

## The Perfect Blog Post Reply for Your Small Business

Before you write your email newsletter or blog post, ask yourself:

1. What questions did my customer ask in the email I sent last week.  
What is ONE QUESTION I can answer and discuss here? (More than one topic will dilute your info and your reader will NOT be as likely to buy or do anything. Save the others for future posts)
2. What does my customer not know or understand? What's the first thing they need to learn?

I'll use my customers as an example.

The question I most commonly get asked is "will eating this way heal my (Hashimoto's, acid reflux, kid's eczema, Rheumatoid Arthritis, gluten intolerance, Chron's disease, ulcerative colitis, etc.)?"

See my response below and use the layout guide to form your response to your favorite questions.

### **FOLLOW THIS LAYOUT GUIDE TO WRITE YOUR EMAIL/POST:**

1. **ATTENTION GRABBING TITLE** of your blog post or subject line in your email to your list.

My attention grabbing title: *Heal Your Gut to Heal Your Hashimoto's*

If you don't spend time thinking of an attention grabbing title they won't even open your email!

### **2. BIG PROMISE #1 -- CONNECT EMOTIONALLY**

I'm going to now write just a couple short paragraphs describing a customer's struggle (with their permission) with Hashimoto's and how when they began incorporating bone broth and other traditional foods into their diet they began to heal.

Since it's a real story, my customers/readers will LOVE it and be able to relate and want to read on and find out what happened.

### **3. BIG PROMISE #2 THE HOW-TO SECTION**

Another couple of short paragraphs on how to make bone broth using our pastured chickens or pork or beef bones and drink 1-3 cups daily to begin with.

I will use bullet points here to make it easily scannable since people scan quickly to read most of the time.

This how-to makes them realize their solution is right at their finger tips, and they have proof it will work because of the first couple paragraphs where I connected with them emotionally by sharing a customer story.

#### **4. CONCLUSION AND CALL TO ACTION (CTA)**

I'm going to write another short paragraph to conclude the post and then tell them what to do next. This is one of the most important parts of your post so do not leave it out. If you don't tell your customer what to do (come out to our Farm Store and take home a chicken or package of bones and start your broth today) then they will just read your blog post and not do anything.

You did not just write your post to fill in all your free time!! (free time – what's that even??) You invested time writing this post in hopes that you will get more sales. Yes, you are serving your customer by giving them a solution the problem they wrote you about but you are doing this because you run a business and this activity is a huge key to your success.

So – tell them what to do in this last paragraph.

Use words like, “come see us at the Farmer's Market this Saturday and pick up our fresh, grass-fed beef bones for your gut-healing broth.”

Or, “email me now to reserve a coupe chickens so you can begin healing today.”

Trust me – you can't skip this. At first my marketing clients feel like, “who am I to tell them what to do, I sound so bossy,” but if you skip this you won't well a thing. Don't worry - nobody will respond to you with “who are you to tell me what to do.” Instead, they will flock to your store, call, contact by email, and buy your products.

Then give a heartfelt sign-off in your signature, and voila, you've just built trust and offered them a solution to their problems – your products!!

They are now happy to have found you because you can help them by providing them with a product they need.