



Project Article Outline – Focus: Customer

Section 1 – Intro Paragraph

(2-4 Sentences)

For your first paragraph, get right to the point, so you don't lose your reader's attention. In an opening sentence, introduce the product or service you sold, the name of your customer and the location of your customer. In your second sentence, introduce the pictures in the article.

Examples:

“Recently, we were contacted by Bank of America, the main branch located in downtown San Francisco on Market Street, because they needed a window tinting company to install window film. Take a quick look at the pictures in this article. You can see the before and after shots and the temperature gauges showing how much cooler it is now.”

* * *

“We received a call from a local property management company, ABC Property Management in Tampa, Florida. They were looking for a sign company that could create yard signs for their commercial properties, which are located throughout the Tampa area. In the end, we made over 50 signs for all their properties. You can see a few examples in the pictures in this article.”

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“Take a quick look at the before and after pictures in this article. We received a call from Joe S. in Nashville, TN because he had a problem with a leak in one of his bathrooms. He decided to install a new toilet himself, but he quickly found himself in trouble. Below is the story of how we fixed the leak and got his bathroom back in order.”

Section 2 – About the Customer

(1-2 Paragraphs)

If your client is a business, mention something good about them, or the products or services they sell. You can include a short excerpt from their website. If your client isn't a business, simply mention a little about your experience working with your customer.

Business Client Examples:

“Sparky’s Electric Company in Concord, California is a great local company that has been serving the area for over 30 years. They do great work and always have top of the line customer service. If you live in the Concord area, and need a local electrician, we recommend you try giving them a call first.”

* * *

“We’ve been working with Dr. Johnson’s Chiropractic Firm, which is in Boise, Idaho, for over 20 years now, helping them with all their graphic design and marketing needs. I’ve also personally visited Dr. Johnson many times over the years for treatment to help alleviate my back pains that I developed from playing college football. I have to tell you, Dr. Johnson is a miracle worker, and if you need a good chiropractor, I strongly suggest you call him.”

Consumer Client Examples:

“This is the second time we’ve been to Mrs. Johnson’s home in Flower Mound, Texas. The first time we visited was to paint the exterior of her home. She was very welcoming and even offered us cookies and beverages. She was so happy with our work that she asked us to come back again to paint the whole interior as well.”

* * *

“Daniel S. has been a patient of mine since he was nine years old, which happens to be the first year I opened my dental practice here in Seattle, Washington. He comes from a great family of 5 who all come to get their dental work done by me and my team. “

“Although nowadays I focus primarily on cosmetic dental surgery, I still fondly remember my early days when I was just opening my own practice.”

Section 3 – Industry Paragraphs

(2-3 Paragraphs)

In this section, address the type of customer you helped, focusing on their industry if they are a business, or the product or service they purchased from you if they are a consumer.

Examples:

“In addition to Sparky’s Electrical Company, we work with many different electrical companies and contractors in the area. One advantage to working with electrical companies is they can sometimes do their own wiring if they want and save a good amount of money on installation costs.”

“When it comes to signs and signage for electricians and electrical companies, vehicle wraps and graphics are a great option. You can get new customers while you are on your way to a customer’s home or business, or while you are at the job site. A lot of electricians don’t have a brick and mortar location that gets walk-in traffic, so mobile advertising can be an essential part of a good marketing campaign for this type of business owner.”

* * *

“We get calls from customers like Mrs. Johnson all the time, who typically need help with a fairly simple repair. With Mrs. Johnson, we came out to her house and performed some basic testing and determined that one of the light switches had gone bad in the kitchen.”

“Replacing light switches, outlets and sockets, light bulbs, repairing ceiling fans and other basic service tasks are something that we specialize in, and can help if you know anyone who needs electrical work.”

Section 4 - Conclusion

(2-4 Sentences)

Include a call to action sentence or small paragraph that encourages your readers to pick up the phone or act now to take the next step in purchasing your products or services or contacting you for more information. You can try asking a question and then suggesting that someone can contact you if they need your help.

Examples:

“If you are the branch manager of a bank, and would like more information about window tinting, or if you have any other questions about residential or commercial window tinting, give us a call. We offer free consultations and estimates to everyone.”

* * *

“If you’re looking for a custom lobby sign for your business, or any other type of sign, we can help. We specialize in lobby signs, as well as many other types of sign products and services for businesses. We would be more than happy to sit down with you and help you explore all of your options.”

Titling Your Article

When titling your article, follow the format below, with the **location of your client** in the front, followed by the name of the **product or service you sold**, and then **your client’s industry and/or name**, in that order.

San Francisco, CA - Commercial Window Tinting for Bank of America

(Location)

(Product or Service Sold)

(Name of Client)

Notice how there is a space and then a dash and then a space after the city. Also notice that the city is followed by a comma (,) and then the abbreviated state name.

Examples:

Las Vegas, NV - Custom LED Signs for Local Restaurant Sparky's Burgers Drawing Crowds

Charlotte, NC - Local Chiropractic Client Gets Adjustment and Reports Instant Pain Relief

Columbia, MO - Flooded Basement Water Damage Repairs for Homeowner Randy J.

Beverly Hills, CA - Searching for Home Painters? - Recent Project for Home Owner

Look at your ARTICLE CHECKLIST.

Did you cover every step?

TIPS & ADVICE:

- ***The more the merrier:*** It's all about content. Every time you write an article, it's another way your prospects can find you on the Internet.
- ***It's a marathon, not a sprint:*** Pace yourself. An article or two a week is a good pace. Ten articles a week might be too aggressive. You can't write too often, but you can burn yourself out. So plan to take down your competition over the next few months, *not the next few weeks*.
- ***Always title your articles with keywords:*** The title is the most important part of your entire article. Make sure to include industry related keywords, as well as a city, for every article.

- ***Be specific:*** If you sell toy fire trucks don't just title your articles, Fire Trucks. Try something more specific like, San Diego, CA - Miniature Red Toy Fire Trucks for Sale – Fireman Figurine Included. By titling our articles more specifically, we rank for specific search terms, as well as the general terms too, and more people can find your articles. If you're an auto repair company, you might title an article about a repair job as: San Francisco, CA – Complete Transmission Repair Service on a 2008 BMW M3 Convertible.

For more help, visit <http://cityscoop.us/training/> and attend at webinar with our head trainers.