

e B o o k

W R I T E R S G U I D E

"You must learn that selling is not selling; it is providing and the key to providing is knowing in advance what to provide." – Todd Duncan



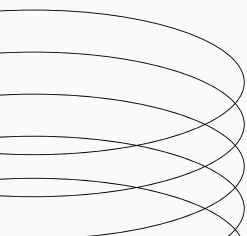
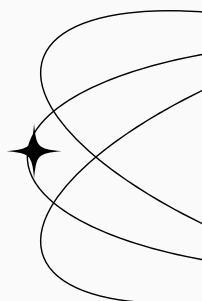
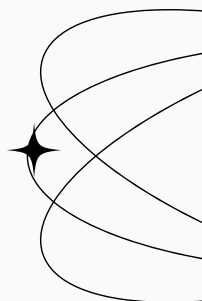
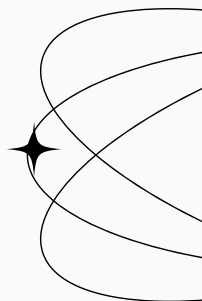
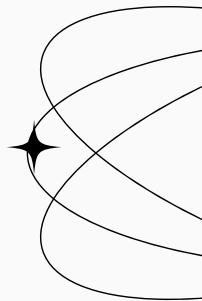
INTRODUCTION



In a world where customers crave authenticity and connection, your business story is one of your most valuable assets.

Transforming that story into an evergreen marketing tool ensures it continues to work for your brand, attracting and engaging your audience long after the initial effort is complete.

This guide walks you through five essential steps to achieve just that.

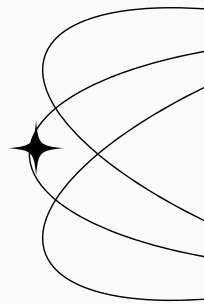
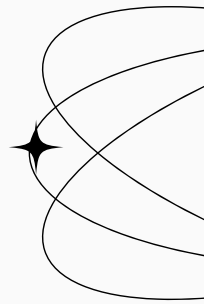
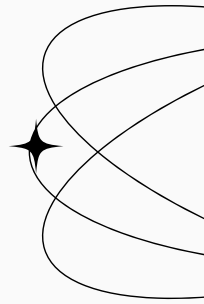
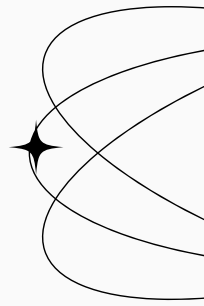


STEP 1: DEFINE YOUR UNIQUE NARRATIVE

Your business story isn't just a chronological history—it's a personal narrative that reveals the passion, purpose and values behind your brand.

To write an authentic and memorable story, reflect on your origin.

- **Ask yourself questions like:**
 - Why did I start my business?
 - What problem am I passionate about solving?
 - Who inspired or supported my journey?
- **Identify Key Themes:** Highlight pivotal moments that define your business identity. For example, overcoming a major challenge, achieving a milestone, or transforming customer lives.
- **Emphasise Your Values:** What principles drive your decisions and actions? Showcase these to connect with like-minded customers.




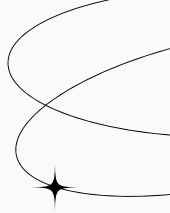


PRO TIP

Use the "hero's journey" framework. Position your business as the hero that faced challenges, grew through experience, and now offers value to its audience.

ADD VALUE

What's your expertise? This is where you can add a 5-minute guide to your niche by expanding on your experience. ie 'Let me share what I learned about [thing] and how it can help you.'



STEP 2: CHOOSE THE RIGHT THEME

Your business story can take many forms, depending on your audience and goals. Evergreen tools—those that remain relevant over time—require formats that are both engaging and enduring - consider the theme and layout carefully:

- **Personal Story:** Share in-depth insights and advice while embedding your story in a way that builds authority.
- **How to:** Add value for potential clients by creating a how-to guide.
- **Images and Infographics:** Bring your narrative to life through images, adding a personal touch that resonates deeply.
- **Secrets:** Share industry secrets to build trust and community.






PRO TIP

Select a format that aligns with your audience's preferences. For instance, busy professionals may prefer quick, easy to follow content with lots of graphics and images, while others may prefer to get stuck into your words.

ADD VALUE

Outline case studies in a way that will impress your reader, for example, a before and after gallery or a relevant testimonial.

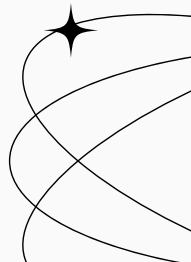




STEP 3: TAILOR YOUR STORY FOR YOUR AUDIENCE



Even the most engaging story needs tailoring to make an impact. To ensure your narrative resonates treat it like any new marketing strategy:


- **Know Your Audience:** Define your target market's demographics, challenges, and aspirations. For example, are they first-time buyers, seasoned investors, or C-suite executives?
 - **Speak Their Language:** Use terminology and examples your audience will relate to. Avoid jargon that may alienate them.
 - **Focus on Benefits:** Tie your story to how it benefits your audience. Show them how your journey equips you to solve their problems or meet their needs.
 - **Adapt:** Write different versions of the same story for different audiences.
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PRO TIP

Use snapshots of your story for different platforms. A detailed eBook can delve deeply into your journey, while social media snippets highlight bite-sized moments of inspiration.

ADD VALUE



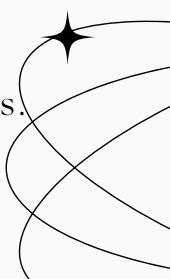
Talk about a time when you connected with your community. It could be sponsoring the local football team or gifting a prize at a gala event. Understand what's important to both you and your audience and utilise it for good.



STEP 4: BUILD AN EVERGREEN CONTENT STRATEGY



Make your story a true marketing tool, integrate it into your long-term strategy. Here's how:

- **Repurpose Content:** Use elements of your story across various platforms. For instance:
 - Blog posts or articles featuring lessons from your journey.
 - Social media posts sharing snippets or quotes.
 - Email campaigns that weave your narrative into engaging updates.
 - **Optimise SEO:** Make your content easy to find by incorporating SEO best practices. Use keywords your audience searches for to connect your story to their queries.
 - **Distribute Widely:** Share your story across multiple channels to maximize its reach, such as your website, newsletters, social media platforms and industry partnerships.
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PRO TIP

Create a "content bank" of story-based assets, such as quotes, images or audio clips, to keep your marketing consistent without reinventing the wheel. In doing so, the effort you put in to creating your eBook will last for months - if not years!

ADD VALUE

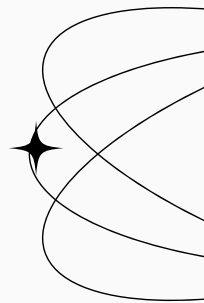
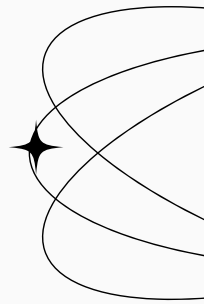
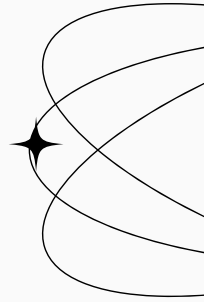
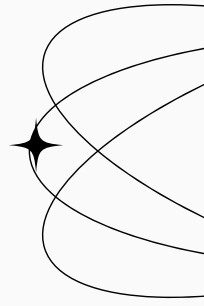
Even evergreen content benefits from periodic updates. So, keep it fresh by adding new milestones or customer success stories to keep your narrative relevant.



STEP 5: LEVERAGE PROFESSIONAL SUPPORT

Turning your story into an evergreen marketing tool doesn't have to be a solo endeavour. Professional services can help you:

- **Refine Your Narrative:** Expert writers and editors ensure your story is compelling and error-free.
- **Design Engaging Formats:** Designers can create visually stunning eBooks that enhance your message.
- **Distribute Effectively:** Marketing professionals can help you reach the right audience through targeted strategies.






PRO TIP

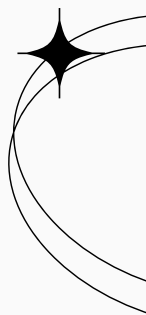
Working with an experienced digital publishing partner, like Pixel Press, ensures your story becomes a polished and engaging tool you can confidently share.

ADD VALUE

Develop multimedia content like audio or video or take your story to your people through podcasts and speaking events. This will bring your story to life in new and exciting ways.



HOW PIXEL PRESS DIGITAL PUBLISHING CAN HELP



Publishing a book the traditional way has never been an easy and simple process. Printing a book is a multi-step process that can take years and cost authors tens of thousands of dollars. Then if there's an update or correction to make ... yep ...

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MEET THE TEAM



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Design Creative**

Before launching her copywriting business, Shari had many years as a senior English teacher and gave her red pen a thorough workout. Her love of language and eye for detail play a pivotal role in fine-tuning your eBook so it's ready for publication. Her skill in business writing helps your eBook to be found by its ideal reader.

Saving the planet, one page at a time!



SHARON HAWTHORNE

**Editor | Publisher |
Project Manager**

With 20+ years of experience in the publishing world of books and magazines, Sharon has a wealth of experience guiding business owners from concept to publication. Committed to helping business owners share their expertise and shine their light, she's ready to help bring your story to the world.



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