



Freedom Practice Podcast

Episode 11 – Creating Content

Hi, this is Craig Hersch, and this is the Freedom Practice Podcast. In today's episode, we're going to talk about content. What do I mean by content? We all know that our websites are today's calling card, no one uses the Yellow Pages anymore, if you're old enough to even remember the Yellow Pages.

Everybody goes on to the website, to find out about you, or to search for somebody like you. If you're an estate planning attorney, they might type in your city's name, and then estate planning attorney and see where you come up. Now hopefully, you've engaged a good professional who knows how to get your website noticed, so that it's not three pages down on Google; or that you're doing some kind of social media marketing, let's say on LinkedIn, or Twitter or Facebook, or what have you. You're coming up on people's radars.

So now once they found you, now, what? Will they go to your website? What do they find? Take a critical look at your website. Does it have to do with a lot about you? Which is good, people are interested, what's your background? What are your areas of expertise? What are your professional credentials? But beyond that, what about your clients is there?

Now you might have some generic, "this is what a trust is, this is what a will is in contrast, this is what probate is this is what a power of attorney does," and if that's what your website offers, my question to you is how does it differentiate you or your firm and your practice from anybody else who does that type of a practice anywhere? And my answer would be it doesn't. The content you create has to be specific to the type of client that you're after.

In a previous podcast episode, I talked about an abundance and scarcity mindset, and how that mindset affects whether you're successful or not. What I talked about in that episode, was the fact that if we are not focusing on a niche, some small segment of our market, that we cater to extremely well; that you actually have some really good expertise, you have some background, you've had success with these types of clients.

Well, now you need to create content on your website that speaks to those clients. Now, what kind of content? Well, think about this: what are the biggest issues that those clients face or what those clients discuss with you during your initial consultation? What are the issues that they raise? What are the issues that they should be raising that you know about, but they don't? There are two areas of content that you can explore. When you're creating this content how should you create it? Written? Yeah, of course, how about vocal words like this, like this podcast, podcasts are very easy to create. In fact, I wrote an article on how to create your own podcast series in Trust & Estates magazine, and if you want that article, go to our website 4freedompractice.com, and send us an email and I'll be happy to send you a copy of that article.

So, podcast listening, how about video? Yes, today, we can do video. There's all sorts of media that you can create. Now, does it need to be super professional? Do you need to pay thousands and thousands of dollars to create it? No, but it should look good. It should look semi-professional. I'm broadcasting to you here in a media room that we've created in my office, it used to be a file room. We had somebody



make it a media room with soundproofing material on the walls and we're using what we call prosumer equipment.

Hopefully I sound very good to you. Know this, if the audio quality is poor, no one's going to listen, they're going to turn you off within 10 seconds. If they're watching a video, the same holds true for the video. So, pay attention to the quality of the equipment and the quality of what you're doing there. For content, keep it focused on your client; and think about the best clients that you serve, and the issues that those clients come to you with. Write them down, and then write down what your answers are to those issues and then you'll have the beginnings of some very good content for your website.

Well that's it for today, thank you very much for spending your time with me. If you found today's information valuable, please do subscribe to the Freedom Practice Podcast, and you can also find us on the web at 4freedompractice.com. Until next time, this is Craig Hersch and I look forward to speaking to you again soon.