

# Content Cash Machine

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**The "Minimal Viable Content"  
framework that took a B2B  
company to \$9.2M in 12 months**

Author: Dominik Jedro

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**Here's how to work with me personally to build your Minimal Viable Content revenue powerhouse that drives cash on autopilot.**

Hey dear reader,

Dom here.

My goal with this ebook is simple. Help you make more cash.

By giving you a step-by-step system to follow. So you can replicate what I did for this B2B tech brand for your own business. And help you save tons of time experimenting with things that would be a waste of time and capital.

With 16+ years of SEO & content marketing experience, I tried a lot. But here you get the digest of the most effective strategy, framework and tactic that actually drives revenue. Not just traffic.

Everything packed in one actionable book.

But still I get people reaching out for more personal help in putting this into action.

So if you want my 1:1 help to set this up for your business...

[DM me “content cash machine” on LinkedIn and tell me about your business.](#)

I'll reach out with all the details.

Dom “make content into cash” Jedro

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## Introduction

I was in shock.

The blog that made me € 500.000 crashed.

My wife and I got engaged just a few days ago. It felt like someone pulled the rug out from under me. So hopeless. So sudden.

My “strategy” failed.

Why? Because it was spam. Content spam. Exactly what most of the “AI content influencers” are doing now. Plus link spam.

It worked for a while. Until it didn't. That was in 2012.

So I went to teach kids in a kindergarten. After 1 year I had enough. Went back into marketing.

This time I tried to find a superior approach. I experimented a lot. Then I found the so-called magic bullet.

By interviewing sales, success, support teams and their actual customers, I could uncover dreams they had. About their professional and personal future, objections they had towards buying the product or

service, fears they had about their current projects and frustrations they had in their job.

Suddenly I understood actual people. I didn't need any tools for that. Only a 30 to 60 minute video chat.

Before this B2B tech brand would chug out insane money for ads, now they had a traffic source that worked even when they slept. No need to increase the budget. People were coming in.

And they were buying. Because they felt heard.

So this book is YOUR roadmap.

So you don't have to go through all the struggles and failed experiments I had to.

Ready to start?

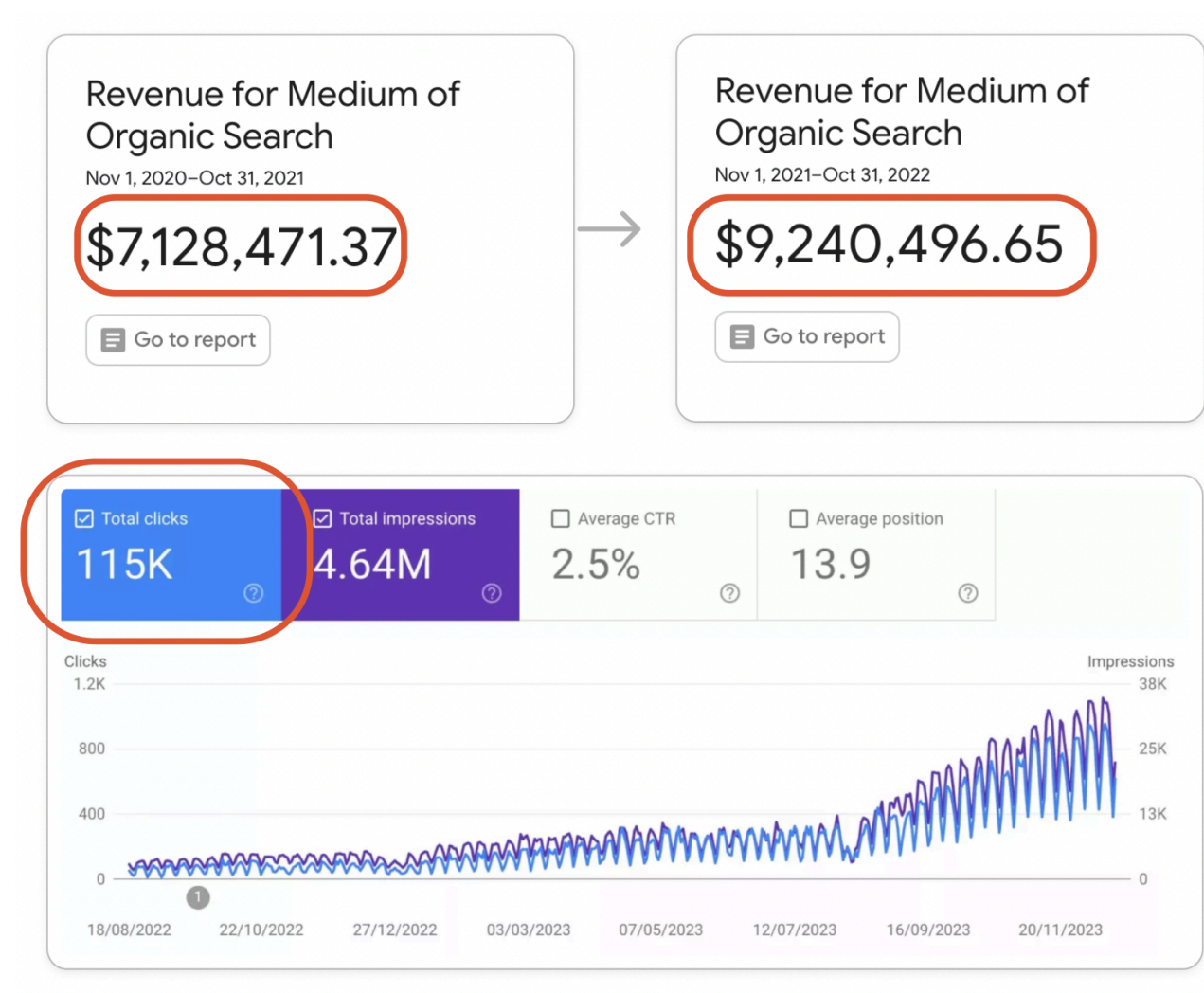
Let's go make some cash!



Does this sound like you: You've tried ads, referrals, outreach, and content, but you're not happy with the results, and you want something more sustainable with better ROI.

This image below is the gist of this book.

Read on if you want a graph like that for your business.



## Who this is for

- **You have an offer or product that sells for more than \$5.000 USD**
- You feel like you could improve your messaging & positioning
- You spend some money on ads and referrals
- You value good customer relationships
- You're tired of high conversion costs
- Your content could convert better

## Who this is NOT for

- You have no product-market fit or established product yet
- Your product or service or offer costs below \$5000
- You're not willing to invest time and resources
- You only want quick fixes or overnight success
- You see content as cost, not a worthwhile investment
- You're only after cheap labor

In this book, I am going to share with you the exact steps I used to reach **\$9,240,496 in revenue** and a **steady increase of organic visitors** for a **high-ticket B2B brand**.

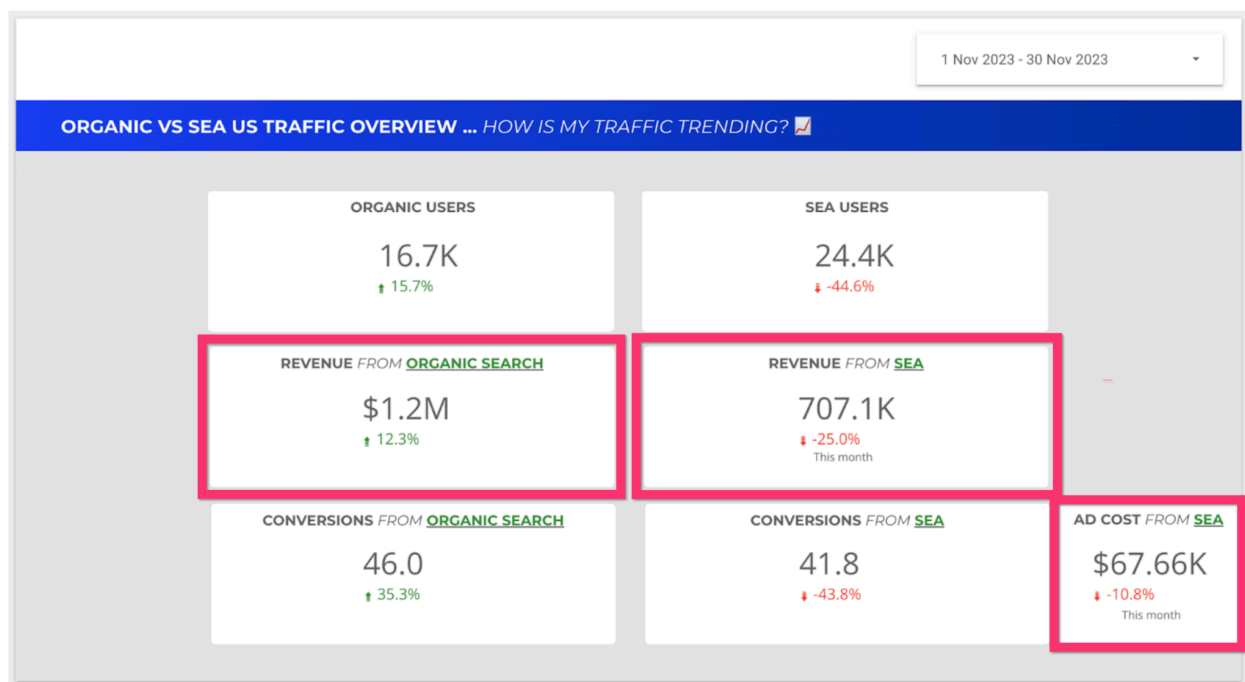
You'll see it only took **3 content types** and **1 overlooked “pre-production tactic”** to get to \$9.2M in revenue. All while the content I produced trumped paid search.

(Don't skip the [Proof heading](#) in the end.)

Before using my MVC framework, this brand had only 1.800 visitors / month.

Now we're up to 16k / month and growing.

But visitors mean nothing. Revenue does:



\$1.2M in organic revenue in just 1 month. Equivalent to more than \$67k ad cost. Imagine you're showing this to the founder or board member. When I did, the reaction was, "Wow! Amazing results, Dom. When we hired you, you were kind of a black box. But this really works!" .

Because the method is so dead simple and effective, I want to help you get the same reaction. Solidify your role as a marketing asset, and they'll keep coming back for more.

-

So, you have a B2B product or service that already sells well, but you hate that ads are getting more expensive and referrals aren't that reliable anymore?

Then this is for you.

When you implement my framework - and it's not complicated - you can expect **these immediate benefits**:

- You'll know the exact steps to execute **a profitable content strategy**.
- You'll have a **repeatable** content production **system** that you can scale with ease.
- You'll have a **proven process** focused on revenue.

And if that isn't enough, you can also expect

- **To save valuable time deciding** what content to publish.
- Your **content** to become a **24/7 prospector and salesperson** that works for you even when you sleep.

- To **speed up your sales cycle** by using the guides & landing pages right away across ads, LinkedIn, and email.

Now, creating a content machine that's profitable isn't complicated.

**Here are the three things you need to do:**

1. Interview account managers
2. Copy my Minimal Viable Content Strategy
3. Convert visitors

This is what I've done for this B2B tech brand, and it worked like magic.

No blackhat tactics. No spammy backlinks. No shortcuts.

Just quality stuff.

Let's get to the meat.

Premise:

How do many modern agencies and marketers create content today?

1. Ask GPT
2. Keyword tools
3. Guesswork

What's wrong with those strategies?

1. GPT can give you 20 frustrations of your ICP
  - a. Problem: Only 2 are correct
  - b. Solution: Talk to sales
2. Keyword tools can show you 20,000 queries your competitors rank for
  - a. Problem: Only 200 are relevant to your ICP
  - b. Solution: Talk to sales
3. Guessing relevant topics can create 200 ideas
  - a. Problem: Only 20 resonate with your ICP
  - b. Solution: Talk to sales

That's why in my 3-step process, talking to sales (and if available support staff and customer success) teams is the first and most critical step.

*The most magical things in life are often the result of the correct application of the most basic principles imaginable. - Blair Warren*

So let's take that first step - and make magic happen.

## Chapter #1 Interview Your Sales, Support, Success (3S) Teams

### What

What I did: I interviewed 7 account managers over a period of 2 months. Each meeting lasted 30-60 minutes.

What you can do: Run interviews with your sales, support, success teams or anyone that has customer contact. If possible, talk directly to customers (I'll list my top interview questions below.)

### Why

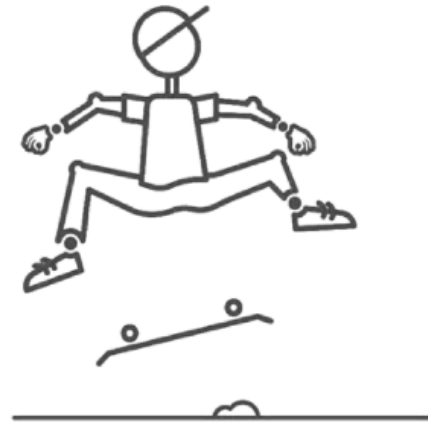
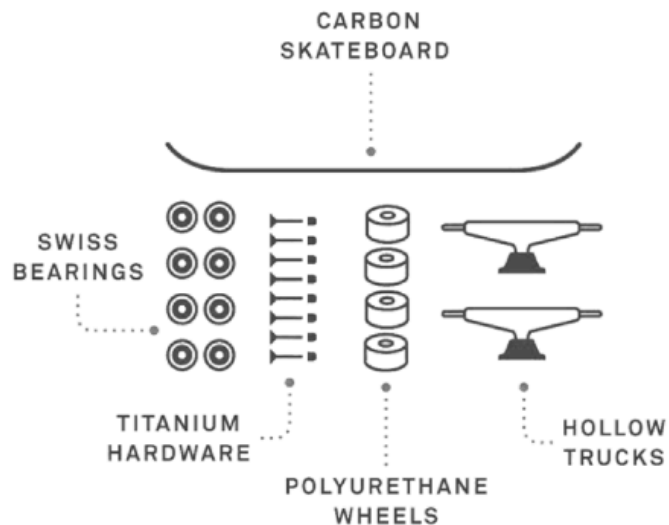
You get precious insights into customers' psychographics.

The goal? This image says it all:



Even though customers buy this...

...they *really* want this.



(Intercom.com)

Find out about their **dreams, objections, fears, frustrations** and assumptions. In short, you'll want to get an advantage over your competitors by understanding your customers on a deeper level.

**Creating content without talking to sales, support, and success-teams is a recipe for stale, non-converting content.**

Hence this is the most overlooked "pre-production tactic" in B2B.

Instead, using this 3S method, you'll understand customers - their inner motivations.

Maybe you'll even start to **think** like them.

Later you'll address their dreams, objections, fears, and frustrations in

- hooks
- openings
- headings
- call-to-actions
- endings
- FAQs
- newsletters

Every time someone reads a piece of content, they'll think, "man, they really get me"...

Before you know it, they'll be like "let me give them my money, they can solve my problem."

## How

How I did it: I created a list of questions.

First, I asked basic questions like:

- **What** kind of customers are the biggest revenue drivers?
- **Why** did they buy from you?
- **What** problems did they look to solve?
- **What else** did they try before? Why didn't it work?

Then, I dug deeper to find out about their dreams, objections, fears, and frustrations.

Here are the **top 4 questions** I found work well:

Bucket	Question
Dreams	Can you describe <b>a day made perfect</b> by using our product?
Objections	What <b>concerns or hesitations</b> did you have before purchasing our product?
Fears	Have you ever had a <b>negative experience</b> with our kind of product?
Frustrations	Can you describe a recent situation where you felt particularly <b>frustrated in your role</b> ?

How you can do it:

Create a list of questions that help you understand why someone bought your product.

Here's **the single most powerful question** to include as a **free text field** in any buyer form or customer feedback form:

**“What's the one thing that almost stopped you from buying?”**

Feedback from this single question alone will help you sell more. Because you can address buyers who are on the fence.



## BONUS : Mini Masterclass in Emotional Interviewing

Check out a few techniques that can make you a confident interviewer.

The first two come from Chris Voss, master of negotiations.

Technique	Example in a Real Interview
<b>Mirroring</b>  (my favorite because it's so easy)	<i>Interviewee mentions a specific aspect like the</i> "User-friendly interface"... Interviewer (you): " 'User-friendly interface'?". Repeat the core words from their statement to keep them talking. Thus revealing the "what/how/why" behind their statement.
<b>Labeling</b>	Interviewer (you): "It <b>sounds like you're feeling quite enthusiastic</b> about the new updates we've made. Would you say that's accurate?"
<b>Active Listening &amp; Summarization for Clarity</b>	Interviewer (you): "So, if I'm hearing you correctly, <b>your main issue</b> with our software has been its user interface, particularly how it integrates with your workflow, correct?"  Interviewee: "Yes, that's exactly it."

<b>Open-Ended Questions</b>	Interviewer (you): "Could you <b>describe a situation</b> where our product went beyond your expectations?" Interviewee: "Well, there was this one time when..."
<b>The Power of Silence</b>	<i>After asking a question, pause and <b>wait 10-30s+</b>, allowing the interviewee time to think and elaborate.</i>
<b>Summarization for Clarity</b>	Interviewer (you): "Just to make sure I've got it right: You're saying that the <b>main benefit</b> you've found from our product is its reliability and time-saving aspect?" Interviewee: "Yes, that's exactly my point."
<b>Storytelling Prompts</b>	Interviewer (you): " <b>Tell me about a time</b> when our service didn't meet your expectations. What happened?"
<b>Feedback Loops</b>	Interviewer (you): "Based on your reaction, it <b>seems like this feature really resonates</b> with you. Can you <b>tell me more about why</b> that is?"

Ok back to the interview questions.

My goal with these questions is simple:

I want my content to follow this mantra:

**“Show them paradise, then take them there.”**

A bit fluffy, I know, I know.

But the point is still valid:

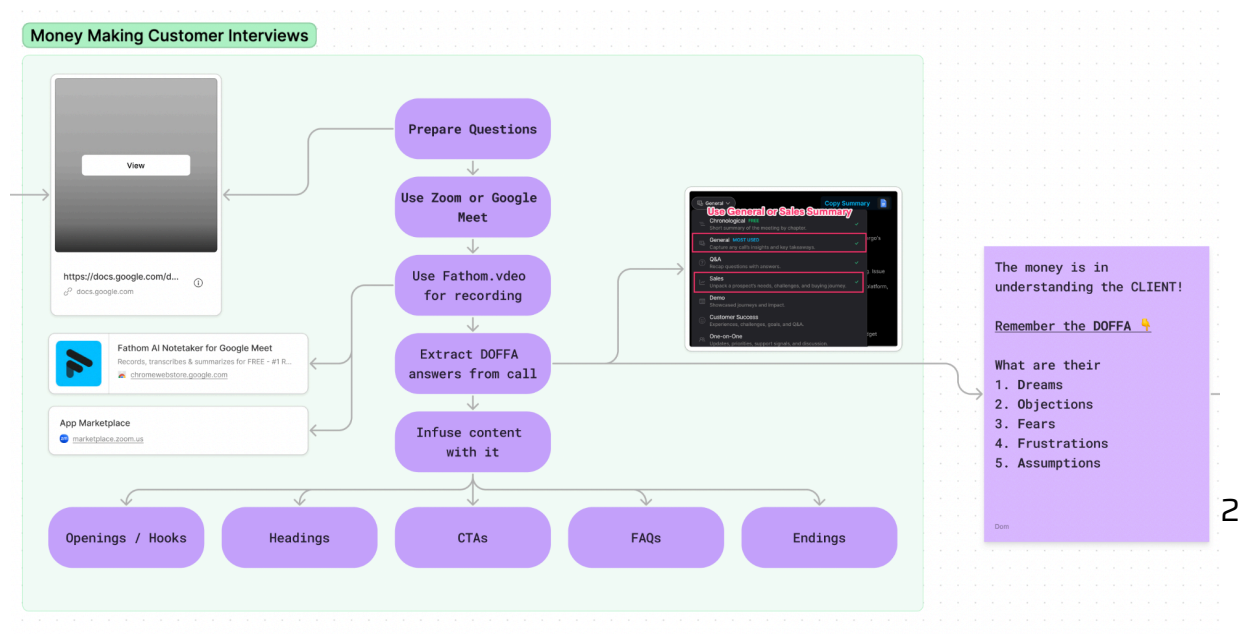
I want to

1. Learn about their dreams, objections, fears, and frustrations.
2. Show them how we can help them through meaningful content.
3. See them flocking in to buy the product.

Because they see **we get them**.

## Example

Here is my process for interviews with customers or sales teams.



Now onto the cool part: putting it all together.

Use a Google Sheet to turn takeaways into converting content-gold.

Create these columns:

- Interviewee name
- Statement
- Takeaway
- Possible content application
- Example phrasing for content brief creator and copywriter

Just like in the image below.

[TEMPLATE] Interview Takeaways - Sales Support Success Team Interviews SSS / 3S				
File Edit View Insert Format Data Tools Extensions Help				
Q Menus 100% 123 Saira 10 B I A				
E14	A	B	C	D
1	Takeaways from Sales Team Interviews			
2	Interviewee / Role	STATEMENT ( spoken, observed )	TAKE-AWAYS:	Possible CONTENT Applications
3	Name / Role (Account Manager)	I deal with the end users (ICP), and they are reporting to the (oversight) and they will get the PDs from the (oversight)	(ICP) make the decisions, (oversight) only approve/deny.	Mention (ICP) directly in <b>H1, subheadings, slogans, ad copy.</b>  Dom: Further try and <b>understand what (ICP) need to do to get a PD from (oversight)</b> . Use content to show that we can help to get buy in from (oversight). If possible create video ad, targeting (ICP): e.g. <a href="https://www.youtube.com/watch?v=lp-zV9PogrU">https://www.youtube.com/watch?v=lp-zV9PogrU</a> Target (ICP) & (oversight) in Google,FB, LinkedIn ad campaigns using look alike audiences or similar.
4		Customers come to us and buy used, because they get premium quality, with a lower price and we ship within 2 weeks. New equipment right now takes up to 14 weeks to ship.	Fast shipping times is a strong USP. Compare delivery times to those of new equipment. Dom: Compare also to other competitors.	Answer shipping questions in FAQs, near "Buy now" button, Use persuasive ad copy for <b>headlines on landing pages.</b>
5		I like startup business (though it is hard to identify the right candidates: technology, etc.), but it is perfect because the CEO can make purchase decisions, and they may become a long term client.	Targeting startups can be beneficial and create recurring revenue, although difficult to identify ideal candidates.	Adress startups in <b>content series, case studies.</b>
6				

Ok, now that you have some valuable content ideas that...

1. talk directly to the ICP
2. mentions their dreams, objections, fears and frustrations

...it's time for step 2.



## **Chapter #1 Takeaway: Talk to Your Sales, Support & Success (3S) Teams for Content Gold**

**Problem:** Your content doesn't resonate. Low conversions.

**Solution:** Run interviews with your Sales, Support & Success (3S) teams to learn what drives customers on a deeper level.

### **Key Takeaways:**

- Learn about customer dreams, objections, fears & frustrations.
- Use these insights to craft content that connects with them.

### **Action Steps:**

1. **Schedule Interviews:** Talk to your 3S teams about the customers.
2. **Ask Powerful Questions:** Don't stop at surface level questions. Use questions that dig deep into customer emotions.
  - **Bonus:** Leverage interview techniques like mirroring, labeling.
3. **Content Goldmine:** Turn interview takeaways into content that resonates.
  - **Template:** Use the provided Google Sheet to organize your research.

**Outcome:** Content that speaks directly to your ideal customer profile (ICP), boosting engagement and sales.

Do you want help with this?

**DM me on LinkedIn.**

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## Step #2 Create a “Minimal Viable Content” MVC Strategy

*What we think we are saying and what our customers actually hear are two different things. And customers make buying decisions not based on what we say but on what they hear.*

DONALD MILLER

My goal in creating a content strategy is simple:

**Craft content that precisely meets and resonates with audience needs.**

### What

We started with a 90% branded search.

This means they ONLY got visitors who knew them already. Zero helpful guides. Zero educational content.

No talking to them about their “paradise.” No emotional angle.

My point of contact wasn’t even sure WHY people bought.

Their advertising: “Buy our product on sale”.

So I changed that.

With

- 24 glossaries
- 28 in-depth guides
- 14 product landing pages.

66 total.

The goal?

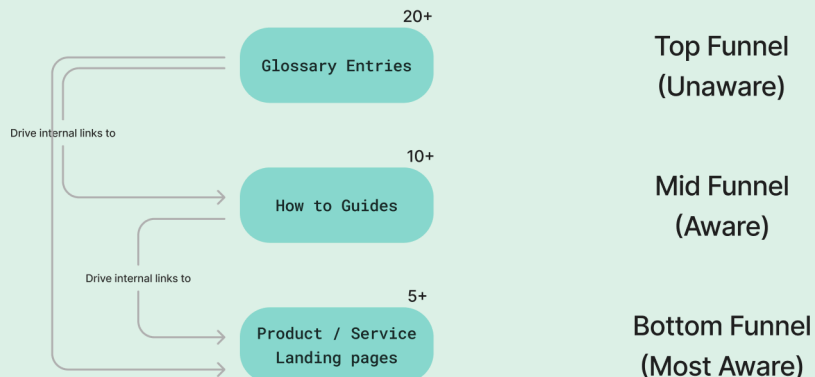
- Become a **topical authority**
- Drive **internal link juice** to money pages
- **Convert more visitors** without having to invest more in ads

Here's a breakdown of the Minimal Viable Content Framework 📌

#### Minimal Viable Content Framework - MVC

### The Minimal Viable Content Framework (MVC)

Drive topical authority & industry expertise to help you SELL MORE



After, we were left with:

- 24 glossaries that show our topical **authority**
- 28 guides that show industry **expertise**
- 14 product pages that **sell**

## Why

John Mueller from Google said it best:

*“Having only 30 pages of content makes it difficult to call a site authoritative”.*

Initially, they had products but no content. Sound familiar?

If that’s you, read on.

Now it’s getting interesting.

# How

For each content type, choose topics that

- are close to your niche
- solve problems or roadblocks
- display your expertise

I used the content workbook below to keep track of the progress and align with the client:

Planned & published offer pages first  
(We also drove Ads to these for faster ROI)

	Client Response	Status / Comment	Assigned To	Publishing Deadline	Article Title	Main KW	Traffic Potential	Future Live URL	Ready to go live
1	Client Response								
2	Decided	Create Outline	Name	04/02/2024	No Offer Pages (Most Award)		100000		
3	Maybe	Write Draft	Name	04/02/2024			10000		
4	Approved	Edit	Name	04/02/2024			1000		
5	Approved	Fact Check	Name	04/02/2024			100		
6	Approved	SEO Check	Name	04/02/2024			10		
7	Approved	Client Review	Name	04/02/2024			10		
8	Approved	Publish Draft	Name	04/02/2024			10000		
9	Approved	Draft Check	Name	04/02/2024			5000		
10	Approved	Set Live	Name	04/02/2024			1000		
11	Approved	Live	Name	04/02/2024			100		
12	Approved	Add links	Name	04/02/2024			50		
13	Approved	Refresh	Name	04/02/2024			10		
14	Approved	Add Product Slider	Name	04/02/2024			10000		
15	Approved	Add Charts	Name	04/02/2024			10000		
16	Approved								
17	Decided	Create Outline	Name	05/02/2024	28 Guides (Mid Point, Award)		100000		
18	Maybe	Write Draft	Name	05/02/2024			10000		
19	Approved	Edit	Name	05/02/2024			1000		
20	Approved	Fact Check	Name	05/02/2024			100		
21	Approved	SEO Check	Name	05/02/2024			10		
22	Approved	Client Review	Name	05/02/2024			10		
23	Approved	Publish Draft	Name	05/02/2024			10000		
24	Approved	Draft Check	Name	05/02/2024			5000		
25	Approved	Set Live	Name	05/02/2024			1000		
26	Approved	Live	Name	05/02/2024			100		
27	Approved	Add links	Name	05/02/2024			50		
28	Approved	Refresh	Name	05/02/2024			10		
29	Approved	Add Product Slider	Name	05/02/2024			10000		
30	Approved	Add Charts	Name	05/02/2024			10000		
31	Approved						1000		
32	Approved	Create Outline	Name	05/02/2024			100		
33	Approved	Write Draft	Name	05/02/2024			1000		
34	Approved	Edit	Name	05/02/2024			100		
35	Approved	Fact Check	Name	05/02/2024			10000		
36	Approved	SEO Check	Name	05/02/2024			1000		
37	Approved	Client Review	Name	05/02/2024			100		
38	Approved	Publish Draft	Name	05/02/2024			1000		
39	Approved	Draft Check	Name	05/02/2024			100		
40	Approved	Set Live	Name	05/02/2024			100		
41	Approved	Live	Name	05/02/2024			100		
42	Approved	Add links	Name	05/02/2024			10000		
43	Approved	Refresh	Name	05/02/2024			1000		
44	Approved	Add Product Slider	Name	05/02/2024			1000		
45	Approved	Add Charts	Name	05/02/2024			100		
46	Approved								
47	Approved	Create Outline	Name	06/02/2024	26 Missing Articles		100000		
48	Approved	Write Draft	Name	06/02/2024			10000		
49	Approved	Edit	Name	06/02/2024			1000		
50	Approved	Fact Check	Name	06/02/2024			100		
51	Approved	SEO Check	Name	06/02/2024			10		
52	Approved	Client Review	Name	06/02/2024			10		
53	Approved	Publish Draft	Name	06/02/2024			10000		
54	Approved	Draft Check	Name	06/02/2024			1000		
55	Approved	Set Live	Name	06/02/2024			100		
56	Approved	Live	Name	06/02/2024			100		
57	Approved	Add links	Name	06/02/2024			10		
58	Approved	Refresh	Name	06/02/2024			10		
59	Approved	Add Product Slider	Name	06/02/2024			10000		
60	Approved	Add Charts	Name	06/02/2024			10000		
61	Approved	Create Outline	Name	06/02/2024			1000		
62	Approved	Write Draft	Name	06/02/2024			100		
63	Approved	Edit	Name	06/02/2024			10		
64	Approved	Fact Check	Name	06/02/2024			10000		
65	Approved	SEO Check	Name	06/02/2024			1000		
66	Approved	Client Review	Name	06/02/2024			100		
67	Approved	Publish Draft	Name	06/02/2024			100		
68	Approved	Draft Check	Name	06/02/2024			100		
69	Approved	Set Live	Name	06/02/2024			10		
70	Approved	Live	Name	06/02/2024			10		
71	Approved	Add links	Name	06/02/2024			1000		

Mapped out links beforehand  
(So we could internal link from the start)

Made sure  
content is aligned  
with client goals  
(E.g. we had to avoid mentioning  
direct competitors due to legal issues)

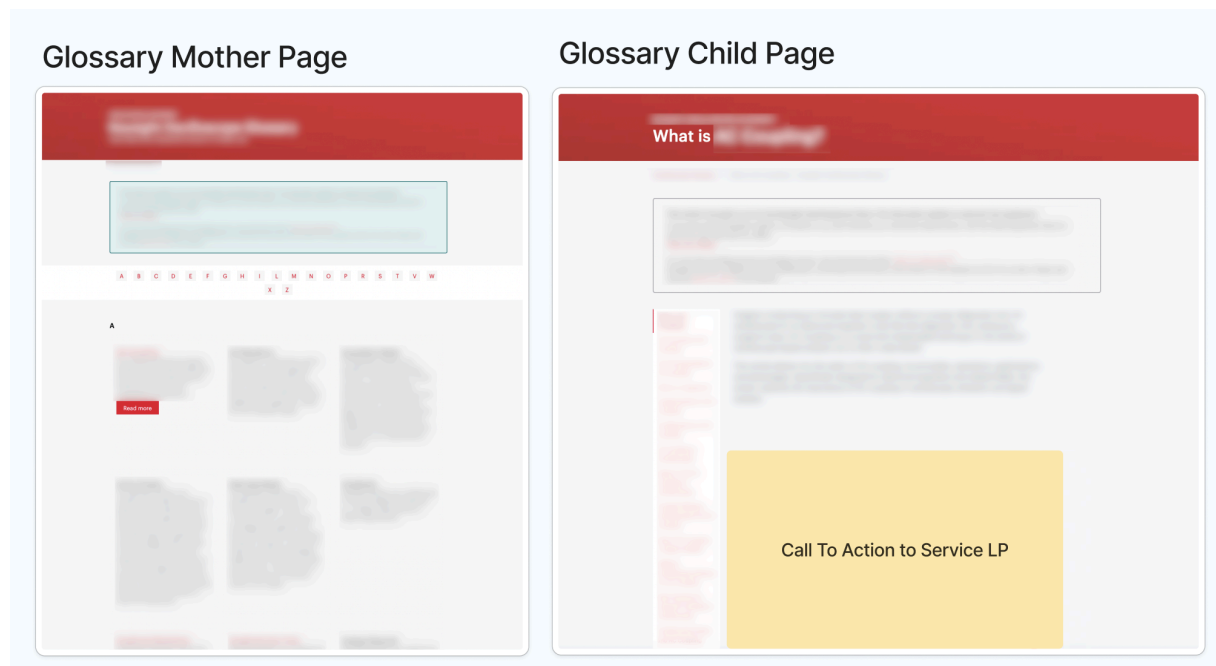
Mixed a few  
high volume  
keywords in  
(More traffic opportunity)

## Example

Type	What	Example
Glossaries	Explain difficult things in easy terms - 1500-2000 words	What is {technical term}? What is {technical term} in {industry}? What is {technical term} in {niche}?
Guides	Help your ICP overcome roadblocks to solving their problems. - 3000+ words	{Technical} formula Best {Industry} Books {Product} Buying Guide The 7 Best {products} to Measure {thing} Industry Guide: How to measure {technical thing}? {ProductA} vs {productB} - Ultimate Comparison Guide How to {do technical thing} with {product}: A Step-by-Step Guide {ICPs} Handbook: {productC} vs {productD} - What's the Difference?
Product Pages	Write landing pages that convert - As few words as needed (300-600 can be enough)	Buy {product} on Limited Sale Limited Offer: Buy {product} on Discount Now



Here's a breakdown on how I structured the glossary pages.



First, I identified around 300 technical terms and definitions people look up online.

Example:

- > "what is ..." or
- > "define ...." or
- > "definition vs definition"

Then, I listed them in my content workbook for our client to approve or reject.

Once I got approval for each article, I started working on the content briefs.

The glossary mother article has:

- ✓ 252 terms explained
- ✓ 10,000 words

For each glossary child article, I made sure of this:

1. Meta Title under 65 chars.
2. Meta Desc under 155 chars.
3. Content length: 20% more words than top 3 of main KW
4. Include 1 picture for each 350 words
5. Include CTAs to product every 4 paragraphs
6. Link internally to mother glossary
7. Link internally to other glossary terms
8. Link externally to 4+ sources for credibility
9. Include at least 2 tables for readability
10. Add at least 3 lists for readability & usefulness
11. Add at least 3 bullet points for readability & usefulness
12. Cite at least 3 credible sources / authors for expertise
13. Have a table of contents on top of each article
14. Link table of contents to each h2/h3

Then, I hit publish.

I used my rapid indexing service to get the sites crawled immediately.

12 hours later, the glossary pages were indexed.

After 3 weeks, traffic started to grow.

After 1 month, backlinks started coming in.

Glossary stats today:

- 7,000+ monthly visitors
- 1318 keywords rankings
- 209 keywords ranking on page one
- \$2100 USD in ad costs saved per month
- tons of internal links to money pages!!!

## **Chapter #2 Takeaway: The Minimal Viable Content (MVC) Strategy**

**Problem:** Website lacks quality content. People don't convert.

**Solution:** My Minimal Viable Content (MVC) strategy to establish topical authority and drive conversions.

### **Key Takeaways:**

- Create content that addresses your customer's needs.
- Focus on 3 content types: glossaries, guides, and product pages.
- Solve problems, showcase expertise, and target relevant keywords.

### **Action Steps:**

1. **Content Brainstorming:** Identify topics around your niche that address customer dreams etc.
2. **Content Mapping:** Use a content workbook to plan 24 glossaries, 28 guides, and 14 product pages.
3. **Content Creation:** Develop content with keywords in mind and include internal links for SEO benefits.

**Outcome:** Increased organic traffic, improved keyword rankings, and boosted conversions without putting more \$ behind ads.

## Chapter #3 Convert Visitors into Paying Customers

*The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself. - Peter Drucker*

In short: Interviews → Strategy → Production.

### What

At this stage, I had a HUGE advantage.

I now understood the product.

And the customer.

The brand was highly technical, and I didn't become an engineer overnight, but I understood their fears and frustrations.

One of the biggest fears: equipment failure and missed deadlines. Their reputation is one the line. And of course budget is a big concern.

Now suddenly we could change the whole messaging. Not only for organic content. But sitewide.

Shortly after I realized:

I had found gold.

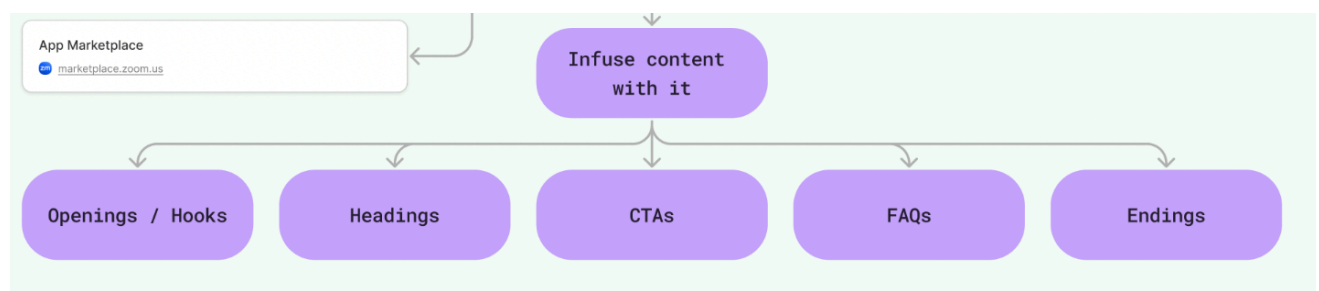
Because after I started running these interviews, they became company policy. Now, we're running interviews on a half-year/quarterly basis. And we learn something new EVERY TIME.

They even redesigned the website with feedback from the 35 teams.

So this “organic” strategy paid off across the board.

Alright. Remember I said I infuse my content with the interview insights?

This is how:



But before rushing into production...

This is what I did first:

I crafted my Killer Outlines (KO).

To make sure each content piece is geared towards conversion.

If you want your content to drive revenue, you NEED OUTLINES. Trust me.

I tried skipping them. It. Does. Not. Work.

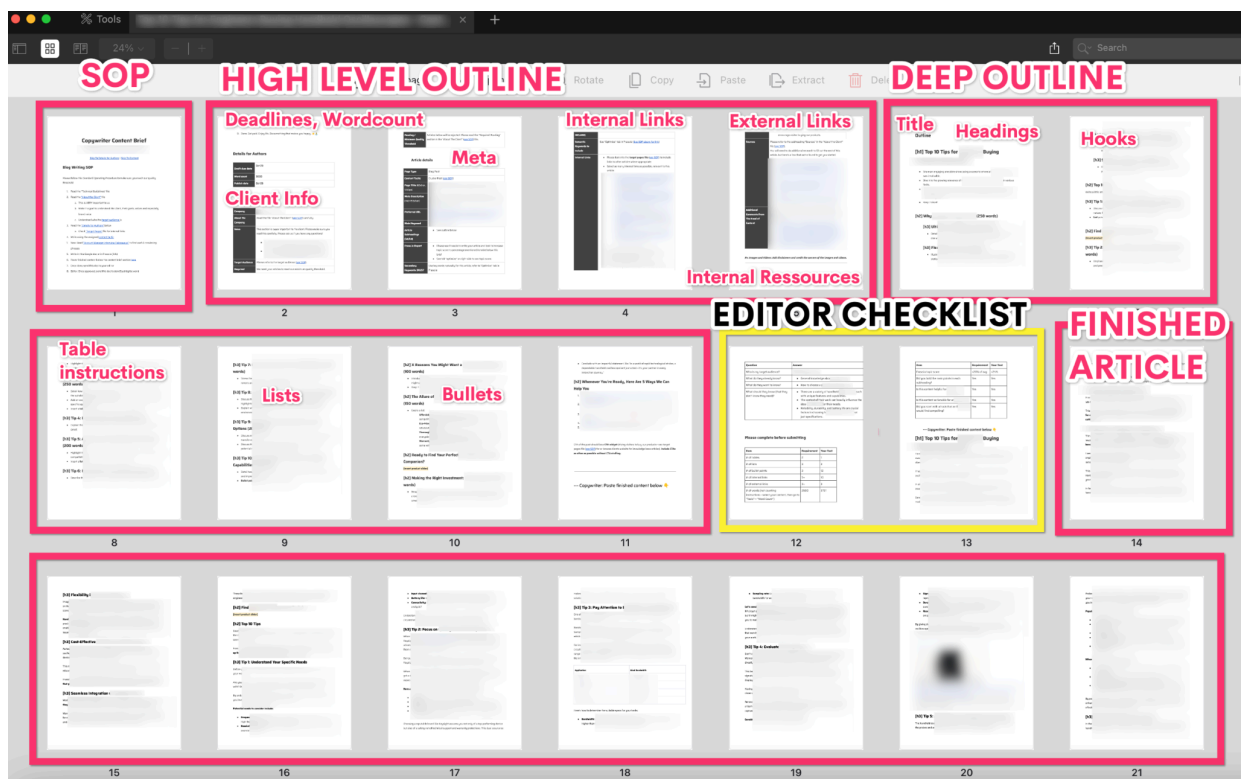
You get low-quality content.

That won't convert as well.

**The money is in the outlines. So write outlines first.**

Here's the crucial information I put into each outline.

1. An SOP (Standard Operating procedure)
2. High-level outline
3. Deep outline
4. Editor checklist
5. Finished content once done





## Why

*“You can create a brilliant offer for a product or service everybody wants. But, unless the [headline] is a ‘grabber,’ you won’t be competitive. Shortened attention spans and increased skepticism have added new rules for effective [headlines].” — Herschell Gordon Lewis*

So, I’ve designed my “Content Cash Outlines” in a way to make sure it includes “grabbers.” Hooks, headlines, CTAs, and stories get infused with customer dreams, objections, fears, and frustrations. So they hit home with the customers.

But sadly, most marketing companies today do this:

- Using GPT or similar content generators
- No human quality checks
- No experienced editors making sure each piece is geared towards revenue.

Their content is missing the human touch.

This is where my content creation process stands out from 99% of other marketing agencies.

With content produced this way, no matter what platform you use, your visitors will read an article and feel they aren't a priority to you. It reads as

- obviously AI
- not convincing
- like you wanted to save money

To quote Donald Miller:

*How long will we last if  
we keep talking about  
aspects of our products  
our customers don't care  
about?*

Exactly.



Content like that just doesn't cut it.

That's not how you build trust.

That's not how you want to be viewed as a brand.

I've tried dozens of AI content platforms and they don't measure up to our quality standards. You NEED the human element - an experienced writer and editor who knows how to show empathy and connect with and persuade a potential customer.

But how do you make sure content ticks all these boxes?

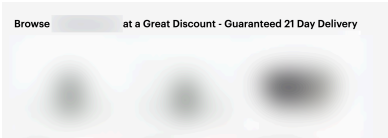

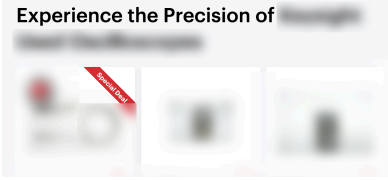


## How

Let's take a guide article as an example

1. Pick a main keyword.
2. Look at top 10 keyword competitors (I use Frase.io for that).
3. What angle are they missing? Add that into your outline.
4. Provide unique value by explaining a new/different/contrarian angle.
5. Don't just copy-paste their headings.
6. Sprinkle CTAs to your product / a leadgen form every 2-3 h2 headings.
7. Include dreams, objections, fears and frustrations in hooks, headlines, stories, CTAs.
8. For glossaries & guides, consider adding 3-5 FAQs with "People also ask" at the end of the article.
9. End with "If you're ready, here' X ways we can help you."

## Example

Here's an example of what I did to move people closer to converting at each stage:

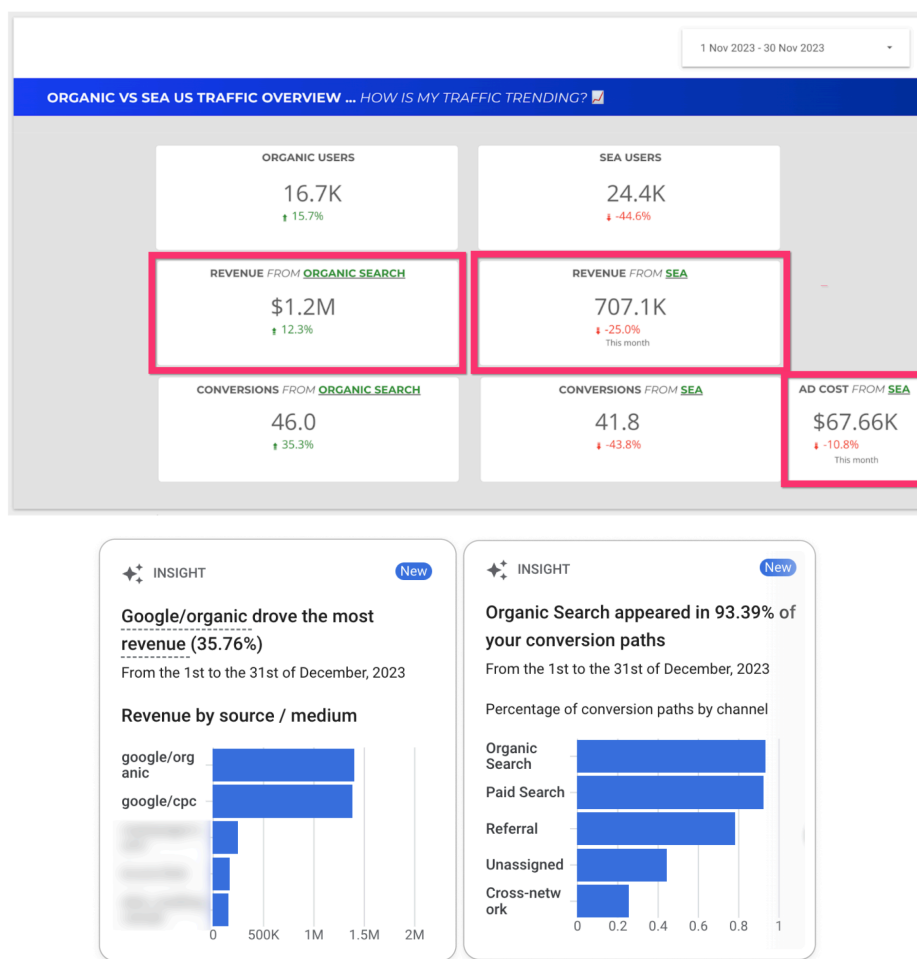
Type	What	Details
Glossaries (Unaware)	<ul style="list-style-type: none"> <li>• Include product sliders</li> <li>• CTAs with Dreams, Fears, Frustrations               <ul style="list-style-type: none"> <li>◦ (Short delivery time touching on their fear of missing deadlines)</li> </ul> </li> <li>• Include x ways we can help after each glossary entry</li> <li>• Thus giving them an easy way to convert:               <ul style="list-style-type: none"> <li>◦ browser offers</li> <li>◦ contact sales</li> <li>◦ create an account</li> </ul> </li> </ul>	<p>Product Slider</p>  <p>Ways we can help</p> <p><b>Whenever You're Ready, Here Are 5 Ways We Can Help You</b></p> <ol style="list-style-type: none"> <li>1. Browse our</li> <li>2. Call tech support US: Press #, then 2. Hours: 7 am - 5 pm MT, Mon- Fri</li> <li>3. Talk to our sales support team by clicking the  icon (bottom right corner) on every offer page</li> <li>4. Create an account to get price alerts and access to exclusive waitlists.</li> <li>5. Talk to your account manager about your specific needs.</li> </ol>
Guides (Aware)	<ul style="list-style-type: none"> <li>• Used opening hooks to mention Dreams, Fears, Frustrations (show we understand them where they are)               <ul style="list-style-type: none"> <li>◦ Precision touching on the fear &amp; frustration of equipment failure</li> </ul> </li> <li>• Included product sliders</li> <li>• Included x ways we can help after each glossary entry</li> <li>• Thus giving them an easy way to convert:               <ul style="list-style-type: none"> <li>◦ browse offers</li> <li>◦ contact sales</li> <li>◦ create an account</li> </ul> </li> </ul>	<p>Product Slider</p>  <p>Ways we can help</p> <p><b>Whenever You're Ready, Here Are 5 Ways We Can Help You</b></p> <ol style="list-style-type: none"> <li>1. Browse our</li> <li>2. Call tech support US: Press #, then 2. Hours: 7 am - 5 pm MT, Mon- Fri</li> <li>3. Talk to our sales support team by clicking the  icon (bottom right corner) on every offer page</li> <li>4. Create an account to get price alerts and access to exclusive waitlists.</li> <li>5. Talk to your account manager about your specific needs.</li> </ol>
Product Pages (Most Aware)	<ul style="list-style-type: none"> <li>• Mentioned benefit for ICP</li> <li>• Created urgency</li> <li>• Mentioned               <ul style="list-style-type: none"> <li>◦ Dreams</li> <li>◦ Fears</li> <li>◦ Frustrations</li> </ul> </li> <li>• Included risk reversal</li> </ul>	

## Proof

Using my “Minimal Viable Content” framework, I drove \$1.2M in just one month.

<u>Paid</u> stats November 2023:	<u>Organic</u> stats November 2023:
<ul style="list-style-type: none"><li>• Budget: \$67k</li><li>• Traffic: 24k</li><li>• Sales: \$707k</li><li>• ROI: 955%</li></ul>	<ul style="list-style-type: none"><li>• Budget: \$15k</li><li>• Traffic: 16.7k</li><li>• Sales: \$1.2M</li><li>• ROI: 7900%</li></ul>

Read that again. A 7900% ROI.



Need I say more?

Imagine you're meeting with the CEO/founder or head of marketing who didn't believe in organic content.

Then you show them this (the charts above).

No convincing needed, right? You just solidified your role as an indispensable asset.

They'll pay for you to do it all again!

**Because you just made it rain.**

How do you feel?

Exhilarated? Hyped? Jumping up and down, calling your colleagues to invite them for drinks?

Let's get you there.

Let's make it rain.

## Chapter #3 Takeaway: “Content Cash Outlines” for Content that Converts

**Problem:** Your content doesn’t convert. People come and leave.

**Solution:** Write “Content Cash Outlines” that help convert people.

### Key Takeaways:

- Outlines make sure your content aligns with customer insights & business goals.
- My Outlines include key elements like hooks, headlines, CTAs, and stories infused with customer emotions.
- Human expertise in writing and editing is still important for impactful and persuasive content.

### Action Steps:

1. **Prioritize Outlines:** Write outlines before content creation to ensure focus and conversion optimization.
2. **Include Interview Insights:** Integrate customer dreams, objections, fears, and frustrations throughout the content.
3. **Content Hierarchy:** Implement CTAs and "X ways we can help" sections to increase conversions.
4. **Human Touch Matters:** Invest in experienced writers and editors to craft engaging and persuasive content.

**Outcome:** You now have content that resonates, builds trust, and drives revenue.



## What to do next

**#1** - Decide it's not for you. That's ok.

**#2** - Try it yourself. This guide is more than enough to get you started.

**#3** - Work with me to get it done as *fast and frictionless* as possible.

**DM me “content cash machine” on LinkedIn, and tell me about your business to get started.**

## What you get

Here is what I will do for you if work with me:

1. Interview 35 teams for you
2. Craft your MVC Content Strategy
3. Create Killer Content briefs for each article
4. Create engaging, converting content for you
  - a. *Done-With-You alternative*: your team writes the content based on my Killer Outlines
5. Your team publishes the content

Again, you can do it alone, but it's a lot harder. And will take a lot longer.

And there's no guarantee that your content strategy will actually drive revenue.

*Don't be that brand that decides to just crank out hundreds of AI articles, only to find out months later that they hurt themselves and can't recover.*

You can **make it easy for yourself and work with me.**

If you decide to work with me and implement my "Minimal Viable Content" framework, here's the transformation you can expect:

- You'll have direct access to my expertise in crafting a content strategy that not only attracts but converts, backed by 16 years of experience and \$9M to prove it.
- You'll **skip the usual learning curve** associated with content marketing, bypassing years of trial and error, and implement strategies that are immediately effective.
- You'll have me run **personalized interviews** conducted with your sales, support and success teams, extracting the gold nuggets of customer insights that form the bedrock of compelling content.

- You'll get a **proven MVC Strategy tailored to your brand's** needs, ensuring every piece of content aligns perfectly with your business goals and customer desires.
- You'll receive a suite of Killer Outlines, each one a blueprint for success, guiding writers to produce **content that resonates, engages, and sells.**
- You'll watch your organic traffic and engagement metrics skyrocket as your content begins to rank and attract visitors, turning your website into a **revenue engine.**
- You'll **convert readers into customers** with glossaries, guides, and product pages that are not just informative, but persuasive and aligned with your sales funnel.
- You'll have **a content machine that operates relentlessly,** nurturing prospects at every stage, from awareness to decision, ultimately leading to more sales.
- You'll **become an authority in your industry,** with content that establishes your brand as the go-to resource for information and solutions.

- You'll save significant amounts on paid ads as your organic reach expands, providing you with a **better ROI and a sustainable growth path.**

In short, when you choose to work with me:

- You'll have a **trusted advisor** and a hands-on partner in your corner.
- You'll see **tangible results** in your traffic, engagement, and revenue.
- You'll feel the **confidence** that comes from having a content strategy that works tirelessly for your business.
- You'll experience the **peace of mind** that your content marketing is not just done but done right, with a focus on growth and revenue.

**This is NOT a coaching program. NOR a consulting offer.**


**This is a 1:1 engagement where I work with you and do 90% of the work for you.**

**It's a premium service, but you get what you pay for.**

I only take on 3-5 clients each quarter.

So, if you'd like my help with this, reach out early.

**DM me “content cash machine” on LinkedIn, and tell me about your business to get started.**

 Let's do this!

## FAQs

[DM me any questions](#) you have and I'll answer them here

### **Does this also work for startups without a sales team or a lot of customers?**

Yes, it does! Often, the people who know the most about their target audience are the **founders**. Additionally, anyone involved with the product and **anyone who has customer contact** will then become part of your 3S team. If you have **recordings** or **email** correspondence of **sales conversations**, this will be valuable too. Plus, even without sales teams, reaching out directly to the ideal customer is the best way to get customer insights. Going directly to the source.

### **Can I see a sample of your Content Cash Outlines?**

Absolutely. **DM me on LinkedIn** and **I'll send it your way..**

### **Wouldn't it be easier to just skip the outline and write the content directly from a keyword or article title?**

Easier maybe, but the results will be mediocre. Think about it: The writer will have to do in depth SEO research, SERP (search engine result page) analysis (and you don't get a writer with 15y SEO knowledge & experience like me), decide which internal links are relevant, decide where to put tables, lists, bullets, what kind of opening hook to use,

where to incorporate brand values, customer dreams, objections, fears, frustrations... How many words to use, what SEO title to write, which meta desc... Without my Killer Outlines it's impossible to make sure that each piece satisfies user search intent. Not satisfying search intent means people will leave because they didn't find what they were looking for. In short, without my Killer Outlines, you'll have a much harder time **staying in the top 10**. Most importantly, without my Killer Outlines, you'll have a much harder time **converting** visitors into customers.

**Can you explain the content production process and how involved I need to be?**

My content production process is designed to be as collaborative or hands-off as you prefer. Initially, we'll work closely with you to understand your brand, your goals, and your audience. During 35 interviews you and your team's input will be crucial to understand your customers dreams, objections, fears and frustrations. From there, I draft a content strategy that aligns with your business objectives. Your level of involvement can vary from approving topics and content, to providing insights or feedback on content briefs and drafts. I make the process as seamless and efficient as possible, ensuring it fits comfortably within your workload.

**Will you upload content directly to my website, or will my developer need to do it?**

If you have a developer that handles your website to manage this process, we provide the content ready for them to upload. But I am flexible here. Alternatively I can have my team handle the upload and implementation of content directly on your website. I'm happy to work in the way that best suits your team's workflow.

**Can you provide examples from past projects where results matched or exceeded projections?**

Here's a few examples of keywords we were targeting and their actual traffic:

<b>Keyword</b>	<b>Projected monthly volume</b>	<b>Actual monthly volume (after 3 months)</b>
how to measure {x} with a {electrical device}	900	1,452
{electrical metric} calculator	1,700	1,700 (100% match, ha!)
{other electrical metric} calculator	900	1300

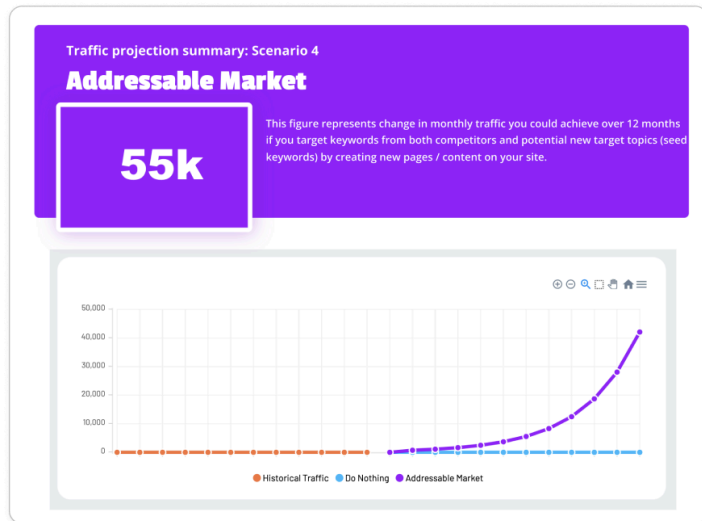
Of course not every single page exceeds projected volumes. We cannot expect that all pages produced will rank in the top 10. Rankings depend on competitors, and many other factors. But all pages produced will drive topical authority, show industry expertise and be a building block



for your product and service pages to convert visitors and drive revenue for your business.

### **How confident are you to drive actual traffic for my specific niche or industry?**

For all my potential clients I am running a **traffic projection**. I look at 3 competitors to give you a good look at what's possible for your niche & industry. Based on what competitors are doing and how strong your domain is today, I can gauge the traffic that our content would drive for you. While this is a rough prediction, **content does work in any industry**. Just as there are books for almost any topic out there. While cheap books don't make you like and trust the author, good books help the reader and drive revenue for the author. Good content = good books. I know I produce not only good content. I produce killer content :) . So I am **utmost confident** that my approach can generate traffic & money for your brand.



**Top New Keyword Targets**

High CPC = likely commercial intent

Projected positions based on actual competitor data

Keyword	KW Source	Page Path	Monthly volume	CPC	Target Position	Projected Traffic
			1,900	\$0.85	1	380
			5,400	\$0.44	5	270
			1,000	\$3.91	1	200
			880	\$1.48	1	176
			880	\$3.87	1	176
			880	\$3.42	1	176
			880	\$0.85	1	176
			720	\$0.49	1	144
			720	\$0.49	1	144
			720	\$0.31	1	144

**Can your MVC framework also be applied to newsletter content or social posts?**

Yes, 100%! Because we talk about things that people care about. The channel doesn't matter.

# Here's how to install the Content Cash Machine

You already have an offer that sells.

The hard part is converting people while staying profitable. Ads are getting expensive. Referrals are not reliable. People take forever to convert. You get stressed about hitting your revenue numbers.

That's where I come in. I help B2B tech brands reduce reliance on ads and referrals. I help convert more of visitors into loyal customers.

Through content. Infused with deep human insights.

**Step 1:** We interview your 3S teams

**Step 2:** We build your MVC strategy

**Step 3:** We convert people on autopilot

Most B2B business owners feel like they tried “content” and it's just not working for them.

Now with my help, we will make content not only get you traffic. But also make it something that drives substantial cashflow.



To get started, DM me  
on LinkedIn and  
we'll talk shop.

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**Dominik Jedro**