MODULE 8: CONTENT: PHOTO, VIDEO AND WRITING

Plan and outline your first guide

Lesson: Writing guides and posts people search for · about 15 minutes

Choose the guide that will do the most for your business and outline it.

Your business (name, service, main city):

1. List eight questions clients ask you before they book. Mark each by guide type and closeness to booking.

2. Choose one guide to write first and write its title as the question clients type.

3. Write the two- or three-sentence short answer that will open the guide.

4. Outline the guide: the factors that change the answer, two or three worked scenarios with your own numbers, and the mistakes to watch for.

5. **List any rules, prices or claims the guide will mention, and the official source or record you will check each against.**

6. **Write the month you will publish it and the season it is meant to serve.**

Check: can you now

- Choose guide topics from research-intent searches and the questions clients ask you
- Structure a guide that answers the main question first and supports it with specific, local detail
- Write a pricing guide that is honest, all-in and useful to a client comparing vendors

One change you will make this week