



## Steve Hundley's Guide to Creating Killer Content

What is "Killer Content"?

Killer content is "irresistible information that your target audience will read and remember you by". It's not a generic newsletter or prefabricated direct mail piece pitching homeowners on requesting a CMA.

Content needs to be relevant, original, timely and easy to understand in 15 seconds. What's ironic is that each one of the criteria makes our content creation extra important and super easy to create... especially if you have a system.

If you are reading this far, I have managed to peak your interest in this very important topic and my expectation is that you will want to apply the formula below:

Formula for creating killer content:

- Relevant = It matters MOST to those who you are targeting
- Original = It is yours and you did not repost something you found
- Timely = It deals with current affairs that are on everybody's mind
- Easy = It makes sense to the reader right away

For example, let's say that with recent bad weather a pot hole in the neighborhood street appeared. Relevant means it is very close to home. All of a sudden a "pot hole" in the neighborhood that is not getting fixed becomes news the neighbors care about. Original means you sourced the information along with a photo and video. Timely means that the neighbors need to take action now to get it fixed. This obviously is very easy since most of the neighbors feel the same way and they will support you in campaigning to the city or HOA to get it fixed.

With stories like this, you will have the entire neighborhood glued to your messages since they realize you care about them without puffery about yourself.

The key is to be consistent with your messages. Some ideas to help create original content include your HOA meetings, city council meetings, chamber of commerce, county recorder, MLS and Google Alerts just to name a few. Always have a camera and better yet a video camera handy.

You will be amazed how much "killer" content you can create every day!