



Project Article Outline – Focus: Process

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, with a focus on a feature or benefit of the product or service. 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 – Your Process

(2-5 Paragraphs)

In a few paragraphs, breakdown the entire process you went through on this project. Make sure that your story runs in sequential order, starting with things like planning, consultation or

design in the first paragraph. Try telling the story as you are walking through it in your head, from start to finish.

Business Client Example: (Sign Company)

“To build this custom lobby sign for Sparky’s burgers, we first started off with doing a mockup. The mockup allows our clients to see what their sign will look like, installed, before we start fabricating the sign.

After Sparky’s burgers approved the design, we started the fabrication phase. We used ½” PVC for the back of the sign and cut vinyl was overlaid on the top for some of the background details. Letters were then mounted to the surface using 1” standoffs, which give the sign an added dimension, which adds more pop.

Once we finished building the sign in our shop, it was ready for installation. Our installation crew arrived about 15 minutes before they opened their doors for business so we could make sure we were only in their offices for a few hours while they were open. We mounted the sign directly to their back wall behind their reception desk. The result is a very impressive and very professional looking sign.”

Consumer Client Example: (Home Painting Company)

“Before getting started on painting any home, it’s important to first do preparatory work and get the house ready for painting. The first thing that we did for Sandy B.’s home was basically clean the exterior of the house. We blasted off chipping paint and debris, as well as dirt and dust so that the surface was very clean, which helps endure that the paint will stay well adhered to the wall.

The next step was to tape off windows and put drop cloths down anywhere that we didn’t want paint to touch. This can be somewhat of a time-consuming process, but is essential for professional results.

The last step was to remove all the taping around the windows and clean up any remaining debris from the preparatory process. Our goal is always the same: to transform the exterior of your house, using high quality paints, into something beautiful that you can be proud to come home to. But we also make sure not to leave any mess behind on our way out.”

Section 3 - 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. You can include something like ‘our installation process’, or something else that signifies that this article focuses on your process.

San Francisco, CA – Our Installation Process: **Lobby Sign** 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 – Start to Finish: Installing LED Signs for Local Restaurant Sparky’s Burgers

Charlotte, NC – The Modern Chiropractic Techniques We Used to Help Local Resident Carl B.

Columbia, MO – Fixing Homeowners Basement from Water Damage – Step by Step

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.