



# Irresistible content

for immovable prospects.

The golden rule for when it's time to sell.



# There's content that entertains.



# And content that helps.



This is about a different kind of content...

# This is about content that sells.

Because, at some point, you're probably  
going to want to ask for the order.



# When it's time to sell, content has to change gear.

You've nurtured this lead through the mythical funnel.  
You've made a friend. You've earned trust.  
You've got a prospect in your sites.  
The candy-assed stuff is over.



**You have only  
one goal now  
and only  
one enemy.**

And they're not what you may think.



# The goal: get the prospect to contact your sales team.


Yep. They call *you*  
and ask to be closed.

# The enemy?

It's not that giant competitor.

It's not the upstart newbie.

It's not the disruptor out of left field.



# The enemy is **inertia.**

Doing nothing. Standing pat.  
Staying put. Sticking.





**Know this:**  
**Change  
sucks.**

*Nobody* wants to change. *Nobody*.  
Even when they say they do.

People only change  
when they're **forced** to.

*Literally forced.*

# Change carries risk.

**Performance risk** – “It won’t work.”

**Financial risk** – “It’ll cost more than it saves.”

**Opportunity risk** – “It’ll block option B.”

**Social risk** – “No one will like it, or me.”

**Personal risk** – “I will get fired.”

# No one likes risk.

Even the most compulsive gambler  
is actually, at heart, deeply risk averse.

In the face  
of all this risk,  
**the only thing** that  
can force someone  
to change...



**is change.**

**A real,  
undeniable,  
significant  
and relevant  
change in the world**

is the only thing that forces people  
to change their own world.

**A real,  
undeniable,  
significant  
and relevant  
change in the world**

Not invented.

The elephant in the room.

Directly connected  
to the reader.

Impact-causing.



**So the first and most important  
job of content that sells  
is to convince your prospect  
that the world has changed  
in a real, undeniable,  
significant and relevant way.**

**If you succeed at this, you will  
create the first critical crack  
in the barrier to change.**

**And you will have earned your  
one shot at overcoming the inertia  
that kills sales stone dead.**

**Okay.**



# How do you convince your prospect of this **real, undeniable,** **significant and relevant** **change?**

Let's take it two adjectives at a time...

# The change is **real** and undeniable.

To prove this, you need **evidence**, in the form of:

**Data** – reliable, honest, clear and compelling data.

**3rd-party support** – media, analysts, other buyers...

**A driver** – something tangible that's causing the change.

# The change is **significant** and relevant.

To prove this, you need **logic**:

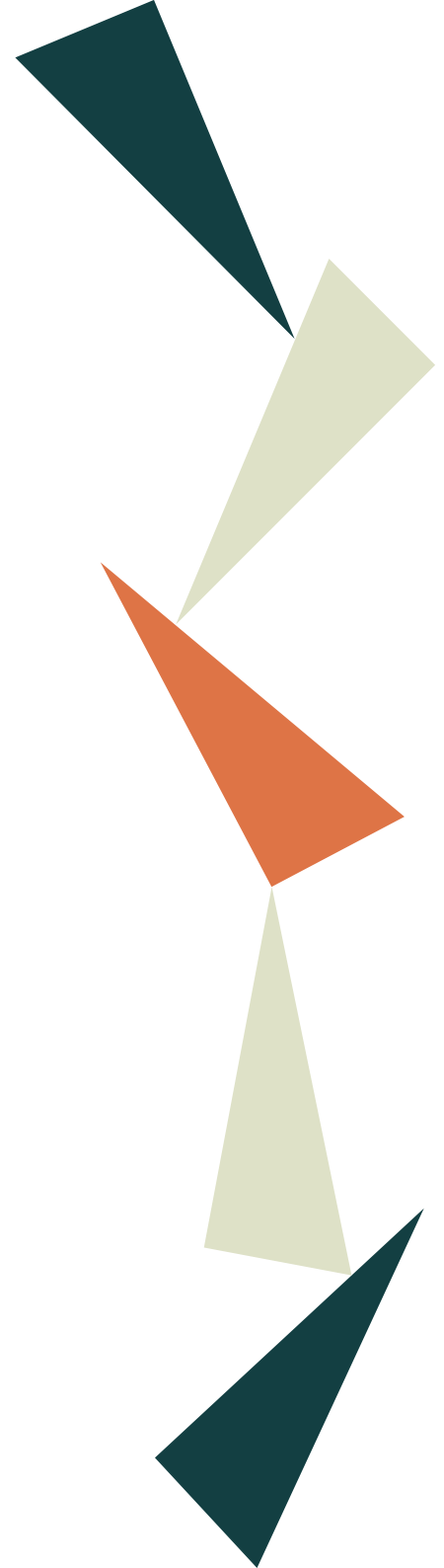
**To show the change is inevitable** – there can be only one consequence.

**To connect the change to the prospect** – showing how it must rock their world.

**To inject urgency** – showing that the impact is imminent.

**If you do this,  
you start  
a psychological  
chain reaction.**

And the effect is remarkable...







**If you succeed,  
the risk of inaction  
becomes **greater**  
than the risk of action.**

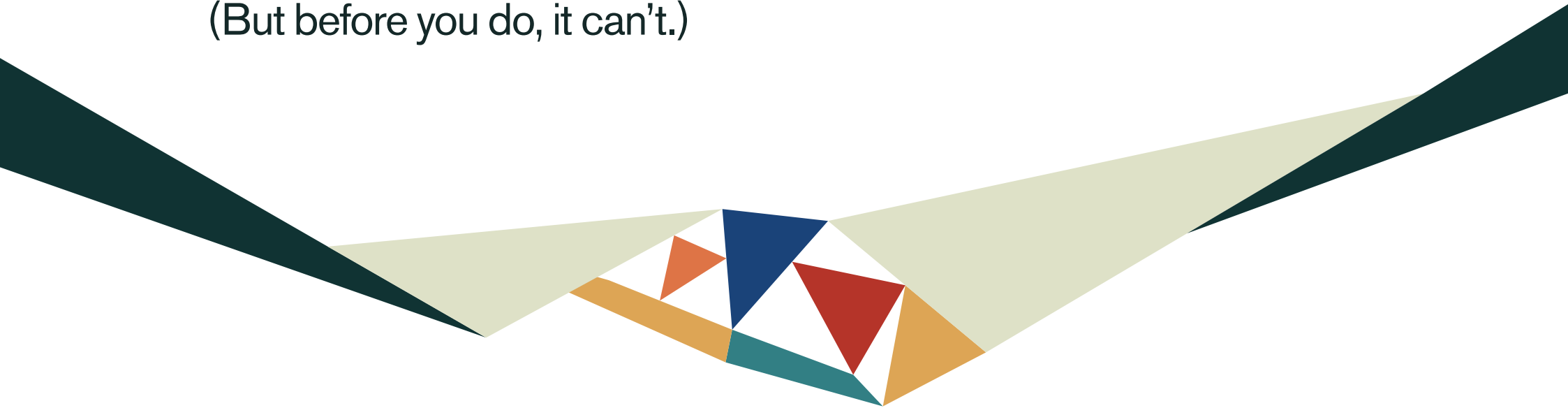


This is worth repeating:

If you succeed,  
the risk of inaction  
becomes **greater**  
than the risk of action.

And when you reach  
this moment,  
**selling can begin.**

(But before you do, it can't.)



**Content  
that sells,  
sells change.**

Hard.



Content that sells  
creates a receptive  
prospect.

**One that's not just  
ready but eager to hear  
about your solution.**

Really.

**Content that sells  
gets prospects  
to contact your sales  
people instead of  
sitting around waiting  
to be contacted.**

And that is a wonderful thing.



# **Six characteristics of content that sells change.**





# **It's direct and assertive.**

Short, clear and muscular.

Using 'you' a lot.

Looking the prospect in the eye.





**It starts with  
what the prospect  
already knows.**

And builds from there.

You can't start from  
a controversial premise.

Start with the obvious,  
told with a fresh spin.



# It's linear.

This is no time for browsing around.

Take the reader by the hand  
and don't let go till you're done.

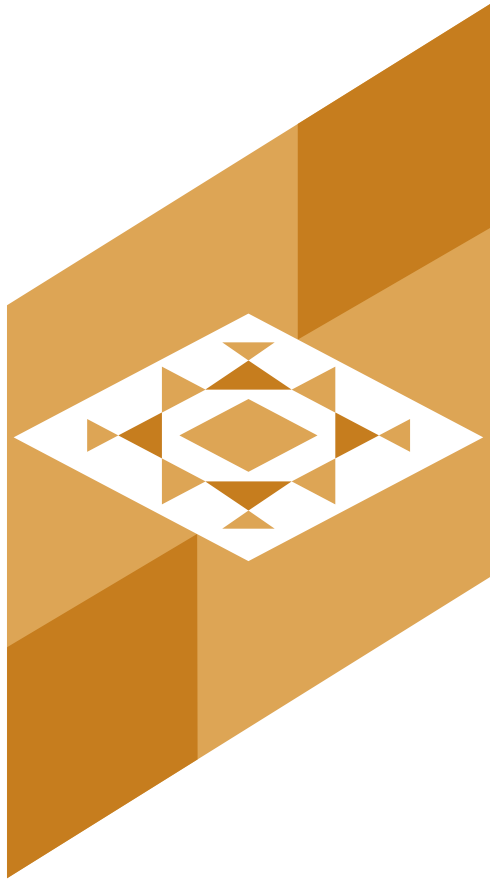
Build your argument.



# It's data driven.

But doesn't let the data  
swamp the story.

Data is support, not substance.



# It asks for the order.

This is the bottom of the  
bottom of the funnel.

Close this thing.



# It makes now seem like the ideal time to act.

If it's an early market, sell the first-mover advantage.

If it's later, show how they can avoid the pioneers' mistakes.

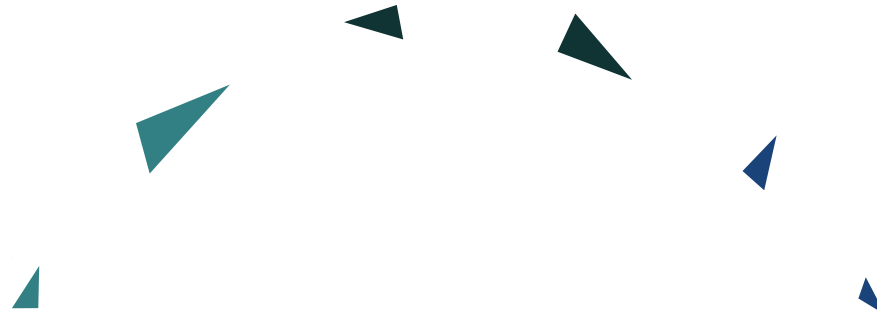
And always highlight the very real cost of delay.

**This kind of content  
is more like **selling**  
and less like **marketing.****

And it's not ashamed of that.

The image features a white background with decorative elements consisting of various colored triangles (blue, teal, orange, red, yellow, green) scattered in the top-left and bottom-right corners. The central text is a bold, dark green sentence.

**Go forth and sell.**



# Go forth and sell change.

The real, undeniable, significant and relevant kind.







## About Velocity

We're a B2B content marketing agency that helps great companies disrupt markets. (Which is our idea of fun).

We write a lot about content marketing and you can find it all here.

**Thank you.**

