

## Create Valuable Customer Content

Written by Steve Marr

Thursday, 20 December 2018 15:16

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Frequently we make up nice-looking sales brochures explaining to customers why they should utilize our service or buy our product. In sales we had a name for these sales brochures, we called them marketing collateral because customers usually just tossed them into the circular file.

While marketing brochures may be necessary, creating valuable content for customers provides better long-term dividends. For example, when I published articles for magazines; I would reprint the article citing the information about where it had been published. Then, I could distribute the article to clients or prospects. Sometimes several years later when I worked with a potential client, I might remember how an old article might help. I would send it as a way of reinforcing my expertise and understanding.

Anytime you are successfully published somewhere, even if the circulation is small, reprint copies as a way of establishing credibility. Publication has a way of validating your voice and experience.

Reprinted articles will receive a higher readership than simply dropping off sales literature. Add the masthead or logo of the third-party printing piece and that will increase credibility as well. In some situations you are able to order reprints from the publisher. This really enhances the credibility of your article.

Also, I write a regular blog. Sometimes I will actually print my blog to use as a handout to select prospects. That's what I do in the damage restoration business I am involved in. I reprint specially selected blogs that are of general interest and keep them ready to give prospective clients or referring partners. I have noticed that when I hand them a reprinted piece, the person tends to skim the article and is more likely to keep it for future reference because they recognize it has useful information. I reprint this kind of information two-sided so that it can be printed on one page. Then, the information doesn't get separated.

Scripture instructs, "When they were filled, He said to His disciples, 'Gather up the leftover

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fragments so that nothing will be lost.' So they gathered them up, and filled twelve baskets with fragments from the five barley loaves which were left over by those who had eaten." (John 6:12-13, NASB) Likewise, we must never waste a resource, including our written articles.

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