

# Seven Questions Your Content Creator Should Ask You

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# Introduction

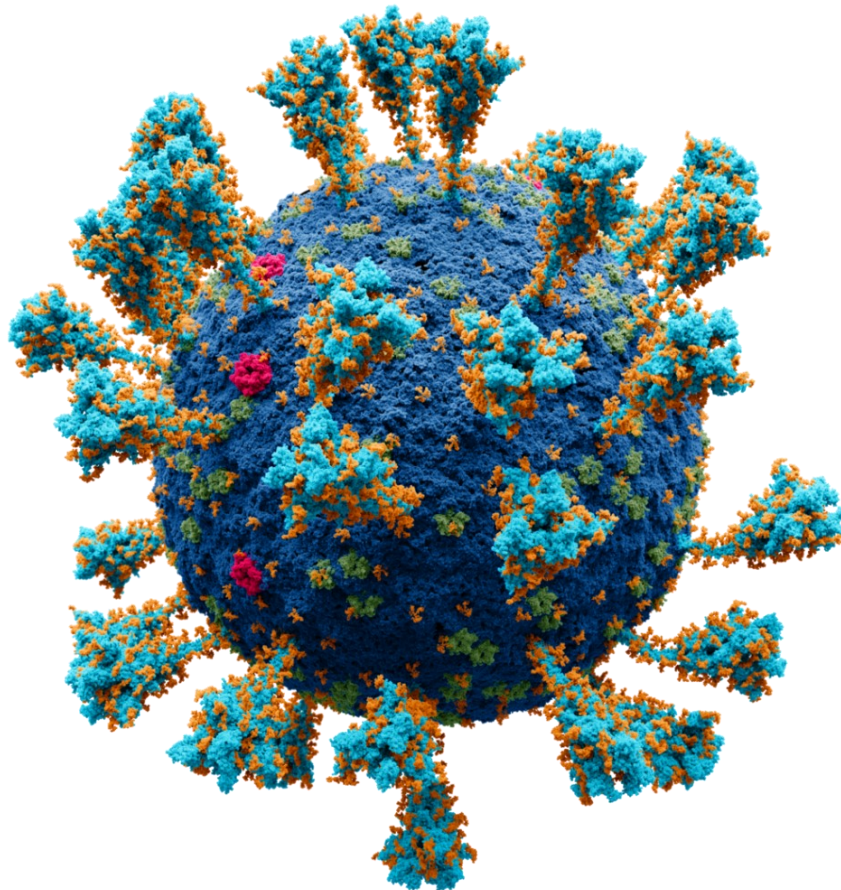
If you want a content creator to write for your business, do you just say, “Write this, and make it viral”?

Even if you just say, “Write this” and leave off the viral part, this will not work either.

You and your content creator must have a shared understanding of what the content will be.

For example, you and your content creator must agree on the tone of voice to use in the content. The content creator could write something in a tone of voice that may not match your voice at all, or the voice that your audience prefers. This would mean that the content would sound horribly wrong to your audience.

And that’s just one thing that could go wrong when you and your content creator are not on the same...um, page.



When Bredemarket works with you to create content, I use a content creation process. I've revised my original content creation process several times, and I'm sure I'll revise it more as I work with more of you.

But as of today, Bredemarket's kickoff meetings with clients begin with seven high-level questions that set the scene for everything that follows. (There used to be three, then six, but I keep on questioning.)

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Let's eat our own [wildebeest](#) food.

As this e-book discusses the seven questions, each of the questions will be specifically applied to...this e-book.

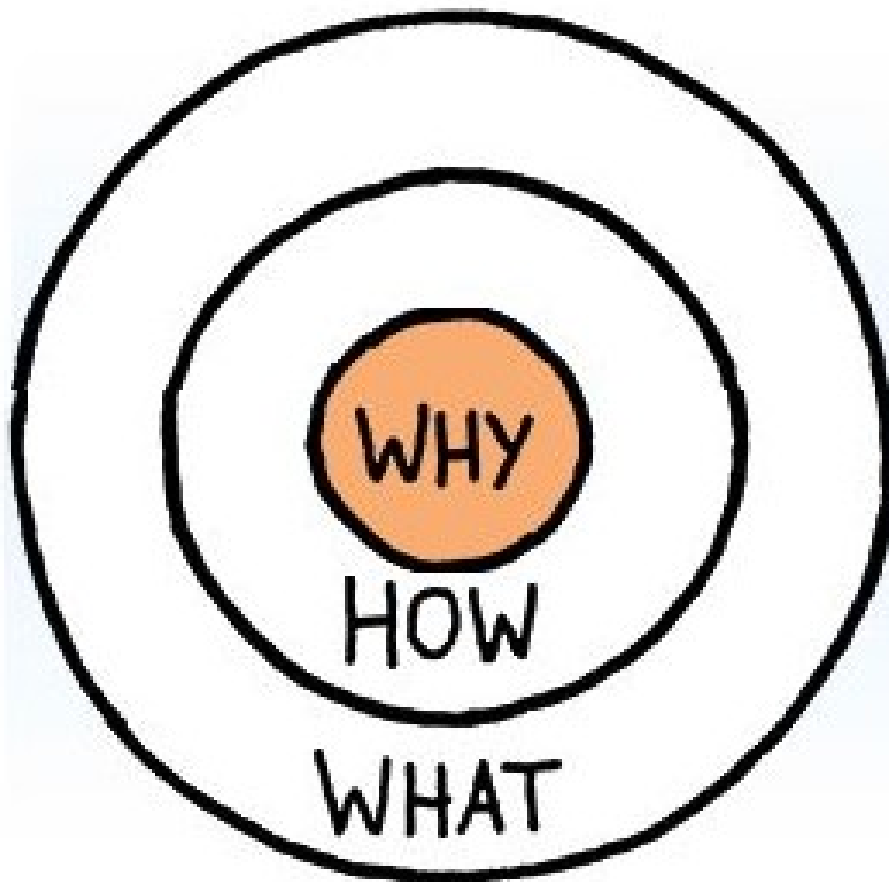
For example, the next section will answer the question of why Bredemarket created this e-book in the first place.

# Question 1: Why?

The primary issue that prompted me to develop the Bredemarket kickoff guide was the need to capture as much information about a client project in the early stages, to reduce later rework.

But after being exposed to material from Simon Sinek, I realized that I was failing to capture a very important piece of information. I was getting “the facts,” but missing what was behind the facts.

In [a TED talk](#) that was cited by Ben Ratner in [a HubSpot blog post](#), Sinek explained that the best companies start with the question “Why?” This is one of three questions in Simon Sinek’s “Golden Circle,” and is at the center of the circle. The other two questions, “How” and “What,” will be covered later in this e-book.



Simon Sinek (and Ben Ratner) argue that most companies do things backwards. They decide what they are going to do, and then decide how they are going to do it. They never ask themselves why they are doing what they are doing in the first place.

Why ask why? (Yes, [I went there.](#)) It's necessary to have what George (H.W.) Bush called "the vision thing." Bush truly had a vision, and that vision governed Bush and the United States through two major foreign crises—one in [the Warsaw Pact](#) and one in [Kuwait](#).

Taking a non-political example, look at one of the companies that Sinek admires, Apple (formerly Apple Computer). While today's company is much larger and very different from the company's beginnings, its vision remains substantially constant. With the exception of the employee count, this sentence from [a December 6, 2022 Apple press release](#) could easily apply to the 1975 Apple Computer:

***Apple's more than 100,000 employees are dedicated to making the best products on earth, and to leaving the world better than we found it.***



What does this mean for Bredemarket’s customers, who do not (as of now) include Apple?

Everything.

Before I can write a case study about how your Magnificent Gizmo cures bad breath, I need to understand **WHY** you’re in the good breath business in the first place. Did you have an unpleasant childhood experience? Were you abandoned at the altar? **WHY** did you care enough to create the Magnificent Gizmo in the first place?

Once I (and you) agree on the why, everything else will flow from that, and your own end users will benefit in the process.

Because once we answer the “why,” we can move on to the remaining essential questions.

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So **why** is Bredemarket releasing this e-book? There are several reasons.

- I want to increase awareness of Bredemarket’s services. (More on awareness later.)
- I’m getting added value by repurposing [an October 2022 blog post](#) that addressed the same topic, as well as [a related blog post](#) on Simon Sinek’s Golden Circle.
- I’m adding an e-book to my public-facing portfolio.

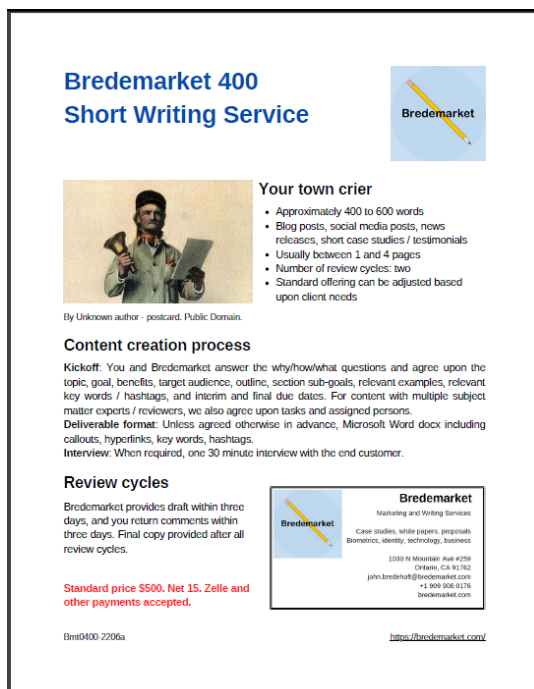
# Question 2: How?

As I mentioned previously, once you answer the “why,” the next question to answer is “how.” Then you can get to the “what.”

When I meet with you as a client, I must make sure that I can explain **HOW** you do what you do. After all, anyone can create a breath mint. How is your Magnificent Gizmo manufactured to make it...magnificent?

- Have you created your own set of algorithms that make breath refreshing?
- Do you conduct extensive testing with billions of people, with their consent?
- How is your way of doing things superior to that of your competitors?

The “how” becomes an essential part of your story, and Bredemarket needs the information to tell it.



**Bredemarket 400**  
**Short Writing Service**

**Your town crier**

- Approximately 400 to 600 words
- Blog posts, social media posts, news releases, short case studies / testimonials
- Usually between 1 and 4 pages
- Number of review cycles: two
- Standard offering can be adjusted based upon client needs

**Content creation process**

**Kickoff:** You and Bredemarket answer the why/how/what questions and agree upon the topic, goal, benefits, target audience, outline, section sub-goals, relevant examples, relevant key words / hashtags, and interim and final due dates. For content with multiple subject matter experts / reviewers, we also agree upon tasks and assigned persons.

**Deliverable format:** Unless agreed otherwise in advance, Microsoft Word docx including callouts, hyperlinks, key words, hashtags.

**Interview:** When required, one 30 minute interview with the end customer.

**Review cycles**

Bredemarket provides draft within three days, and you return comments within three days. Final copy provided after all review cycles.

**Standard price \$500. Net 15. Zelle and other payments accepted.**

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There are two **how** questions.

- **How will Bredemarket capture the essential points of a customer story? Through the seven steps outlined in this e-book, followed by other extensive questions.**
- **What is the process after that? The process varies slightly depending upon the length of the content that you need (short or medium), but it contains a series of drafts and reviews before final content creation.**



# Question 3: What?

Now we're ready to get into the details of what you do.

As Sinek notes, many people start with the “what” and then proceed to the “how,” and may or may not even answer the “why.” But when you ask the “why” first and the “how” second, your “what” description is much better.

At various times in Bredemarket’s life, I have provided content and proposal services for several identity firms. Without giving away sensitive information, these companies provided...solutions that identified people via their fingerprints, their faces, and/or their identity documents. (I guess you figured that out already.)

But they all provided slightly different products and slightly different product mixes. My job as a content creator or proposal advisor was to clearly communicate what the firms did...along with how they did it, and why they did it. (Because some of them served law enforcement, the “why” was often “to keep people safe.”)

But the why, how, and what are not the only critical questions that Bredemarket asks its clients...

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**What** does Bredemarket do? As of October 2023, this is what Bredemarket provides.

- Bredemarket helps companies create case studies, white papers, other e-books, blog posts, and other written content.
- Bredemarket helps companies manage proposals and respond to requests for proposals, requests for information, and similar requests.

# Question 4: Goal?

Even before I was exposed to Simon Sinek’s Golden Circle, there were three critical questions that I asked of Bredemarket clients.

The first question was about the goal of the content that we were about to create.

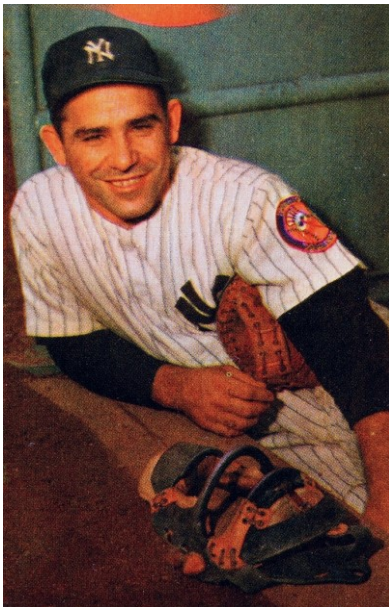
“Make a lot of money” is not a well-designed content goal.

A better content goal is one in the context of a sales/marketing funnel. [One popular funnel model](#) includes three phases:

- Awareness to ensure people have heard of you.
- Consideration to let people know what you can provide.
- Conversion to get people to buy your product or service.

Content goals can of course be more granular, perhaps tied to a particular time period or to promote a specific product or service.

But whatever the goal is, it’s important that you set it. As [Yogi Berra reportedly said](#), “if you don’t know where you are going, you might end up someplace else.” And that “someplace else” might not be where you want to be.



What is the **goal** for this e-book?

- **This e-book is an awareness tool to let people know why, how, and what Bredemarket provides. I won’t get any conversions from this e-book alone. We need to talk first.**
- **It also serves as a reference that describes Bredemarket’s content creation philosophy. (Well, part of it, anyway. Best practices for employing generative AI are outside this e-book’s scope.)**

# Question 5: Benefits?

There is a difference between the features of a product or service and the benefits of a product or service.

And end users don't really care about the features.

On the surface, it seems like they care about the features. For example, they may ask about the horsepower of a vehicle.

But that tells you nothing about why a particular horsepower is important for a particular end user.

- Professional race car drivers benefit from high horsepower.
- Climate change activists benefit from low horsepower.

The benefit is the message you want to convey, not a bunch of numbers.

And if you want to identify the benefit from a particular feature, ask "so what?" Perhaps multiple times. Like a young child.

I've written ad nauseum about benefits on the Bredemarket website. [Here's a link](#) to some of what I've written on the topic.



What are the **benefits** of using Bredemarket as your content/proposal consultant?

- Bredemarket knows your technology. I've worked with multiple [identity](#) and [non-identity](#) technologies.
- Bredemarket can create your content. Over the years, [I've created at least 22 different types of content](#). If you need it, I've probably written it.
- Bredemarket offers proven results. That's the topic of another e-book.

# Question 6: Target Audience?

You can't please everybody.

Your content needs to be targeted to a very small set of the 8 billion people in the world.

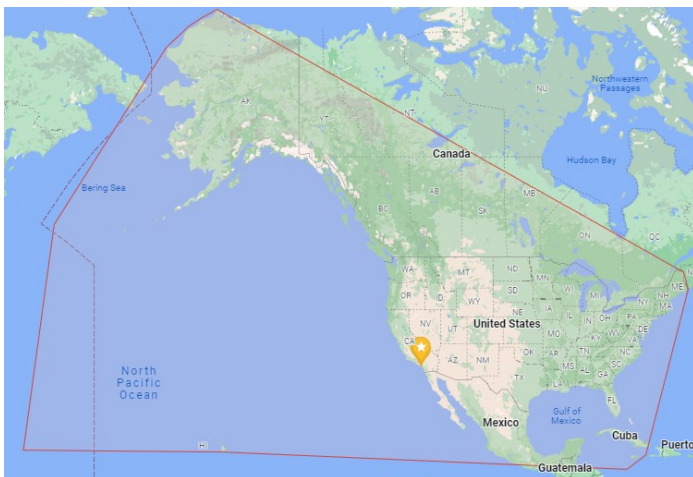
Unless you're Facebook or a toilet paper manufacturer, well over 7 billion people won't care about your product or service.

And you may not want to offer your product or service to some people, even if they are interested in it.

You need to pin down the people who should read your content.

- If you're a B2C company, target specific consumer characteristics: income, age, interests.
- If you're a B2B company, target specific industries, job positions, company sizes.
- In all instances, target specific geographic locations.

This not only affects the content itself, but how you will distribute your content.



Who is the **target audience** for this e-book?

- **My content creation strengths are in B2B and B2G rather than B2C.**
- **I've worked with multinationals, sole proprietors, and those in between.**
- **I only work with U.S. companies, focusing on California's Inland Empire.**
- **I am occasionally constrained by conflicts of interest. Ask me.**

# Question 7: Emotions?

When I first wrote this e-book in December 2022, I ignored one important fact.

All your logical assertions about your product or service have minimal impact on a prospect's purchasing decision.

- In a 2003 book, Harvard Business School professor Gerald Zaltman asserted that [95% of cognition occurs subconsciously](#).
- Similarly, Phillip Adcock asserts that emotion is more persuasive than reason—[up to 24 times more persuasive](#).

Your content must align with your prospect's emotions and appeal on an emotional level. What emotions should your content invoke?

- **Anger** or **sadness** at a problem your prospect faces?
- **Joy** that you can solve the problem?
- **Fear** that your solution is too difficult to implement?
- **Relief** that you guide your customer in implementation?

If your content inspires no emotion, your prospects may remain indifferent to your solution. You need to prevent content indifference.



What **emotions** should Bredemarket inspire in the readers of this e-book?

- **Fear** that a lack of content will kill your brand.
- **Anger** that incorrectly defined content will be ineffective and leave your prospects indifferent.
- **Assurance** that you and Bredemarket will work together as described in this e-book to create content that engages your prospects and customers.

# After the Seven Questions, What Next?

While these seven questions are important to launch the relationship between Bredemarket and a client, they are just the beginning.

Depending upon your specific needs, there are other questions that I will ask to ensure that we have a mutual understanding of the task at hand.

Once we've answered these questions, I draft the content for your review, and we'll go through some review cycles (more reviews for longer content) to create the final content.

For some of you, this e-book has helped you to decide on the questions that you will ask your preferred content creator, or the questions that you will ask yourself before you create your own content.

But for others, you might be asking how Bredemarket can help you create content. As I said earlier, you're probably not ready to contract with me yet. We must talk first.

If you're interested in Bredemarket's services, contact me via one of the methods listed at the <https://bredemarket.com/contact/> URL.

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# Image Sources

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- Target Audience, Map (page 12): Google Maps’ depiction of Bredemarket’s geographic coverage. <https://www.google.com/maps/place/Bredemarket/@51.4395299,-155.7964479,3z/data=!4m5!3m4!1s0x80c333e9d10418e7:0xd1a338fdc35e0b09!8m2!3d45.1575501!4d-128.1448585>
- Emotions, Engagement Ring (page 13): Photo by Derek Ramsey (Ram-Man) – Self-photographed, CC BY-SA 2.5, <https://commons.wikimedia.org/w/index.php?curid=1051815>
- This image wasn’t used in the e-book, but if you’ve read all this fine print, you might as well get something extra. Here’s a video short from a photography exhibit in Ontario, California (the U.S. Greg Rook’s “The End”) on October 21, 2023. <https://bredemarket.com/2023/10/21/3rd-saturday-tiki-style/>