

# Content Marketing Is More Than Being Helpful



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# Content is a conversation, not a lecture.

If someone is searching for answers, your content should reflect not only that you **understand their concern**, but that you've seen it before and have a **distinct approach that could work** for them.

In this way, your content becomes a **preview of working with you**.

# Ask yourself the following Q's:

Are you addressing **common misconceptions** in your field?

Are you **showing prospects how your approach** is different or more sustainable?

Are you **easing doubts or fears** that they may not even know how to articulate?

# Where Great Content Comes From



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