

INBOUND

# MAGICAL CONTENT:

7 SECRETS TO CONTENT THAT GENERATE  
THE GREATEST RESULTS, ROI, AND  
LASTING IMPACT

MARCUS  
SHERIDAN

#INBOUND19

**Most content fails to generate  
real results and ROI.**

**But the question is....Why?**

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I used to be a pool guy




October 10<sup>th</sup>, 2008

(7,882)

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A close-up photograph of a person's hand cupping their ear, symbolizing listening. The hand is positioned behind the ear, with the fingers spread out, creating a bowl-like shape. The skin is a warm, reddish-brown tone. The background is a soft, out-of-focus white.

**A “culture” of  
listeners and  
teachers...**

They ask.  
You answer.

# Warning:

What you're about to hear doesn't  
work unless your leadership team  
“GETS IT”

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# 7 Keys to Content That Generate the Greatest Results, ROI, and Lasting Impact

*(And wins over the entire organization in the process)*

# 1. It Starts with SALES

(marketing is always secondary)

# **(The Ultimate Content Litmus Test)**

**Can My Sales Team Use This Right Now???**

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**2. It answers a buyer's most  
basic questions.**

(Believe it or not, this is rare).

# The Big Five:

The subjects that  
move every buying  
decision, in every  
industry.

Period.

1. Cost
2. Problems
3. Vs/Comparisons
4. Reviews
5. Best



# A Guide to Fiberglass Pool Costs

One of the first questions potential pool owners want to know when they call our company is : **How much does a fiberglass pool cost?** Although this is a very difficult question to answer, I will try to do my best here to explain some general pricing guidelines.



The purchase of a swimming pool is much like the purchase of a vehicle or even a home. **With so many options available, price ranges can vary drastically.** Just as a Ford F150 can start around \$20k with just a basic package, it can quickly cost over \$40k once a shopper adds such items as power windows, CD player, all-leather interior, chrome finishes, extended cab, 4-wheel drive, 4 doors versus two, upgraded wheels, dual exhaust, spray-on bedliner, built-in GPS system, etc.

Considering that the average American sells or trades in their vehicle within the first five years of purchase, why do so many people elect to get so many upgrades? The answer is because most people understand the importance of **getting what they want the first time so as to not have any regrets down the road.** Because most Americans spend over 30 minutes a day in their vehicles, they want to make sure their vehicle will provide them with comfort, quality, longevity, and ease of use.

These same principles typically apply to most inground swimming pool shoppers.

You're going to see your pool every day for as long as you live in your home, and picking the right pool with the right options the first time is critical to ensure **maximum enjoyment with minimum maintenance.** Because of this, most shoppers elect to get the pool that will make them happiest in the long-run.

Unfortunately, some people only focus on the initial price of the pool with the goal of finding the cheapest contractor, therefore sacrificing low-maintenance, quality, warranty, and aesthetics, which inevitably leads to regret—especially considering that unlike a vehicle, a swimming pool cannot be traded in if one is dissatisfied and disenchanted.

Some of the most common "add ons" found in the purchase of a swimming pool:

Keyword	Rank
average cost of fiberglass pools	1
how much does a fiberglass pool cost?	1
how much do fiberglass pools cost	1
what does a fiberglass pool cost	1
fiberglass pools costs	1
price fiberglass pool	1
cost for fiberglass pool	1
how much does it cost to install a pool	1
how much does a fiberglass inground pool cost	1
fiberglass pools prices	1

	Google	Unknown keywords (SSL)	24,650	.93%	229
<input checked="" type="checkbox"/>	Google	fiberglass pool prices <a href="#">↗</a>	13,537	.22%	30
<input checked="" type="checkbox"/>	Google	fiberglass pools problems <a href="#">↗</a>	11,133	.48%	53
<input checked="" type="checkbox"/>	Google	river pools and spas <a href="#">↗</a>	7,310	1.3%	94
<input checked="" type="checkbox"/>	Google	cost of fiberglass pools <a href="#">↗</a>	7,279	.37%	27
<input checked="" type="checkbox"/>	Google	fiberglass pools prices <a href="#">↗</a>	6,127	.34%	21
<input checked="" type="checkbox"/>	Google	fiberglass pool cost <a href="#">↗</a>	4,790	.38%	18
<input checked="" type="checkbox"/>	Google	fiberglass pool problems <a href="#">↗</a>	3,533	.4%	14
<input checked="" type="checkbox"/>	Google	fiberglass pools <a href="#">↗</a>	3,048	.33%	29
<input checked="" type="checkbox"/>	Google	how much does a fiberglass pool cost <a href="#">↗</a>	2,972	.44%	13
<input checked="" type="checkbox"/>	Google	fiberglass pools cost <a href="#">↗</a>	2,276	.44%	10
<input checked="" type="checkbox"/>	Google	how much does an above ground pool cost <a href="#">↗</a>	2,169	0%	0
<input checked="" type="checkbox"/>	Google	small pool designs <a href="#">↗</a>	1,990	.5%	10
<input checked="" type="checkbox"/>	Google	how much does an inground pool cost <a href="#">↗</a>	1,971	.13%	3
<input checked="" type="checkbox"/>	Google	how much do fiberglass pools cost <a href="#">↗</a>	1,920	.16%	3

\$7,000,000.00

(from ONE article)


About 34,300,000 results (0.52 seconds)

The **cost** can range anywhere from a \$100 to \$3,000 or more. A simple custom **website** design from an agency can range from \$15,000 to \$20,000, whereas bigger and more complicated **websites** will **cost** between \$20,000 to \$40,000. Your **website** is the most important marketing tool you have. Jan 9, 2017




### How Much Does a Website Design or Redesign Cost? [2019 Guide]

<https://agency.impactbnd.com/blog/how-much-does-a-website-redesign-cost>

 About Featured Snippets Feedback

#### People also ask

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How much does a website cost per month? 

Feedback

### How Much Does a Website Design or Redesign Cost? [2019 Guide]

<https://agency.impactbnd.com/blog/how-much-does-a-website-redesign-cost> 

# 3. It Never Tries to Sound Smart

(It's Dumb Not to Dumb It Down)

4. It always feels **unbiased**

**“The most effective way to immediately show you’re unbiased is by discussing who your product or service is **NOT** for.”**

**@thesaleslion**

# 5. It Addresses Their **Obvious** Fears and Reservations



“Marcus, be honest, what are the  
**problems** with a fiberglass pool?”

Google	<a href="#">fiberglass pool prices</a> 	9,994	.13%	13
Google	<a href="#">fiberglass pools problems</a> 	9,035	.35%	32
Google	<a href="#">cost of fiberglass pools</a> 	5,074	.32%	16
Google	<a href="#">fiberglass pools prices</a> 	4,828	.19%	9
Google	<a href="#">river pools and spas</a> 	4,121	1.4%	56
Google	<a href="#">fiberglass pool cost</a> 	3,353	.27%	9
Google	<a href="#">fiberglass pool problems</a> 	2,584	.15%	4
Google	<a href="#">how much does a fiberglass pool cost</a> 	2,094	.24%	5
Google	<a href="#">fiberglass swimming pools prices</a> 	1,499	.27%	4
Google	<a href="#">fiberglass pools cost</a> 	1,494	.27%	4
Google	<a href="#">fiberglass swimming pool prices</a> 	1,412	0%	0

# 6. It Takes Them on a **Journey** (starting with the problem)

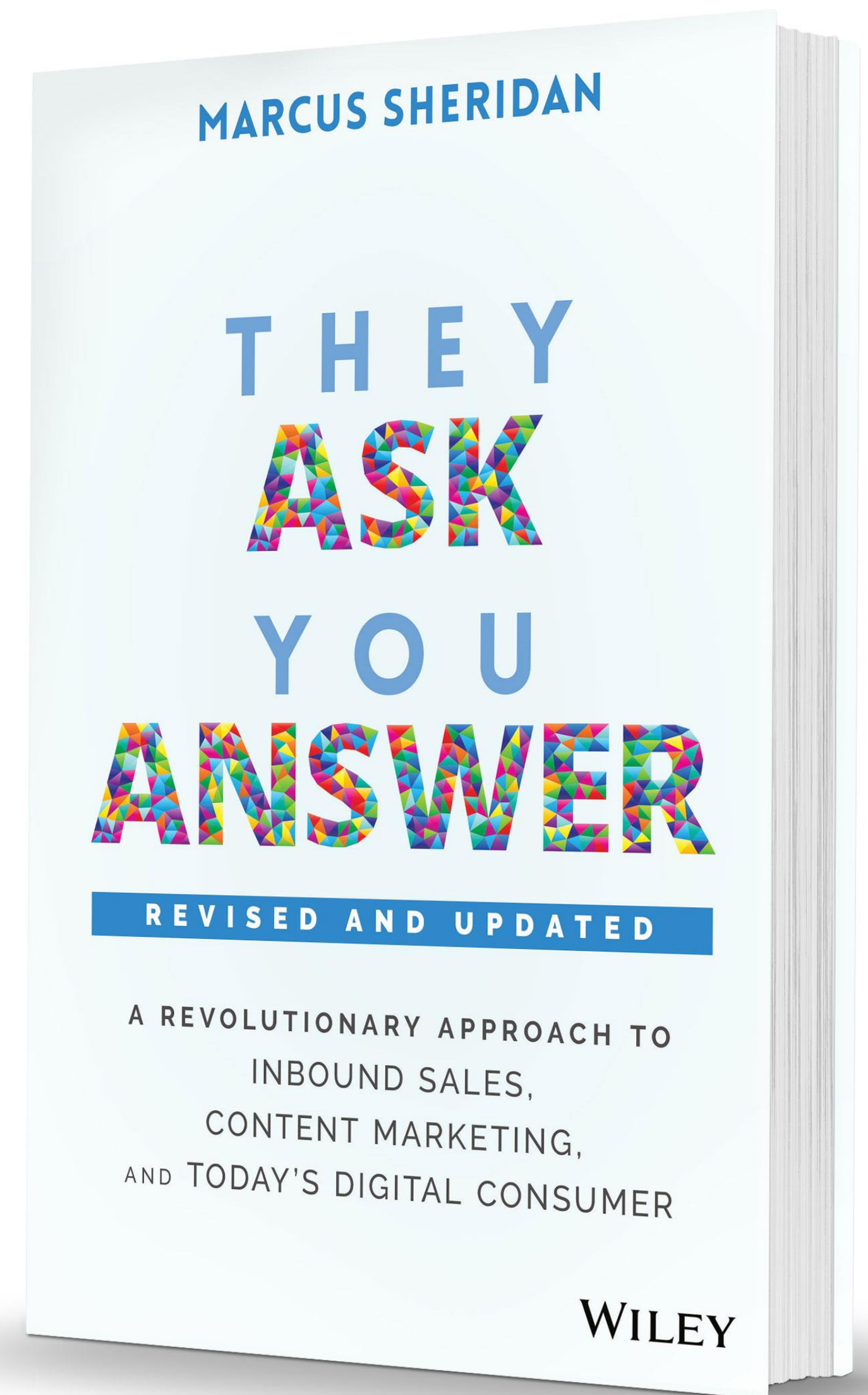


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More



**7. It Has a Singular Obsession  
with the Customer**

**(And no one else)**

# The Least Serviced/Most Reliable Appliance Brands (Reviews/Ratings)



by **Steve Sheinkopf**

 Tweet  Share  Like  Share  +1  Email

I spent the first 20 years of my career selling on the floor talking to the customers. Invariably many would bring in a Consumer Reports and ask about reliability (as you should). How does anyone really know without some kind of sales versus service equation.

One of the benefits of having a huge service department is data collection. We will be in approximately 130-150 homes today fixing appliances, with a good portion being less than a year old and under warranty. That is 650 homes per week (at least) or roughly 34,000 calls yearly not including homes with multiple calls. That's the math behind this post. It's sales generated versus warranty service calls within 1 year.

I should tell you this article is consistently unfair. Any time a service tech is sent to your house, it counts as a service call. It does not matter what the call actually is. Often times it's a simple adjustment, but it counts as a call if you need us to do it.

So the question is, what are we fixing the least?

Guts  
Consistency  
Transparency

Steve Sheinkopf  
Yale Appliance

# Magical Content

- 1.It starts with **SALES**
- 2.It answers their most basic buyer **QUESTIONS**
- 3.It never attempts to sound **SMART**
- 4.It always feels **UNBIASED**
- 5.It addresses their most obvious **FEARS** and **RESERVATIONS**
- 6.It takes them on a **JOURNEY**
- 7.It has a singular **OBSESSION** with the **CUSTOMER**

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