laughter]

0:43:08 Ken Franzen: Run it through Copyscape, make sure they don't copy and paste your stuff. Alright, so now that we've concluded, we've identified an opportunity where we can create a 10X piece of content, we're gonna switch over from research mode to creation mode now.

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0:43:28 Justin Johnson: Creation mode, sweet!

0:43:30 Ken Franzen: Yes. If you don't feel like you found a sweet spot, if you don't feel like you found an opportunity, a place that you know you could win, then don't go through the entire process of the creation just yet. Go back to the very first step, do another keyword search and find... We need to find the area of opportunity. We need to find a place we know we can win. There's no sense of putting in the time if we feel like we might get our butts kicked by those black belt ninjas. We wanna go in there and be able to kick some butt.

0:44:03 Justin Johnson: Find some B's and C's.

0:44:05 Ken Franzen: That's right. Now it's time to create your content. Truly remarkable content takes time to create, so give it its due. It's nothing you're gonna knock out in, like you mentioned earlier, 20 minutes. You got a process you need to go through, and you need to start with spending some time and researching info. If you're gonna create the most complete 10X version of your topic, likely, and maybe you do have this all up in your noggin and it's just ready to be spilled out on a piece of paper, you're likely gonna require some research. In your research, make sure you cite the areas that should be given credit during your research. If you can pull a statistic from the, I don't know, Bureau of Labor Statistics or anything else of that nature, make sure that you give them a link and properly cite where you're getting your info from.

0:45:05 Justin Johnson: Right.

0:45:06 Ken Franzen: Now, the key here I think that you should keep in mind is make your content interesting. You wanna grab the reader's attention to the very first paragraph and clearly tell them why they should continue reading and the exact benefit they're gonna get from doing so.

0:45:24 Justin Johnson: Sure.

0:45:27 Ken Franzen: Next, you're gonna wanna go gangbusters and cover the topic like it's never been covered before. As we mentioned, be a storyteller. Get into the details. One thing I know that helps me out when writing things is I don't do well when I try to create the final piece of copy the first time.

0:45:49 Justin Johnson: Right.

0:45:51 Ken Franzen: I have a three-step process that I go through, and everyone's like, "Oh, crap. Here goes three more steps."

[laughter]

0:45:58 Justin Johnson: He comes and has grandma write step one.

[laughter]

0:46:01 Ken Franzen: Right. The first is just an outline. I just like to do a general outline where it just covers the intro and the main bullet points I wanna hit, the conclusion. And then I like to create what I call... Not what I call, actually Brene Brown, a well-known author, she calls this, "your shitty first draft".

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0:46:24 Justin Johnson: Right. Everybody's got a shitty first draft, it just happens.

0:46:27 Ken Franzen: Yeah. It's very true. And you should, because the thing is, if you spend so much time trying to create that final piece, you're gonna get lost. Some writers can do it; most of 'em can't.

0:46:36 Justin Johnson: It's gonna take you forever to do it. [chuckle]

0:46:38 Ken Franzen: Well, just do a brain dump and get everything out there. If you need to do an outline, I do; I'm one of those that needs an outline for structure just because I need parameters to stay within. But if you do, you don't need that outline, just get everything you can out on paper. Do your research and just start jamming the words out. Then take the steps to make your content interesting, get the reader's attention, cover the topic in detail, get the story pieced together with all the nooks and crannies. If you have personal stories you can apply, tell them. Statistics, find as much as you possibly can. And then find images that can support your story, your article, your text. It can be photographs, it can be illustrations. They can be screenshots from a computer screen. When possible, use images that you've created, photos you took, drawings you made, screenshots of your own work. It goes a long way. We don't all have that luxury. So if you can or you need to, resort to using stock photos or illustrations, that's fine. It's better to have a stock photo than it is to have no photo at all.

0:47:50 Justin Johnson: True.

0:47:51 Ken Franzen: You'll see in most of your results, the top positions, even if they're B's and C's, they're gonna have photos in 'em. I'm pretty darn sure that you're not gonna run into, unless maybe you hit a Princeton paper, [laughter] somebody there that's a dot EDU that a ton of people are linking to, you're probably gonna see quite a few photos. Now, whatever route you go, do yourself a favor: Do not do a Google search and right click "Save As" and use that image in your...

0:48:21 Justin Johnson: No. That's bad.

0:48:23 Ken Franzen: That's bad. In fact, that...

0:48:24 Justin Johnson: Don't do that. We don't even need to just go down that road. But don't do it.

0:48:28 Ken Franzen: Just don't do it. Make sure you have the right seeds of photography. There's tons of royalty free stock photo sites.

0:48:33 Justin Johnson: There's a lot of great stock sites out there that you... Quite honestly, I mean you can't even really tell that some of them are stock sites.

0:48:41 Ken Franzen: No.

0:48:41 Justin Johnson: And they're very, very, very inexpensive.

0:48:43 Ken Franzen: There's a lot of great photographers contributing to those libraries. When we're talking inexpensive, we're talking a handful of dollars for a great shot.

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0:48:52 Justin Johnson: Kick ass shot. Yeah. Yeah.

0:48:53 Ken Franzen: So don't chance it. I promise you this much. They're getting better and better at catching the photo snatchers. Photo snatchers, there we go.

0:49:03 Justin Johnson: Photo snappers. [chuckle]

0:49:04 Ken Franzen: Yeah, that would be the picture takers, wouldn't it? [chuckle]

0:49:10 Justin Johnson: Just don't do it. That's what it boils down to.

0:49:11 Ken Franzen: Just don't do it. Yep.

0:49:12 Justin Johnson: Alright.

0:49:13 Ken Franzen: Lastly, format your text. When I mentioned earlier about making it scannable.

0:49:18 Justin Johnson: Yeah.

0:49:19 Ken Franzen: Most people when they visit the page, they're gonna kind of glance through and say, "Does this page... I read the title, I read the description back on the results page, searches and results page. Now I need to dive in and make sure that this possesses the words that I'm looking for. It's gonna address the point that I'm trying to... The question, the itch that I have, right? What is it doing?" And the way you do that is you use headlines, you use sub-headlines, you use bullet points. You use bolded text.

0:49:47 Justin Johnson: Just break it up.

0:49:48 Ken Franzen: Break it up. And then whether supporting, or as opportunities to support other pieces of your work, insert links to your own work within your own website. I mean we talked about citing external references or resources, things you find which is powerful, and there is actually some SEO value to that, more so than I think people know, but allow the site visitor to dive deeper into your website.

0:50:14 Justin Johnson: Into your website, right.

0:50:16 Ken Franzen: It is absolutely paramount. And then lastly, here when you're creating your content, if you have a call to action, if you have a CTA that's going to lead to a downloadable offer...

0:50:28 Justin Johnson: Put it in there.

0:50:29 Ken Franzen: Drop it in there. Yes.

0:50:30 Justin Johnson: Don't forget it. I can't tell you how many blogs that you go through that you find that you get to the end and you're like, "Man, I really wish I could go further and learn a little bit more about blank or blank", and there's nothing there.

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0:50:42 Ken Franzen: Sure. Or you don't even have that wish. You don't even have that... That thought never crosses your mind 'cause you don't even think that there's value and more content available at the end of the rainbow, right?

0:50:48 Justin Johnson: There's more, right. There's got to be more. [chuckle]

0:50:51 Ken Franzen: Yeah.

0:50:52 Justin Johnson: There's something else.

0:50:53 Ken Franzen: So. Make sure you get the CTAs in there. And then once you're there, publish your content.

[chuckle]

0:51:01 Ken Franzen: Get it out there.

0:51:01 Justin Johnson: You can't leave it in draft status? Come on!

0:51:03 Ken Franzen: No. [chuckle]

0:51:04 Justin Johnson: Come on!

0:51:04 Ken Franzen: I think a lot of people get hung up on the...

0:51:08 Justin Johnson: The idea.

[overlapping conversation]

0:51:11 Ken Franzen: And anything creative is never gonna be good enough. Just know that. If you're painting a picture and you're really trying to strive for perfection, there's a certain point where that picture is as best as it's gonna look. All you're gonna be doing is tweaking the thing, and if you tweak it too much, your picture of an apple's gonna look like an orange and then like a pumpkin, before you know it. Right?

0:51:32 Justin Johnson: Right.

0:51:32 Ken Franzen: And so, I mean, you're more of a designer than I am, Justin. I can...

0:51:38 Justin Johnson: Come on.

0:51:38 Ken Franzen: I can operate...

0:51:39 Justin Johnson: You put together some nice stuff, right?

0:51:41 Ken Franzen: It's not horrible but...

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[chuckle]

0:51:43 Ken Franzen: You know as well as I do that there's a point where you just gotta get it out there.

0:51:49 Justin Johnson: It looks good, put it out there, quit refining it, and it's just, get it out of draft status.

0:51:58 Ken Franzen: Exactly. So the remarkable level that we're trying to hit, it's going to really come down to the how thorough and if you're telling a good story.

0:52:06 Justin Johnson: Yeah.

0:52:06 Ken Franzen: It will always have the abilities to be better, folks, so hit that remarkable status and then get it out there and get it live.

0:52:15 Justin Johnson: You'd be surprised.

0:52:16 Ken Franzen: You're not etching this in stone, either. You can go back and add to and adjust and modify and make it continually better, but it cannot be seen if it sits in draft status in your dashboard.

0:52:27 Justin Johnson: Right.

0:52:27 Ken Franzen: So hit that publish button when you feel it's public-ready. And then don't just publish and pray, okay?

0:52:36 Justin Johnson: What? You gotta promote these things?

0:52:38 Ken Franzen: Well that's what we're getting at, is yeah.

0:52:40 Justin Johnson: Come on.

0:52:40 Ken Franzen: Especially in the early days. Now when you get to a certain point where you have an audience that you've built because you've created so much remarkable content and it's been shared so much, and you're being found by lots of different users or site visitors because of other content you created, promotion is not as important. But in the early days, it is paramount that you take time to actually promote the content that you just created. No matter how remarkable it is, no one knows about you.

0:53:11 Justin Johnson: Yeah. So where should you start?

0:53:13 Ken Franzen: First of all, you can start off by sending an email out to your database and ask that they share it. Post a link on your social media accounts. Each one of these different areas is a different audience, and so put a link out there, make it sharable. Make sure that you have that sharable social, the social share buttons on your posts as well.

0:53:35 Justin Johnson: Absolutely.

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0:53:37 Ken Franzen: A little side note there. One of the most powerful things I think that you can do is establish relationships with influencers in your industry. Now, there are likely some people that you know in your specific industry that have clout, that...

0:53:54 Justin Johnson: Right.

0:53:56 Ken Franzen: You attend conferences, they're the speaker at a lot of these conferences. They've written a book, they're very active in certain forums. Don't be a creep and just go banging on their door saying, "Hey read my stuff." Right?

0:54:10 Justin Johnson: Have an angle to it.

0:54:11 Ken Franzen: Interact with them a little bit. [laughter] Yes, have a little bit of a strategy. Be sure that you approach... And maybe build some rapport and eventually ask some questions, answer some questions in the comments of their blogs, re-tweet the things or make comments on their tweets. If you're at a conference, go talk to them, they're people, and learn about them, and you'll be amazed at how down-to-earth these influences are. They're guarded, they know people are tryin' to piggyback off of their audiences and things along those lines. So if you approach to them in a more passive way and not so direct...

0:54:49 Justin Johnson: [0:54:49] \_\_\_\_ this to your 10,000 visitors. [chuckle]

[overlapping conversation]

0:54:54 Justin Johnson: Can you send this email out to your 20,000 people you have?

0:54:58 Ken Franzen: Right, right. Because their audience is of value to them, and so I think the more credibility you can build with those influencers. It takes time, it's a long play. Don't go in there thinking that "I'm gonna create a piece of remarkable content," establish a relationship with an influence or by the end of the week and "My work here is done." There's gonna be a lot of work, and you really should be spending as much time on the outreach of your content, as you do in the actual creation of the content.

0:55:26 Justin Johnson: Very good point.

0:55:27 Ken Franzen: If you spent 25 hours on creating your content, expect to spend 25 hours on outreach for your content.

0:55:35 Justin Johnson: You just made something incredible, be proud of it and go out there and promote it.

0:55:39 Ken Franzen: Absolutely, exactly, exactly. So if you truly created a remarkable piece of content and you spent the time it deserves promoting this content, you're gonna start to see people sharing your work with others, and what that's going to lead to is you're having increased exposure, you're gonna get back links. The next piece of remarkable content you create is going to be so much easier to get out to the masses. And so it is... You know what the nice thing about all this, creating this remarkable content, is unlike paid search campaign where, or a TV commercial...

0:56:20 Justin Johnson: It's a gift that keeps on giving.

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0:56:22 Ken Franzen: It is, like the Jelly of the Month club, right? [chuckle] But once you stop paying those mediums, the Google AdWords or the [0:56:32] \_\_\_\_ TV spots or wherever, they have a shelf life, they have inventory, you buy it, you try to get eyeballs, and poof, it's gone, right?

0:56:42 Justin Johnson: And this lasts forever.

0:56:45 Ken Franzen: You own this content, so long as you don't torch your website or forget to pay your host in the counter of renewing your domain, your stuff will live on and on. And while you need to continually play this content game, again, you can't write one piece, get one influencer and be set for life. You need to continue to play the game; it will get easier, but it will continue to bear fruit for you. One blog post written once will produce monthly visitors for you for time and time again. So, all of this is a lot of work, I'm not gonna lie to you.

0:57:24 Justin Johnson: It's well worth it.

0:57:24 Ken Franzen: But it will pay... It's well worth it, it's well worth putting in. And so if we just scared you saying "Hey, you're looking at 50 hours for a piece of content," yeah, that's gonna be a damn good piece of content.

0:57:36 Justin Johnson: It's gonna be a 10X piece of content, let's face it.

0:57:44 Ken Franzen: What are you gonna get out of that, if you took and you created 50 crap blog posts that took an hour each...

0:57:50 Justin Johnson: Sure, which is what you're doing. [chuckle]

0:57:52 Ken Franzen: I still think... Well yeah, you likely could be, if you're putting an hour at that the most into a blog post and just cranking out... I mean they're glorified tweets at that point. So, go ahead and do the measurement; do 50 single, one-hour effort blog posts, and then do one of these remarkable pieces of content, and then evaluate them and see. You'll gladly say...

0:58:20 Justin Johnson: [0:58:20] \_\_\_\_ another one of those.

0:58:21 Ken Franzen: Yeah, my time's better spent on a good solid piece of content. There's no better story than Brian Dean, he's the owner of Backlinko, and...

0:58:33 Justin Johnson: He's got like what, 30?

0:58:34 Ken Franzen: He has a website...

0:58:36 Justin Johnson: He doesn't have a lot of blogs, I know that, and he's...

0:58:39 Ken Franzen: 32 or 36.

0:58:40 Justin Johnson: He's everywhere for SEO. [chuckle]



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0:58:43 Ken Franzen: Yes. No, no, he is at the top. Backlinko, his entire business model is... He's an SEO expert and he teaches others how to build backlinks. So this is his expertise. So he should be everywhere SEO. But the fact of the matter is he's doing this with 32 or 36 kick ass killer blog posts, researches, exactly. He has taken the whole idea of remarkable content and taken it to the next level. If he could do that in such a competitive world, because I don't think there's a more competitive market out there...

0:59:20 Justin Johnson: Try to rank for SEO.

0:59:21 Ken Franzen: Than terms related to SEO... Exactly. If he could do that with...

0:59:26 Justin Johnson: 30 posts.

0:59:27 Ken Franzen: This many blog posts, then I'm pretty confident folks, you can crush your market doing the same.

0:59:33 Justin Johnson: Yeah, with whatever market you're in. Alright, well that was a awesome little... What do we have about that? About an hour or so into this so far. I think everybody's got a good understanding of how they should create that content, and exactly what it is to look for, what remarkable content is and why, why you need to be creating this remarkable content. I think that that's a wrap for today. Just a recap: We have covered why you should create content in the first place, why this content should be remarkable, what makes content remarkable, and then to end everything off is, how do we create remarkable content? Again, we are gonna have show notes available at [www.neongoldfish/podcast](http://www.neongoldfish/podcast). I think that Ken had mentioned that we are also going to be dropping the template in for buyer personas there, and that's accessible and... I also want to create some buyer personas for people that are struggling. We're gonna leave that out there. Reach out and we can help out. Awesome, Ken. Until next time, this is Justin and Ken with Neon Noise. It's your turn now, go out there and create some remarkable 10X content. Take care, guys.

[music]