

***CONTENT
MARKETING
MASTERY***

RECAP

- What are user personas?
- Why you should be creating user personas
- Key Elements of a user persona
- Downloadable template of a user persona

FINDING YOUR VOICE

IN THIS VIDEO...

- What voice means
- How to figure out your intent
- Identifying the audience
- What is tone & pace
- Examples of different voices
- How to build a strong voice

***WHAT DO YOU MEAN
VOICE?***



FIGURING OUT YOUR INTENT

- What is your intention behind writing your blog?
- For e.g.: I want to convince my readers that content marketing is not as complicated as it seems.
- It can be to educate, inspire, entertain, motivate, inform, persuade

IDENTIFYING YOUR AUDIENCE

- Choose one user persona from your list
- For e.g.: Pranish who wants to understand the importance of content in SEO and his biggest challenge is his lack of command over English.

INTENT X AUDIENCE

=

tone + PACE

WHAT IS TONE & PACE?

- Your tone is your attitude about what you're writing
- Your tone can be serious, formal, cheerful, comical, cheeky, .etc
- The tone gives the reader cues on how to feel
- Readers need to feel your excitement, disappointment, disapproval, relief, .etc
- Pace is how fast you want to convey the same point

tone + **pace**

=

voice

INTENT X AUDIENCE

=

I want to convince Pranish, who wants to understand the importance of content & whose biggest challenge is his lack of command over English, that content marketing is not as complicated as it seems. I would keep the tone informal & witty and I will make it quick to read yet extensive with information.

EXAMPLE # 1

Feel organised without the effort. Evernote helps you capture and prioritise ideas, projects, and to-do lists, so nothing falls through the crack.

EXAMPLE # 2

We're not ashamed to say our love is untraditional. We love bacon in ways your parents might not approve of. We use bacon in ways that might not have crossed your mind. If you share our passion, then let this crate open your mind to seven new ways to express your love.

EXAMPLE # 3

Haven't you often wished you could make customers, employees, investors, or students snap, crackle, pop, and move to the new place they need to be in order to create a new future?

EXAMPLE # 4

Can I be painfully honest with you for a moment?

Not thank-God-he-told-me honesty, where somebody points out you have spinach on your teeth. No, I'm talking about the sucker-punch-straight-to-the-face brand of honesty.

It's brutal. It's ugly. It's unexpected.

HOW TO BUILD A STRONG VOICE?

- Be concise
- Appeal to your reader
- Paint clear pictures
- Take a stance
- Have a perspective
- Bring out *your* personality



Thank You!

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