



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.



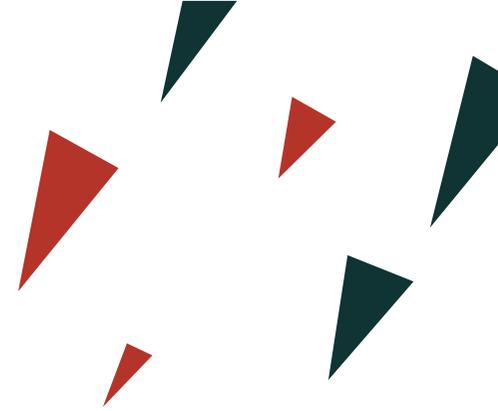
The enemy is **inertia**.

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.”

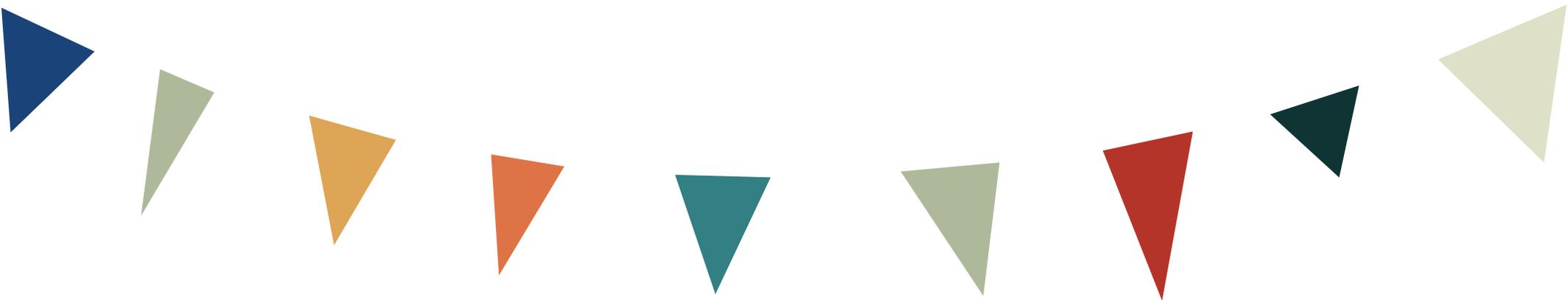
Social risk – “No one will like it, or me.”

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**:

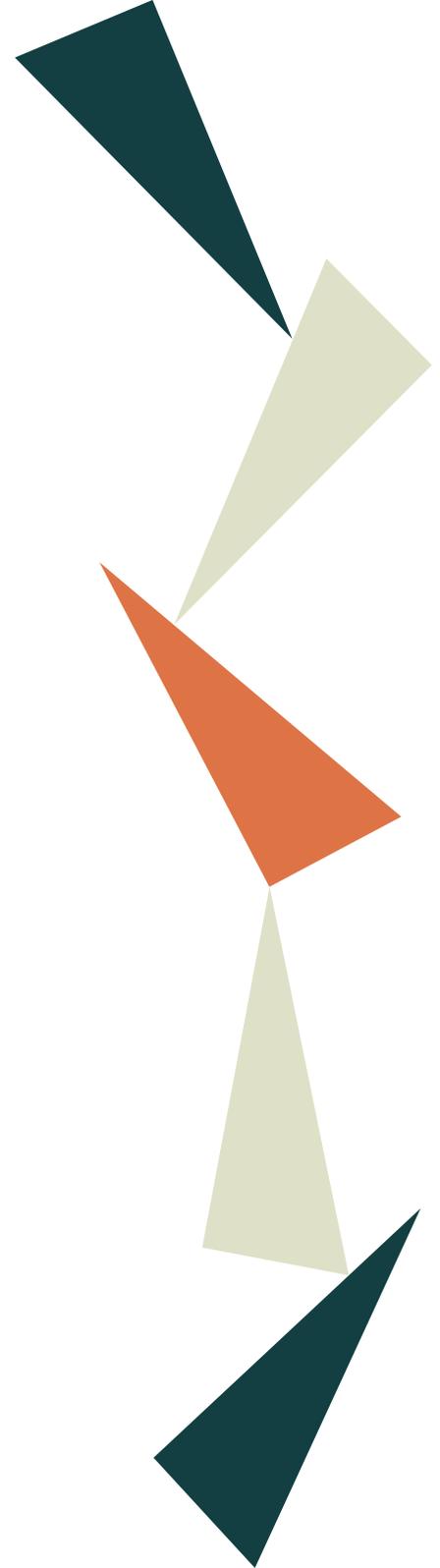
To show the change is inevitable – there can be only one consequence.

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

To inject urgency – showing that the impact is imminent.

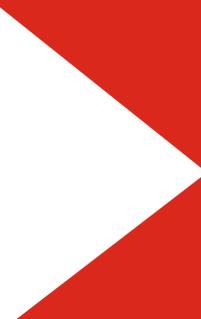
**If you do this,
you start
a psychological
chain reaction.**

And the effect is remarkable...





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

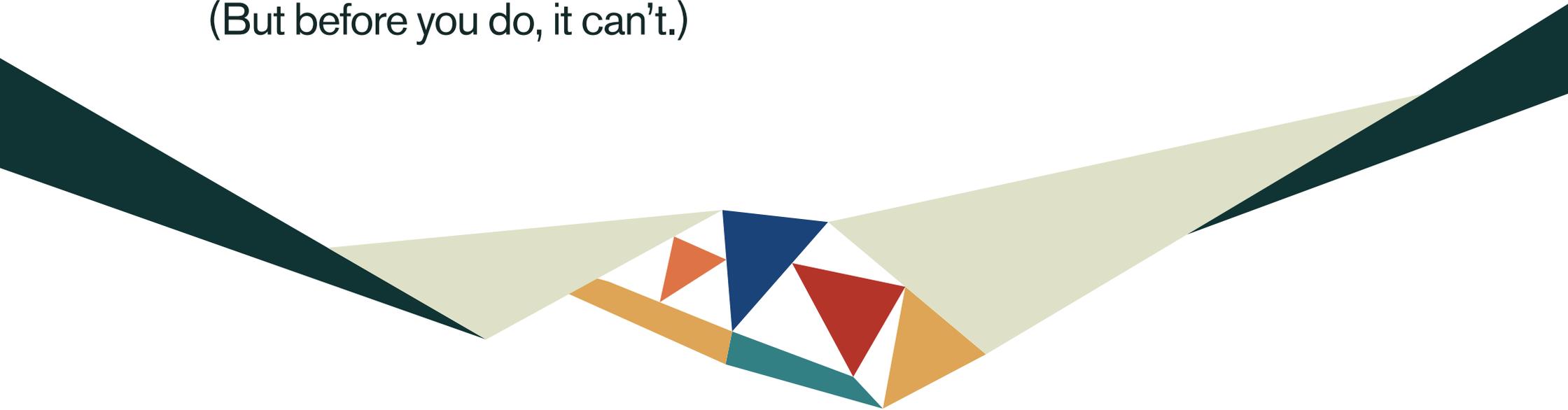


This is worth repeating:

**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.

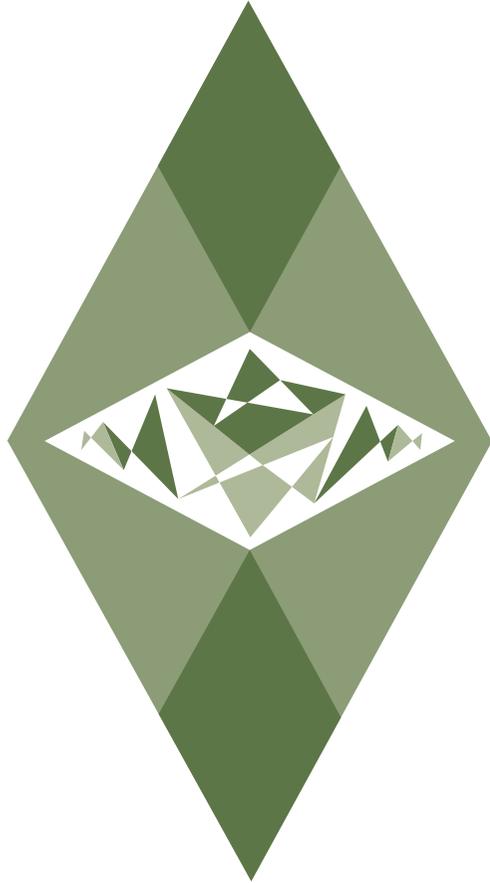


It's linear.

This is no time for browsing around.

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

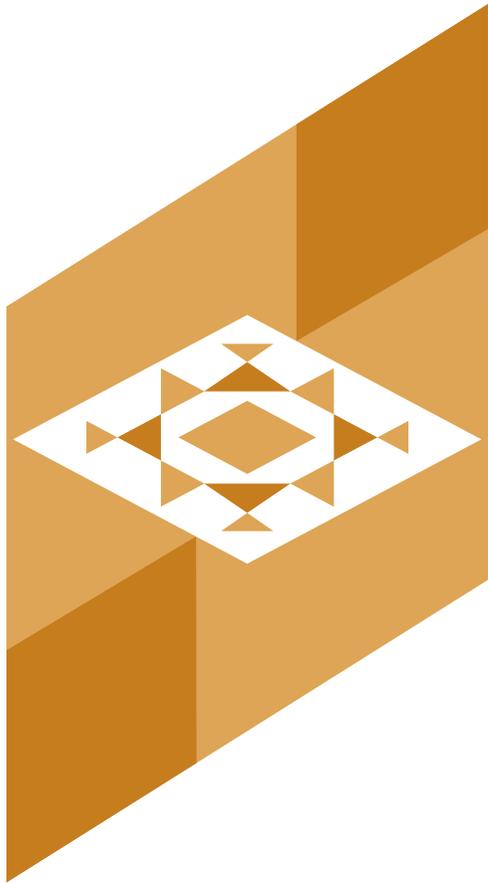
Build your argument.



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.

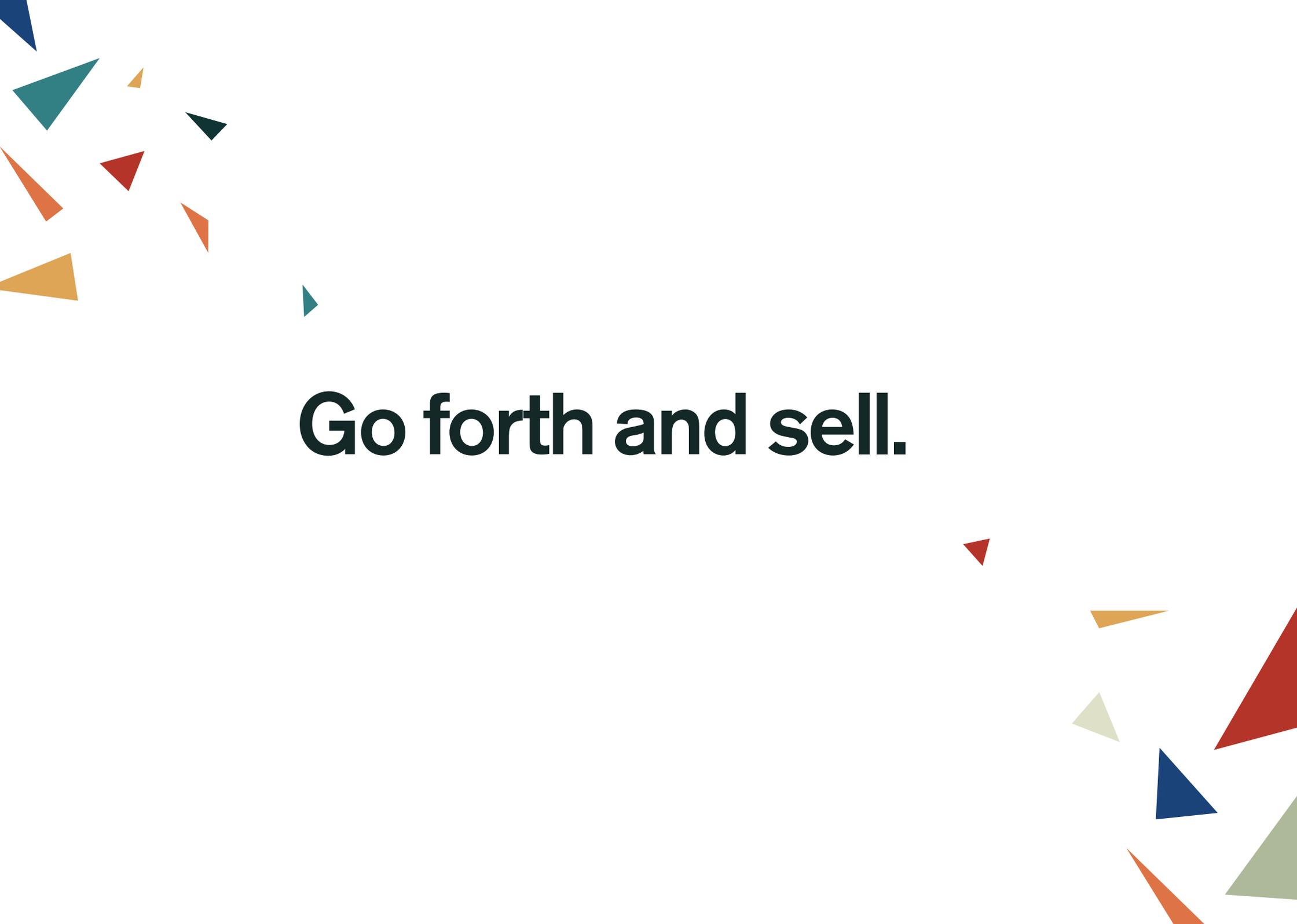
If it's an early market, sell the first-mover advantage.

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

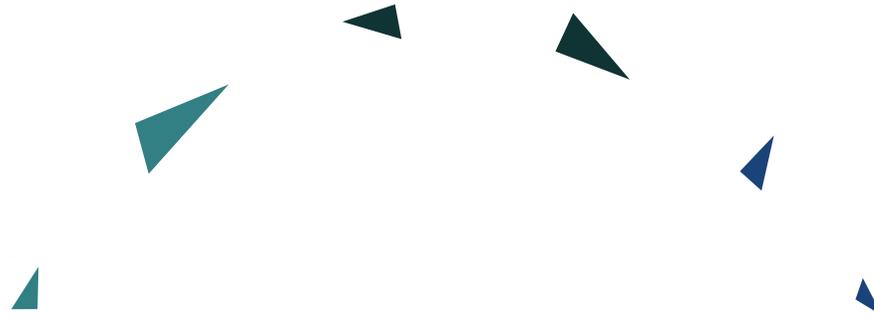
And always highlight the very real cost of delay.

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

And it's not ashamed of that.

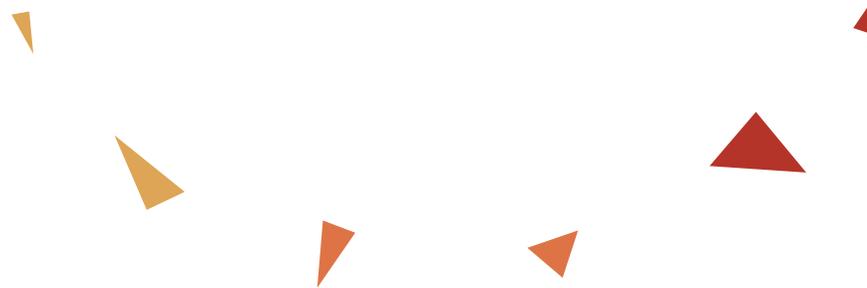
The image features a white background with several colorful triangles scattered in the corners. In the top-left corner, there is a cluster of triangles in shades of blue, teal, orange, and red. In the bottom-right corner, there is another cluster of triangles in shades of red, orange, blue, and green. A single teal triangle is also positioned to the left of the main text.

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.

