

buyer's guide **roadmap**



for bloggers, entrepreneurs and
online business owners



welcome!

Kevin and Sarah Arrow here, and thank you for downloading your content roadmap. We created these to support business owners everywhere with their content marketing activities!

The buyer's guide is a powerful piece of content and it's one that you can use in multiple ways from blog post content to a lead magnet to a video to a webinar... An educated customer is a better customer. Really. They know what they're looking for and they make better decisions. They also remember you fondly as the person that helped them, even if you don't know who they are.

They talk about your business; boost your word of mouth marketing. They'll also share this particular piece of content online, save it on their smartphone or desktop and grow into an evangelist for your business.

Kevin & Sarah

five-step roadmap

STEP ONE

Determin what type of buyer's guide you are writing

1

STEP TWO

Do your research!
Google is your friend

2

STEP THREE

Complete the buyer's guide research sheet (next page)

3

STEP FOUR

Determine the format and create!

4

STEP FIVE

Market your buyer's guide

5

Questions about my buyer's guide

RESEARCH ANSWERS THESE QUESTIONS

Why would someone want this product or service?

What problems does this product resolve?

What unique features does this product or service offer?

How does it differentiate from all the others on the market?

What can this product be used for? Be very specific about the circumstance the product/service can be used in, and what it's not suitable for.

Are there other deciding factors when purchasing this product?

How much does the product or service cost? Remember, the people looking for buyer's guides are ready to purchase. They need to know prices

Creating my buyer's guide

MY BUYER'S GUIDE WILL BE ABOUT:

Creating my buyer's guide

WHO WILL READ MY BUYER'S GUIDE?

Creating my buyer's guide

WHAT ARE THEIR MOST PRESSING NEEDS?

Creating my buyer's guide

HOW WILL MY BUYER'S GUIDE HELP THEM?

Naming 7 formatting my buyer's guide

MY BUYER'S GUIDE WILL BE CALLED:

MY BUYER'S GUIDE WILL BE FORMATTED:

Creating my buyer's guide

HOW WILL MY BUYER'S GUIDE HELP THEM?

three quick checks...

CHECKING...

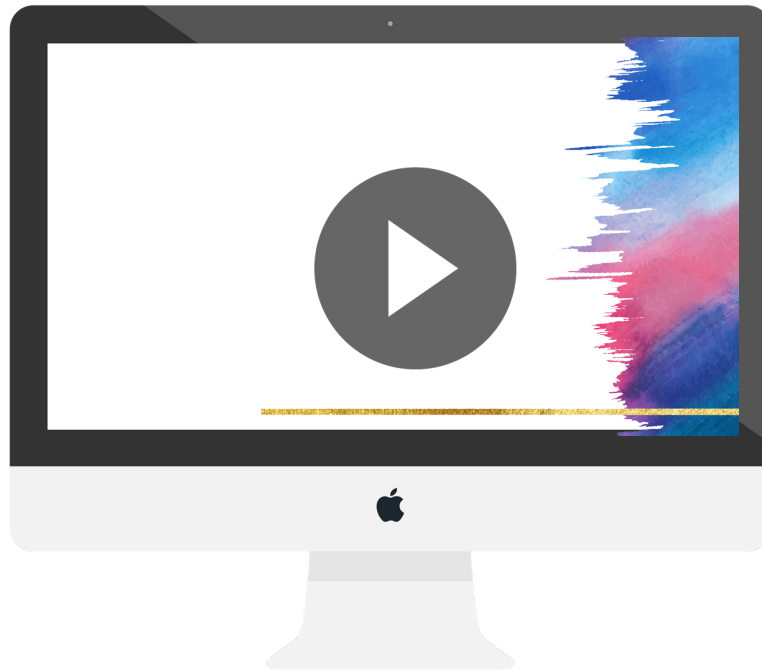
- ☐ My guide reflects my brand
- ☐ My calls to action are easily identifiable
- ☐ My copy is easy to read
- ☐ The images are appropriate to my content
- ☐ The images are clear and show the product / service well

MARKETING

I plan to reach my ideal customers using:

- ☐ My blog
- ☐ Twitter
- ☐ Facebook
- ☐ Facebook ads
- ☐ Email marketing
- ☐ Blogger outreach

LINKS THAT ARE USEFUL FOR MY READER INCLUDE:



Ready to outsource your content freshening up?

Prices from £99 for 3 posts a month.

CONTACT