

THE NIFTY 50

CONTENT KICK-STARTER GUIDE

Finish off some or all of these 50 intros, and you will have great, useful, insightful content for your website, blog, presentation, brochure, press release, article, social media page, e-newsletter, or next outbound e-mail. The kind of stuff people will actually read.

1. The most exciting development at my company (or industry) in the last 30 days is ...
2. The biggest challenge my industry faces right now is ...
3. The one question that I know a prospect wants to ask, but has a hard time asking is ...
4. If I had 30 seconds to express the top 3 reasons you should do business with my company, they would be: 1), 2) and 3).
5. The biggest change in my company (or industry) today vs. 10 years ago is ...
6. If there was one thing that I would like to improve it would be ...
7. The top trend we're watching right now is ...
8. The most thought-provoking news story (blog entry, article) I read recently is ...
9. I just finished (am reading) a book (article, whitepaper) that reminded me of the importance of ...
10. A client just asked the question ... And here's what I said ...
11. A common misconception about our business is ...
12. If there was one area we've improved at dramatically as a business it is...And here's how we did it.
13. What really delights me in business is ...
14. The most challenging part of our business is ...
15. The one thing that really dampens my spirits is ...
16. When I hear "green initiative" I think ...
17. My mentor in business once told me ...
18. A great moment in the history of our company was ...
19. One of the little things we do here that has a really big impact is ...
20. The most important lesson I learned in business recently is
21. If I could wave a magic wand on our industry, I would make these three changes immediately: 1), 2) and 3).

22. The happiest moment in business was ...
23. The scariest moment in business was ...
24. The coolest technological development that I encountered recently was ...
25. I recently went to (insert destination) and what really intrigued me was ...
26. When I think about our best customers, they have the following 3 common traits: 1), 2) and 3).
27. I think (insert guru) had it right when he/she said, “ ...”
28. I think (insert guru) was dead wrong when he/she said, “ ...”
29. The greatest life lesson my father/mother taught me was ...
30. If a client ever gets really upset, I try to ...
31. If our business had a mascot, it would be ... Here's why.
32. My greatest lesson learned as a result of the recent economic downturn is ...
33. A lot of customers have been asking about ...
34. When I think about our industry 20 years from now, I foresee the following three innovations (developments): 1), 2) and 3)
35. The most noticeable effect that the outsourcing movement has had on our industry is ...
36. The one thing that all customers want, that my industry has a tough time delivering on is ...
37. The common characteristic that our best and most successful clients have is...
38. A side benefit of using our product/service that many clients overlook is ...
39. If I had to identify one common characteristic of the people who work here, it would be...
40. I think a lot of people struggle to understand (insert service, process). Here's my explanation in the simplest possible terms I can come up with...
41. If I had to relate our business to a sport, it would be ... Here's why.
42. We recently started to work on the following initiative to improve the customer experience.
Here's how it's going so far.
43. I asked a recent customer to say a few words about working with us. This is how he/she replied ...
44. A great resource for information on (insert subject) is ... Here's why I like using it ...
45. I recently visited a client, and was really impressed by the way that client ...
46. I imagine one of the hardest things to figure out as a buyer is ...
47. My favorite industry joke is ...
48. I just went to the (Insert Tradeshow/Event). Three things I saw that really wowed me were: 1), 2) and 3).
49. The big buzz word of the day is ... Here's my take on that ...
50. The most common mistake people make with ... And here's how to prevent that in the future.

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