

The background of the entire image is a dense pattern of watercolor-style butterflies. The butterflies are in various shades of pink, magenta, and red, with some having black outlines and spots. They are scattered across a light purple background. The text is overlaid on this pattern in white rectangular boxes.

How to

WRITE EXACTLY

what your

READERS

are looking for

1. INTRODUCTION



I'm Claudia, owner and designer
at Heartmade.es where I help
passionate entrepreneurs get the
brands of their dreams in front of
their ideal clients (aka butterflies).

I'm also an entrepreneur myself. I've launched several projects (some alone, others with partners) and I've learnt the hard way

HOW TO CREATE A MEMORABLE BRAND.

I've experienced the struggles in being found, in standing out of the crowd, in getting engagement in social media, in growing from 0 to thousands of followers, in getting featured in media...

AND AFTER YEARS OF TRIAL AND ERROR I can now share my best advices and strategies with other people who are starting or facing the same problems.

I hope this workbook helps you find your ideal butterflies and write exactly what they are craving to learn.

I've put all my heart in it and I really wish it's helpful. In case you have doubts, want to share your AHA moments or your wins with me, here you have my contact:

claudia@heartmade.es

Can't wait to hear from you!

Claudia

2. BUTTERFLY PROFILE

If you have this workbook is because you've been reading my post in A Brand of Holly's blog, so I recommend you to get both things open at the same time to understand well the process.

THE FIRST STRATEGY I TOLD YOU ON THE BLOG POST IS TO KNOW YOUR BUTTERFLIES BETTER THAN THEY KNOW THEMSELVES.

To do it, we talked about surveys and interviews.

The following pages have a list of questions you should ask your ideal butterflies and tips to use the answers on a wisely way:

- DEMOGRAPHICS

You can fill some of these fields without needing to ask, and although they seem irrelevant, they are very important to know well your butterflies:

Gender:

Age:

Nationality:

Place of residence:

Single, married, engaged?

Do you have children? And how old are them?

If your ideal butterflies are married women, you can relate to their lifestyle in your blog posts. It doesn't matter if your blog is focused on other themes that don't seem to connect with their married life, just quoting some examples of married women can make them feel connected to you and engage better.

- WORK

These questions are great for multiple reasons: we all are expert in something, and even if we are in between jobs or we hate our 9 to 5 life, it tells a lot about us. Knowing if your clients love their job or not, if they are self employed or work for a company, etc... Can give you ideas of personal blog posts to connect with them or to motivate them to have a better day.

What do you do for a living?

What do you enjoy the most of your work?

What do you hate the most of your work?

Is your work the work of your dreams?

If not, what would you like to work on?

What's your expertise?

- LIFESTYLE

In this section you will find very valuable information to know where you can connect with your ideal clients. If they like to hang around Facebook but don't even know how Pinterest works, where do you think you should focus your promotion efforts?

What do you enjoy doing on your free time?

Which social media platforms do you like to check? And how often do you use them?

- DREAMS & PROBLEMS:

These will be the most valuable answers you will get. We usually guess what our readers want or need, but let's hear what they really think and we will probably be surprised!

If you had an hour to talk with me about anything you want, what would you ask me?

And if we had a full day?

In your personal or professional life, what worries you the most?

How is your dream life?

- OUR RELATIONSHIP:

Finally, you want to know the most you can about how did they found you and why do they like you. In my course "How to design your memorable brand" I go more in depth with this, but the key here is to embrace your uniqueness and make it be the essence of your brand to stand out from your competition.

For how long have you known me and my work?

How did you found me?

What do you like the most about my brand?

Do you remember any special advice or tip I shared and you loved?

3. SEO

Great job!! You have now tons of information to start thinking ideas for your next blog post.

But before starting to write, let's find the best keywords for it to be found :)

IN THE BLOG POST AT WWW.ABRANCHOFHOLLY.COM WE COVERED:

- long tail keywords
- where to use them (remember: title, subtitle, description, images and meta data)
- where to find the best keywords

I want to finish this workbook giving you some extra links to check in case you want to get more information about SEO.

- SEO for images: www.heartmade.es/seo-for-images/
- How to write blog posts with good SEO: www.heartmade.es/blog-posts-with-good-seo/



4. RECAP

I hope you found the light on how to connect with your butterflies. Please share with me your journey, I would love to chat with you and know your opinion!!

FINALLY, I WANT TO ASK YOU A FAVOR TOO...

If you liked my blog post and my tips, I would be forever grateful if you could share it with your friends or audience.

Simply copy and paste this link to share the blog post and this workbook:

www.heartmade.es/workbook-write-exactly-readers-looking/

Wish you the best,

Claudia



CLAUDIA ORENGO | WWW.HEARTMADE.ES

Hi!! I'm Claudia Orengo, the graphic designer behind Heartmade. I help creative entrepreneurs to get the best brand identity to connect with their ideal clients. Together we will bloom your business!

See you in: INSTAGRAM or PINTEREST