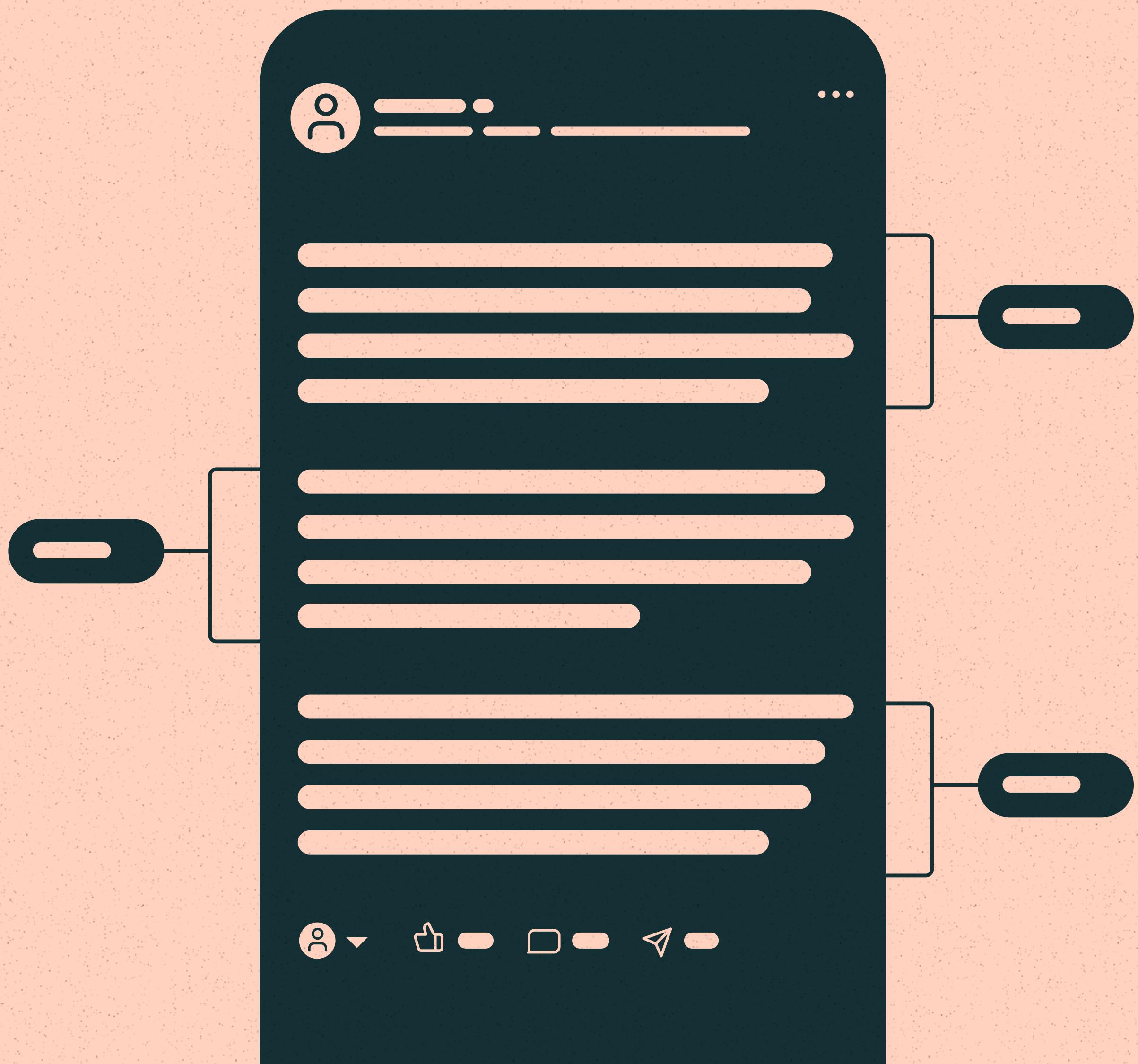
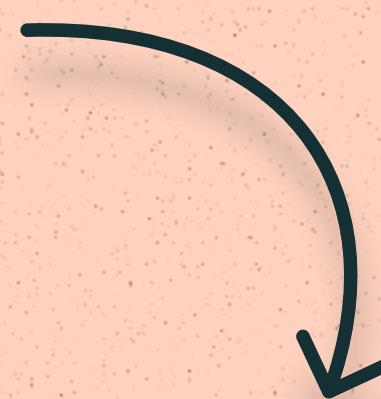


How I write content to attract new clients

+ 3 lead generation post breakdowns →



Here's a reality check



If you want your content to sell, don't:

- Post memes to get likes
- Stick to personal stories
- Stick to authority-building
- Post about AI if you don't sell it
- Post about growth if you don't sell it

Don't get me wrong →

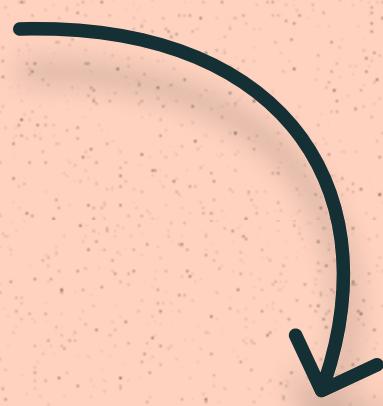
These 2 should be part
of your content strategy

- Post memes to get likes
- Stick to personal stories
- Stick to authority-building
- Post about AI if you don't sell it
- Post about growth if you don't sell it

Just make sure it's
about what you do
for whom

... and add lead-generating content to turn
prospects into clients (we'll get to that).

The basics



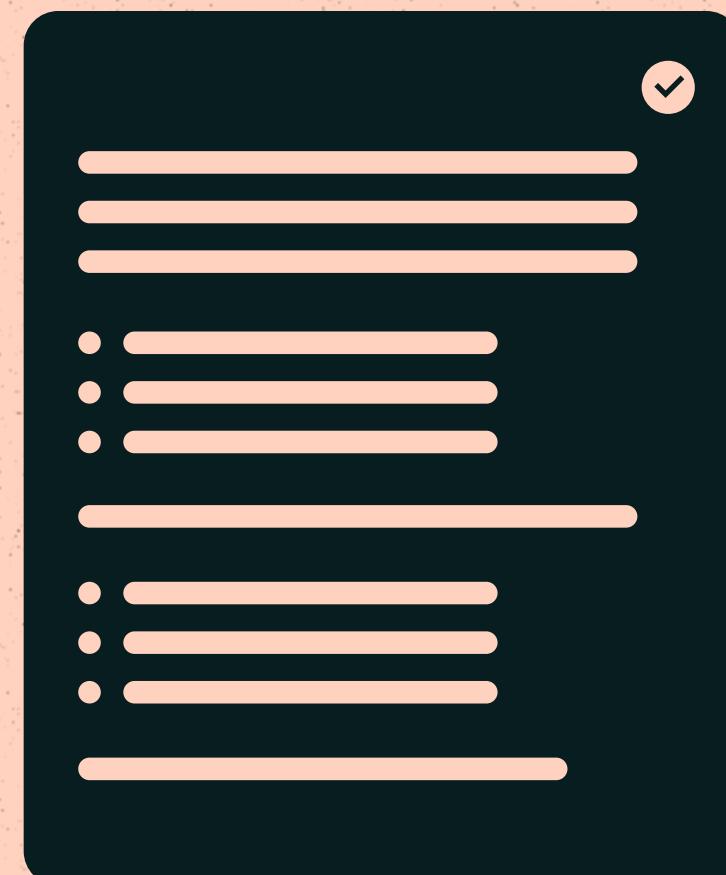
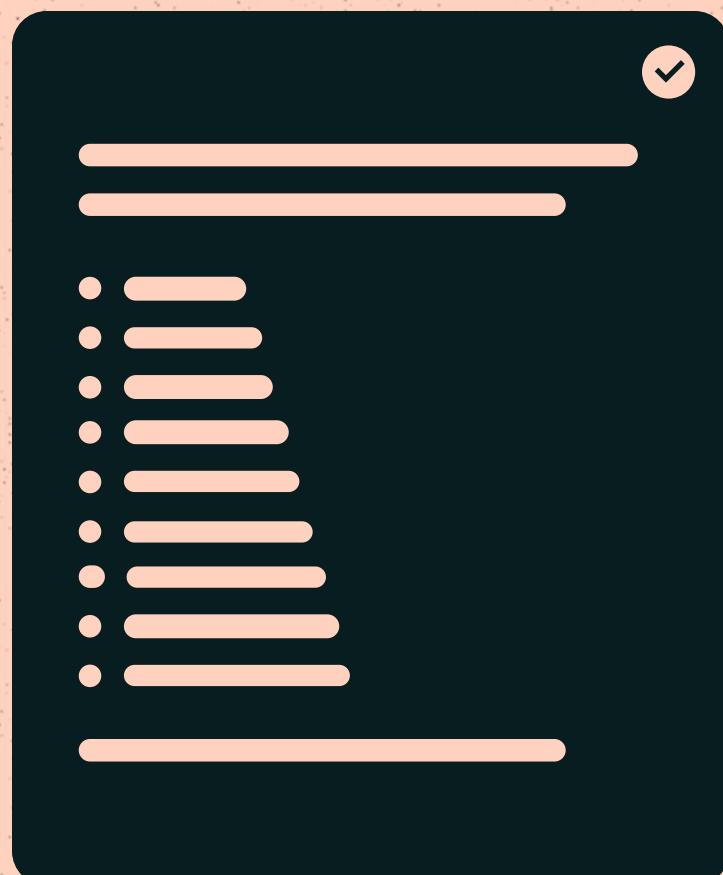
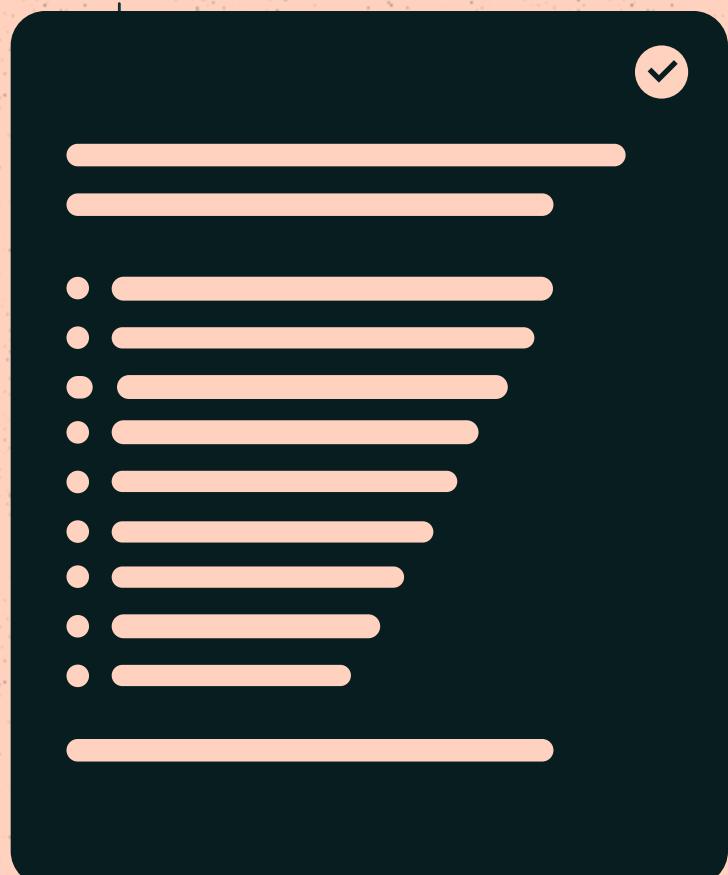
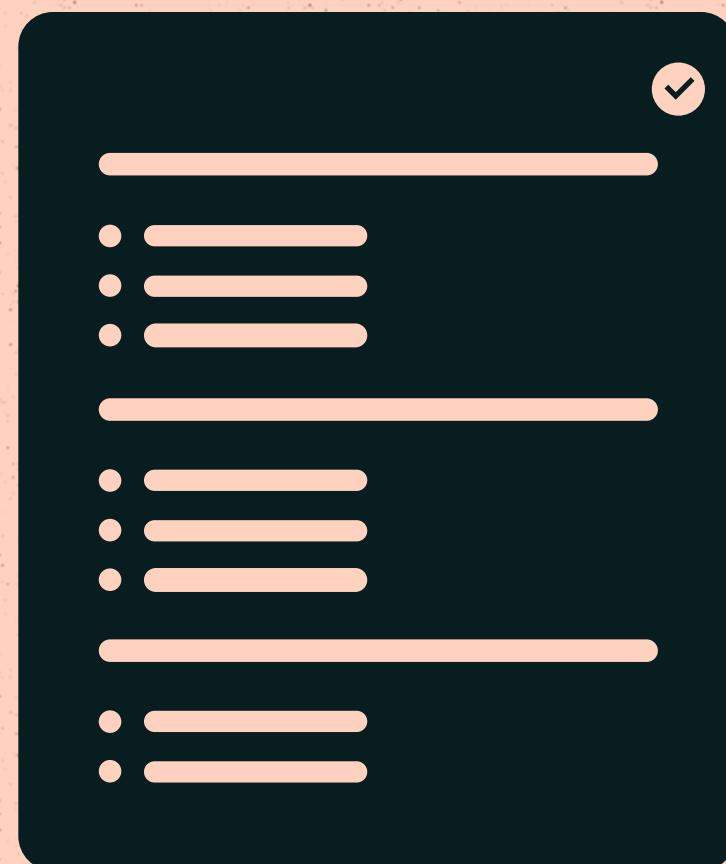
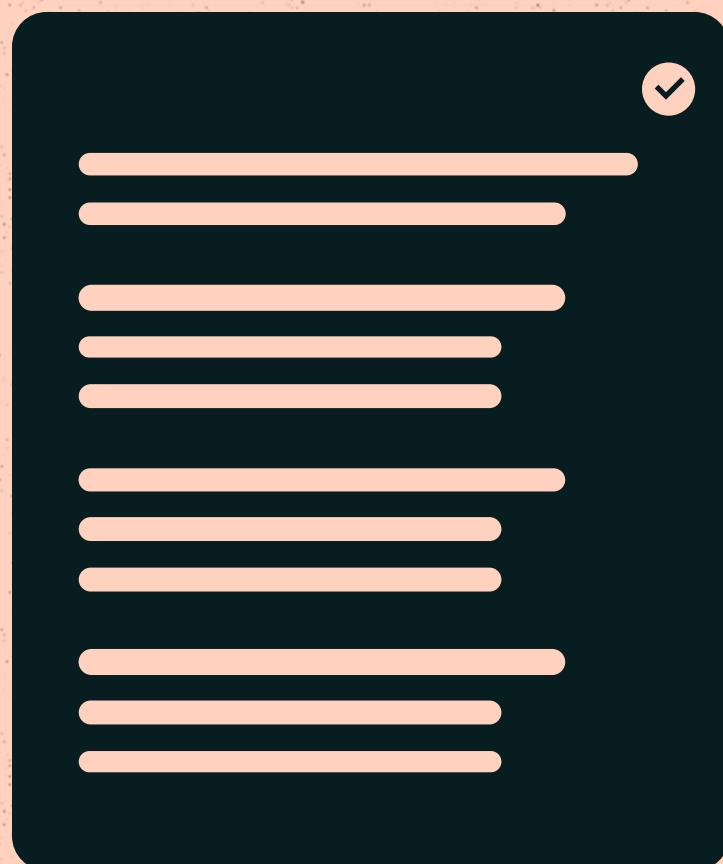
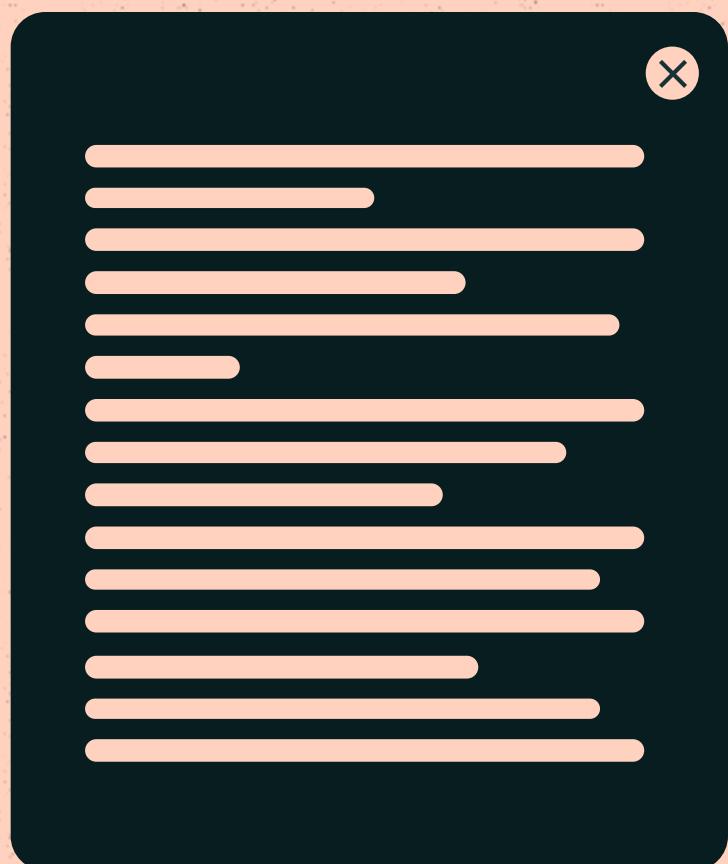
If you don't know some copywriting basics

... people won't read your post.
Let's start there.

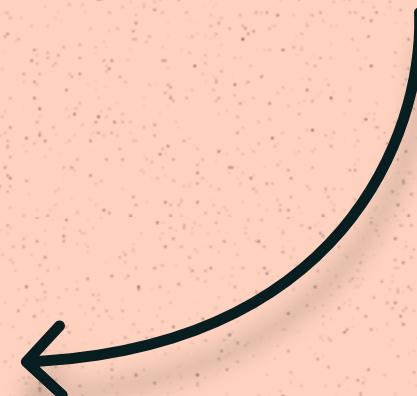
Let's go →

1

Text formatting = key



- Sort lines by length
- Use listicles/bullets
- Use one-line sentences
- Make text easy on the eyes



2

Optimize text for scanning

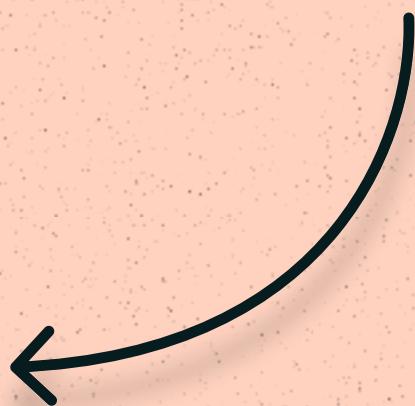


How you read
your content

- Avoid long words
- 3rd grade writing
- Short sentences
- Use white lines



How others read
your content



3

Your first line makes or breaks your post

(Here are a few of my best ones of 2023)

"I invest 20% of my income"



Nick Broekema posted this • 5mo

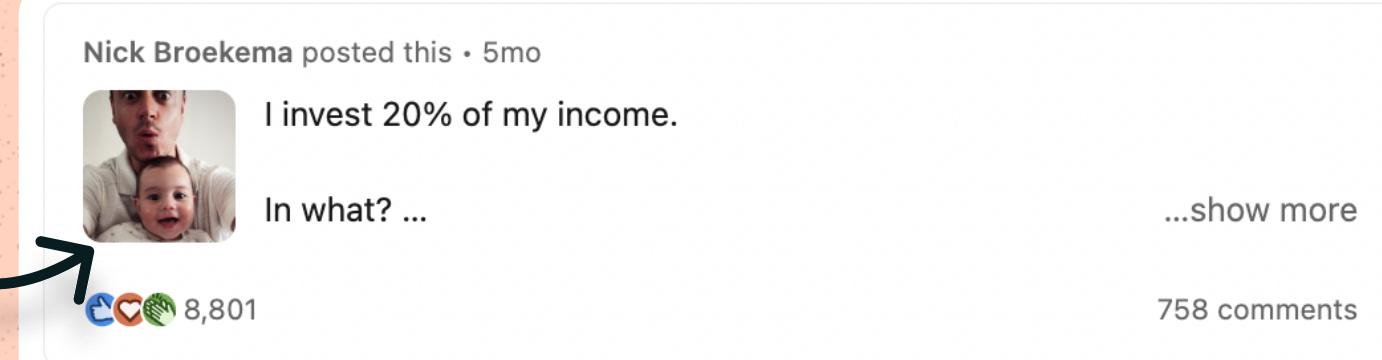
I invest 20% of my income.

In what? ...

...show more

758 comments

1,222,305 Impressions



"Don't be original. Be repetitive."



Nick Broekema posted this • 4mo

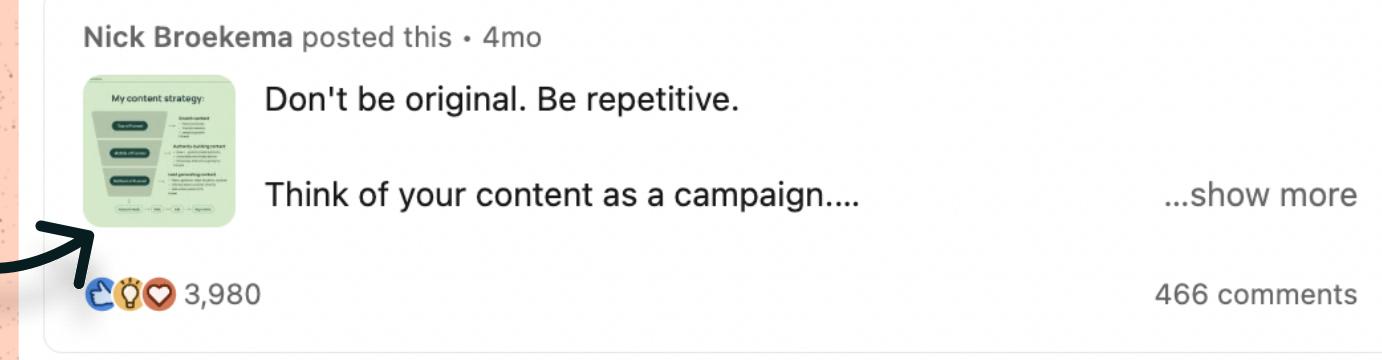
Don't be original. Be repetitive.

Think of your content as a campaign....

...show more

466 comments

368,736 Impressions



"How I write content that attracts new clients" Yes, this very post ;)



Nick Broekema posted this • 7mo

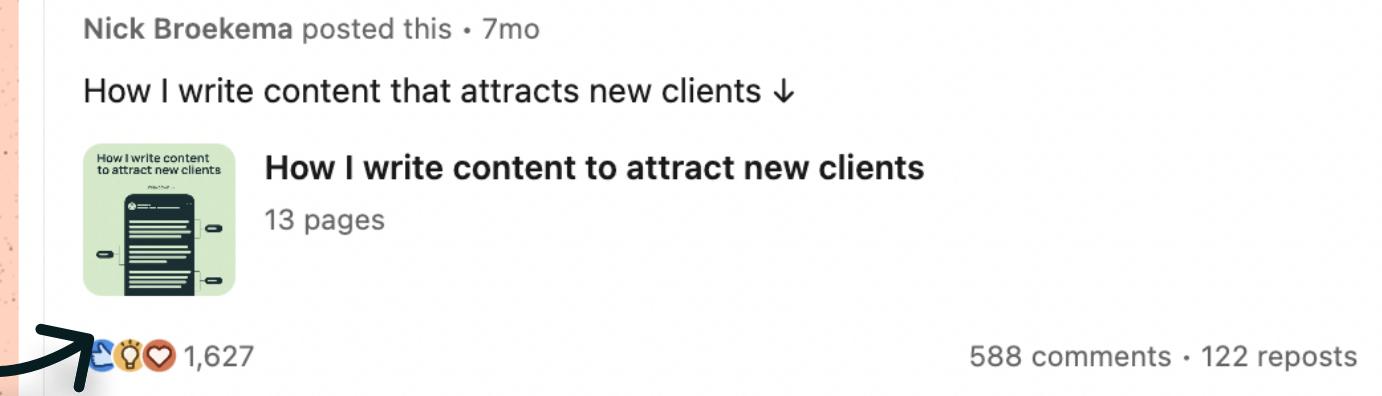
How I write content that attracts new clients ↓

How I write content to attract new clients

13 pages

588 comments • 122 reposts

253,008 Impressions



"Don't be original. Be repetitive."



Nick Broekema posted this • 1mo

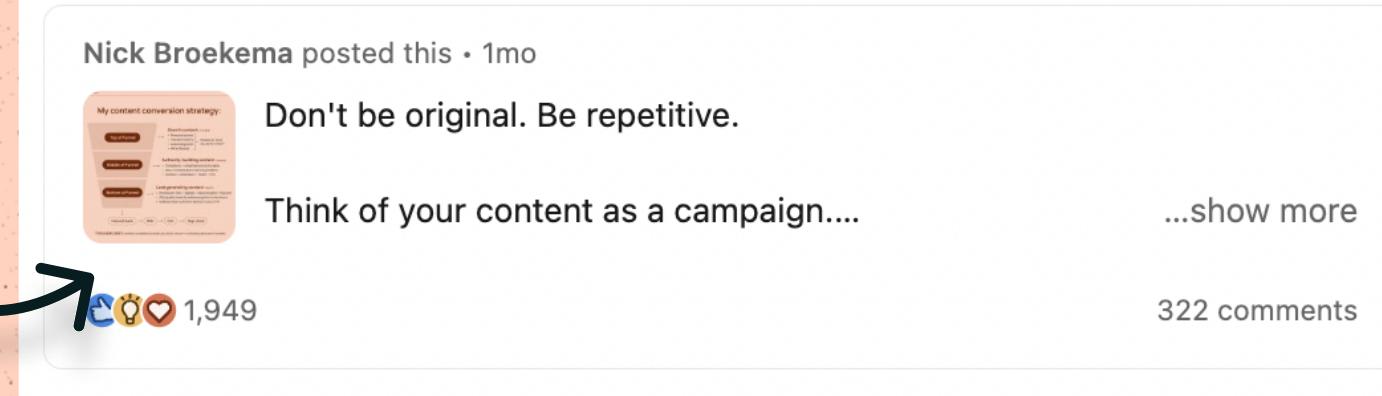
Don't be original. Be repetitive.

Think of your content as a campaign....

...show more

322 comments

158,792 Impressions



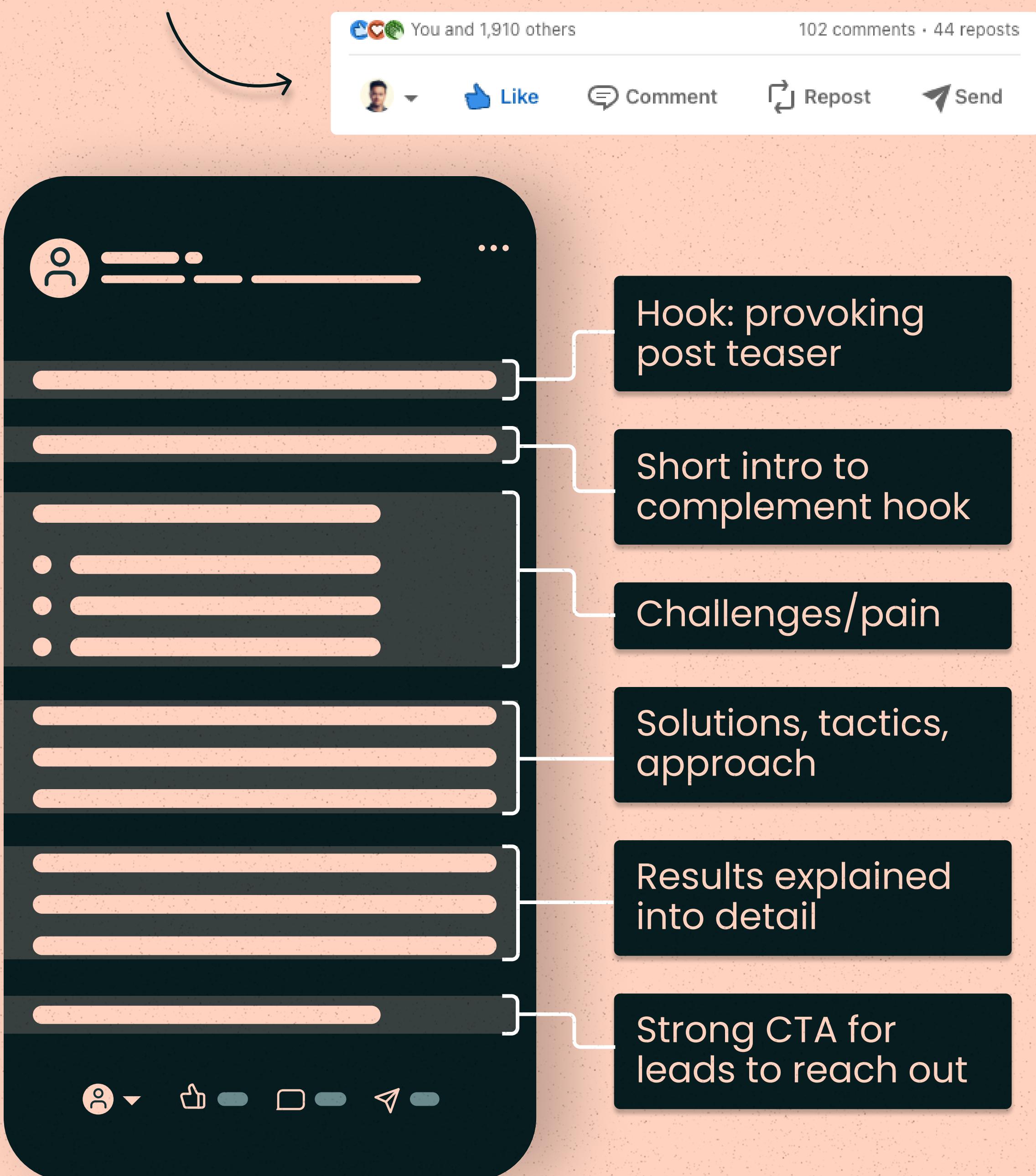
(Hooks like these generated dozens of leads and 9 new clients)

- Use short lines
- Add numbers or stats
- Write a provoking statement

4

Write for your ideal customer

One of my 1:1 clients went viral 2x and attracted 3 multi-billion-dollar companies



5

Lose redundant copy

1. Use active voice
2. Ensure each sentence contributes
3. Simplify (use Hemmingway - it's free)
4. Read it out loud. Sounds weird? Kill it.
5. Edit ruthlessly: remove unnecessary words

Remember: people scan and scroll.
You want them to make it until the
end of your post. Don't forget to
end with a clear CTA.



Writing lead-generating content

How I wrote 3 posts that resulted in 24 leads and 5 new clients

The fun part →

PAIS copy

(Pain, Agitation, Ideal Situation, Solution)



I address my ICP

Pain ICP

Agitation pain

Agitate pain
some more

Ideal scenario for
ideal customer

My solution for
my ideal
customers
(+ carousel)

Nick Broekema • You
Getting you inbound leads through Content Design
3w • Edited •

Invisibility hurts your agency.
And perhaps you don't even realize it yet.

The past 2 weeks I spoke to a dozen agency founders.
They threw money at all kinds of 'solutions':
- Expensive ad campaigns with zero ROI
- Unqualified sales reps, interns and FTEs
- Growth marketers and outbound cowboys

Now, I'm not saying these are wrong by default.
But the best solution might be closer than you think:
Simply. Sharing. What. You. Do.
As an agency founder, you have a bank of:
→ Premium client case studies
→ Experience, skills, and expertise
→ Leadership, authority, and credibility
I could go on.
Here's what's keeping you: lack of strategy and time.
Imagine what happens if you knew how to share that bank of information. With potential clients. With people who want to learn from you.
Here's the thing:
Your experience is obvious to you. But it's valuable to others.
One of my clients is killing it by sharing what she does:
- We've optimized her content strategy
- We're addressing a higher segment
- We've changed her tone of voice
We're 3 weeks in. The results speak for themselves.
Are you an agency founder with a biz doing over \$500k ARR? And do these sound like wins to you? Then I have a solution for you.
Send me a DM and I'll tell you more about it.

PAIS copy

(Pain, Agitation, Ideal Situation, Solution)

Pain ideal customer

Agitate pain ideal customer

Building up ideal situation:

- Genuinely giving advice.
- Encouragement
- Ideal situation

Case study (screenshot) + my solution

Crystal clear CTA

 Nick Broekema • You

Helping solopreneurs attract clients through content and sales
5d • 5 posts

What happens after 3 months of posting:

- You grow a moderate following
- You figure out your writing style
- People you know will unfollow you
- You're frustrated: \$ could be better
- You'll be asked for virtual coffee dates

What happens after 6 months of posting:

- Your following has gone 4X since day 1
- Your writing style attracts the right people
- Your group of peers has grown exponentially
- People who unfollowed you ask you for advice
- Creators you admire ask to collaborate with you
- You get asked for podcasts shows and IRL events
- You need to scale because your business is thriving
- Outbound sales are mostly replaced by inbound leads

The 6-month list looks a lot better, right?

Here's the reality.

It takes a 3-month list to get to the 6-month one.

Some people get there faster. Most will give up.

My goal is to get you there faster and NOT give up.

- Are you a marketing solopreneur doing >\$4k MRR?
- And ready to create a lead-gen content strategy?
- Follower count: doesn't matter

Send me a DM with 'info' and let's talk.

 Adam Cohen and 136 others

“Future Pacing” copy

(Former offer)

Short hook with number

Current situation ideal clients

“Dream scenario”

Provoking question

Reality check (I use that a lot)

If you do it yourself

Value of 1:1

Ideal customer

Call to action

Is that all to it?

No.

But it's a great way to start writing, clean up your copy, and start attracting those clients.

Enjoyed this?

Follow me for more
about content that
converts.

Book a strategy call with me ↓

