

HOW TO SEED YOUR CONTENT CHECKLIST

Introduction

There is a way to make people more inclined to move forward with you BEFORE you formally or overtly ask them to take that next step.

It's known as "seeding" and when you do this well, your content becomes much more powerful and your conversions increase.

And that's because, at it's core, seeding really paves the way for the sale by building curiosity and desire in a subtle way that let's people see the possibilities for solving their problem using your products or services, without it feeling salesy.

The problem is, many people don't do this at all in their content. Or when they do, it often either comes across heavy-handed or it's so subtle that it barely registers in their customer's mind.

But it is possible to pave the way for the sale and get people ready to buy from you before you ever utter a single word in your formal sales pitch.



So how do we do that?

There are countless ways you can seed your content, however there are 7 key things you can focus on first to get results.

7 Key Ways to Seed Your Content

1. Social Proof

Consider mentioning elements that demonstrate your results. This can include client stories and testimonials, or even things like mentioning the number of people who have done your program / bought your product / visited your blog etc can really help people feel more confident about buying from you.

2. Products and Services

Mentioning your products or services in a “by the by” fashion helps people know you have products and services before you start making your offer. For example, you can mention your Mums Get Fit program or your Olive Oil Hand Moisturiser or your Dog Grooming Pamper Pack or whatever it might be as part of a larger story. You might be talking about a great lesson you learned or a day you were speaking to a client – you are only limited by your imagination. Remember you want to avoid being “heavy-handed”. As long as you’re just casually mentioning it so that seed gets planted in someone’s mind. Then when you loop back around to making your offer later, you’ve already had people getting curious about your product or service, so they’re more willing and receptive to hear more.

3. Address objections, beliefs and emotions

This is where you might deliberately talk about a particular idea or share a specific model that teaches people about a concept you know will help them either overcome an objection or make an emotional connection to the outcome you can help them achieve. For example, if you know lack of confidence is often a stumbling block for people buying your product, then you can share a story or some education or a model or a case study that boosts their confidence and gives them a belief that it’s possible. Similarly, if you know people are skeptical about a specific aspect of your product, tell a story or share some research that specifically addresses that skepticism.



4. Outcomes

This is where you let people know about the outcomes others have achieved by working with you. When seeding outcomes, you are not necessarily offering a formal testimonial. Although there's definitely a time and a place for a great testimonial, when you are seeding the outcomes others are getting you want it to feel like it's part of the content you are delivering. This can include things like using your customers as examples of particular teaching points. That way you get to share their positive outcomes but it is all framed as a way to share a particular model or process, rather than as a testimonial.

5. Authority Stories

These are stories that boost your credibility. For example, it could be your own stories (if you have also had a transformation in line with the transformation you are now helping your customers achieve – eg perhaps you too had a post pregnancy fitness story you could share about how you first developed the process you are now teaching). Or it could be a story about a success you've had in another area that maps over to what you are doing now (eg perhaps you had a long career as a scientist and that has a particular benefit for the product you are offering now).

6. Price

This can work very well when you are getting near to making your offer, or if you want to qualify leads. You qualify your leads by briefly alluding to the price in a customer story or other content and then you know the people who stay on and hear your offer are doing so knowing the ballpark of your product's price range... and that you've likely filtered out the people for whom this isn't an option. The other benefit of seeding the pricing prior to your offer is that when people do hear the price in your offer they won't be surprised or turned off. So you're paving the way for the price discussion when you have it with them.

7. More Advanced Content

This works really well giving people a deeper sense of what's available if they keep moving forward with you. For example, if you are giving away free content like in an ebook or a webinar, or even in an email or Facebook post, you can mention a topic or a strategy briefly that you explain more fully at the next level up.



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