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CONTENT THAT CONVERTS

SIX WAYS TO CONVERT WHAT YOU KNOW
INTO THE MONEY YOU DESERVE!

IT'S TIME TO MAKE THAT SALE

Let me just say, I am so proud of you for taking the first step.

By accepting this gift you are saying you are ready to take your business to the next level.

Only when you take massive action can you really see results.

You got this and I'm here to help.

I'm Carla Williams Johnson and I help businesses and entrepreneurs achieve their marketing goals so they can enjoy increased revenue.

With over a decade of experience, I help persons make sense of the marketing and advertising world by removing all the complication and stress out of promoting your business that's why I always say "We make it simple".

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GREAT CONTENT COMES FROM WITHIN

You need people to crave your content before they consume.

The fact is, no one knows your business better than you but its how you deliver those juicy nuggets that will keep them coming back for more.

Whether its a blog, video, post or live stream, telling people to buy is not enough, you have to make them want to buy (and buy from you)

Here are six (6) ways you can convert what you know into the money you deserve.

1) Create content that tells a story.

People love stories, particularly one that they can relate to. Ensure that there is a lesson to the story, one that helps them connect the dots as to why they should choose you to help them.

2) Create content that reveals a secret.

Who doesn't love a good secret? Position your content to reveal a juicy secret that your audience just has to hear about that can change their lives for the better.

3) Create content that shows people a way out.

People need to know how you can really help them get out of the perceived mess they are in. Whether its "How to make more money" or "How to create a memorable event on a budget", you are here to save the day.

4) Create content that uplifts people.

With all the negativity bombarding our spaces on a daily basis, be someone's ray of sunshine. Remind them that people need them and they are not alone Uplift their spirits and give them that feeling that they are not alone in the journey - you are here to help them every step of the way.

5) Create content that focuses on the underdog.

Share a story that shows how you or someone you know has risen up and defied the odds. Everyone loves to root for the underdog.

6) Create content that gets people into action.

Give them something to do that can help them move forward in their business. People love to feel like they are working towards their goals, so make it interactive - like a challenge.

NEED MORE HELP?

**CONNECT WITH ME AND ASK ME ANYTHING.
INITIAL CONSULTATION IS ALWAYS FREE**

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THE NEW SMS: STRATEGIC MARKETING
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