



Project Article Outline – Focus: Promotional

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 – Feature & Benefit #1

(2 Paragraphs)

In the first paragraph of ‘feature and benefit #1’, describe a feature of the product or service that you sold. In the second paragraph, describe the benefit of that feature, and perhaps why somebody else might want to buy that particular product or service from you as well.

Business Client Example: (Sign Company)

“One great thing about these channel letters signs, besides being very affordable, is the option to make them lighted. Illuminated signs that use LED lighting shine far brighter than tungsten, halogen and other types of lighting. Plus, LED lights are much less expensive to power, and is the main reason most illuminated signs these days are powered with LEDs.

There are a couple obvious benefits of having low cost high-powered lighting for your signs. For one, your sign can be seen day and night, and from further away, potentially attracting new customers for more hours out of the day. Another benefit of lighted signs is they just have more pop and generally tend to look better, which adds to your overall branding and customer appeal.”

Consumer Client Example: (Home Painting Company)

“We don’t just use any kind of paint when painting our clients’ homes. We use a highly durable, specialized exterior residential paint by BEHR under the Premium Plus line. This specially designed paint last up to 30% longer than comparable paints from other brands.

What that means to our clients is their homes will look great for far longer, which saves them money. Instead of having to repaint your house every 5 to 7 years, you might be able to get 10 to 15 years out of that coat of paint. And with our regular 5-year recurring touchup service, we can keep your home looking great for even longer.”

Section 3 – Feature & Benefit #2

(2 Paragraphs)

In the first paragraph, describe one feature of the product or service that you sold. In the second paragraph, describe the benefit of that feature, and why somebody else might want to buy that particular product or service from you as well.

Examples: See above

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**, including a buzz word or phrase that promotes or helps advertise your product or service.

San Francisco, CA – Affordable Window Tinting for Top Local Bank Branch

(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 – HOT ITEM! - LED Signs for Local Restaurants on Sale Now!

Columbia, MO - Water Damage Repair Service – Client Story: Homeowner Randy J.

Beverly Hills, CA - Searching for Home Painters? – Summer Special Click for Details

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.