

# 1000-Website Writing - How To Take Your Web Writing from Generic to Targeted

**Typically, the biggest problem with most website writing is that it is too generic.** It is not targeted to a specific enough market. When your website is discovered by ideal prospects, do they identify with your content and feel like what you've written is directed at them? Most websites make the mistake of aiming at some version of "everybody" rather than carving out a specific market and the unique problems they solve.

**Sure, you mention your market, but there are no in-depth details.** The reason most business owners do not give enough detail is because of a universal fear of excluding potential business. However, taking the "inclusive" route ends up making the web copy "mushy". It does not strongly appeal to anyone. Prospects do not identify with your target market description. Here are some ideas to help you produce targeted website writing and avoid the non-attractive generic.

## 1. You must zero in on a real and identifiable target market.

Who do you want to attract as prospects and clients? The biggest problem most businesses have is clearly identifying and describing a unique segment of the entire market. When you read marketing information on targeting a market, they describe things like demographics and psychographics. Those ideas often don't help you develop a profile of a real and identifiable potential buyer. You have to move beyond the marketing language "mumbo jumbo" to reality. You must be able to recognize your target market in the real world - from the description you write.

## 2. You need to know the market you're targeting - intimately.

You must be able to talk about your market, their problems and your solutions for an extended period of time - at least an hour. If you don't know your market that well, you won't find it easy to attract and close them as clients. They are virtual strangers to you. They're looking for expertise, and you aren't demonstrating that you have expertise with them. Either spend more time getting to know your market deeply, or select a new market you do have in-depth knowledge of.

## 3. What do you know about the viability of your target market?

Is it a market that can support your business? How large is the market? Do they have a budget to spend to solve the problem you provide solutions for? Do they have a "crying need" to solve the problem? How crowded is that market with your competition? What do you do differently that distinguishes you from the competition? Do your credentials solidly back your expertise in this market? Know the answers to these questions, and be sure that your target market is going to be a viable market for your business.

## 4. Describe the problem that your target market wants solved - that you can solve.

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Suzi Elton provides business writing that attracts targeted prospects to your service business and converts them into clients for you. She is a Robert Middleton Certified Action Plan Marketing Coach, as well as a professional writer. Her website offers a free series of 8 assessments you can use to analyze your own site.

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Get "down in the trenches" with your target market in this description. How do they suffer? What do they feel? What words do they use? What's their day-to-day existence like dealing with the realities of their problem? If you don't know the answers to these questions, find out. This authenticity is what will give prospects that shiver of recognition when they read your website writing. That shiver will lead them to keep on reading every page of your website.

**5. Describe the solution THEY want, and how their life is transformed once the problem is solved.**

How good can things get? What are they free of? How do they feel? Show them the possibilities they are looking for, hoping for, dreaming of. Make it real and not exaggerated, but give them hope.

**The biggest challenge in website writing is targeting effectively.** Generic writing will never attract the prospects and clients you desire. Target your target market.

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