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This is an unedited version, I didn't even update the markdown. Straight from the output from this video: <https://www.tiktok.com/@notevilnick/video/7379435674115509546>

Blog

****They Ask, You Answer: Transforming Customer Questions into Meaningful Content****

Meta Description: Learn how to turn everyday customer questions into valuable content. Discover practical steps inspired by "They Ask You Answer".

Introduction

In the world of content marketing, people often hear the advice "just get started." While the premise sounds simple, its vagueness can be paralyzing. Many businesses find themselves wondering where to begin, what to write about, and how to keep producing meaningful content consistently. This is where the principle articulated in the book "They Ask You Answer" comes into play. Recognizing the potential in everyday customer interactions can transform a hesitant start into a stream of valuable content.

The principle highlighted in "They Ask You Answer" offers a structured approach to content creation. It shifts the focus from random brainstorming to a more targeted, audience-driven strategy. By engaging with your customers and listening to their inquiries, you have a constantly renewing well of content ideas. This not only demystifies the process but also sets you on a clear path toward creating content that resonates with your audience.

The Vague Advice to "Just Get Started"

Starting a content marketing journey with the nebulous directive to "just get started" can be more confusing than motivating. When people first hear this, they might feel a temporary jolt of inspiration, only to be stumped by the lack of concrete steps. The landscape is vast, and figuring out where to land can seem overwhelming without a more defined process.

Specific guidance can bridge the gap between intent and action. That's where the clear methodology from "They Ask You Answer" becomes invaluable. It provides a roadmap, enabling you to transition from a phase of uncertainty into a proactive content creation mode. With this strategy, you're not just starting; you're starting right.

Daily Customer Interactions as Content Goldmines

Every day, your team interacts with customers, whether through phone calls, emails, or in-person meetings. Each of these interactions is a potential goldmine for content ideas. Often, businesses overlook these valuable moments, missing out on the opportunity to create content that directly addresses the questions and concerns of their audience.

By actively recognizing these interactions as opportunities, you can start seeing your daily operations in a new light. Each question posed by a customer is a content idea waiting to be explored. This approach not only helps in generating content but also aligns your materials closely with the actual needs and interests of your audience.

The Principle from "They Ask You Answer"

In "They Ask You Answer," Marcus Sheridan emphasizes the importance of addressing customer questions openly and comprehensively. This principle suggests that the questions your customers are already asking should guide your content creation efforts. This ensures that you are not generating content in a vacuum but instead are providing valuable, relevant information that your audience is actively seeking.

Sheridan's approach breaks content creation down into a more manageable and practical process. Instead of guessing what might interest your audience, you are tapping directly into their expressed needs. This not only makes your content more effective but also builds trust with your audience, as they see you as a valuable resource and thought leader in your industry.

Encouraging Teams to Document Customer Questions

One practical way to implement the "They Ask You Answer" principle is by having your team record questions asked by customers during every call. It might seem simple, but the impact of this practice is profound. Encourage all customer-facing employees to jot down at least one question from each interaction, ensuring a constant flow of fresh, relevant content ideas.

It's essential to emphasize that these don't have to be the most common or the most memorable questions. Sometimes, the most insightful content comes from addressing niche or unique queries. By capturing a wide range of questions, you can provide a more comprehensive resource base for your future content creation efforts.

Regularly Review and Answer Customer Questions

Once you have a repository of customer questions, the next step is to systematically address each one through your content. Whether it's blog posts, videos, or social media updates, answering these questions should become a staple in your content strategy. This approach guarantees that every piece of content is rooted in real customer needs and provides tangible value.

This process also fosters a culture of continuous improvement and engagement within your team. As they see their documented questions being turned into content, they understand their vital role in the content ecosystem. This not only motivates them but also creates a closer alignment between your content and customer service efforts.

Conclusion

Harnessing the power of customer questions transforms content creation from a daunting task into a structured, straightforward process. The "They Ask You Answer" principle offers a clear path forward, turning daily customer interactions into a wellspring of valuable content ideas. By having your team document and address these questions, you ensure that every piece of content is meaningful and relevant to your audience.

Start implementing this approach today. Make a habit of recording customer questions and watch as your content strategy evolves into a dynamic, audience-focused operation. No longer will you be stuck at the "just get started" phase – you'll have a constant stream of content ideas, each one rooted in the real needs and inquiries of your customers. With a bit of effort and consistency, you can transform hesitation into ongoing valuable content creation.

Email

Hey there,

I wanted to share something that could make your content creation process a lot easier and way more effective. We often hear the advice "just get started," but it's always felt a bit vague, right? What if I told you there's a clearer way to get that ball rolling, especially if you've read "They Ask You Answer"?

Here's the gist:

- **Daily Interactions Are Goldmines**: Every customer question is a potential content idea. Imagine turning every phone call or email into valuable blog posts or videos.
- **Team Engagement**: Have your customer-facing team jot down questions from every interaction. You'll be amazed at the wealth of topics you accumulate.
- **Practical and Relatable**: Answer those questions directly in your content. This way, you're providing value that's directly aligned with what your audience is curious about.

Ready to see how you can jumpstart your content strategy? [\[Click here to read the full article\]\(your-link-here\)](#).

Looking forward to your thoughts!

Cheers,
Nick Berry

Instagram

Body:

Stop hesitating and follow these steps to generate killer content from daily customer questions

1. "Just get started" is vague advice.
2. Interact with customers daily for content ideas.
3. Refer to "They Ask You Answer".
4. Record one question from each call.
5. Answer those questions; create content.

Caption:

"Breaking through the vague advice of 'just get started' by turning everyday customer interactions into content gold! 📞💡 Start by documenting questions from every call, inspired by insights from 'They Ask You Answer.' Your next big idea is already in the conversation! 💬✨
#ContentCreation #CustomerInsights #BusinessTips"

LinkedIn/Facebook

Feeling stuck on coming up with content ideas? You're not alone. Many people hear the advice "just get started" and find it frustratingly vague.

The main problem: Generating content feels like a daunting task, and the #1 mistake people make is overthinking which topics to focus on. Don't get caught up in looking for the perfect, most common, or memorable questions.

Here's the better way to tackle it: Your team interacts with customers every single day. Take a principle from the book "They Ask You Answer" and make it actionable. Have your team write down one question a customer asks during each call. Just one from every conversation, every day.

These everyday questions are the goldmine you've been overlooking. By answering these collected questions, you'll produce authentic, valuable content that directly addresses what your audience wants to know.

Start this simple practice today and watch your content library grow effortlessly. It's time to stop struggling with content creation and focus on answering the real questions your customers are asking.

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