

# Content & Contentment



*Legend*

LEGENDINC.COM

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**It's true that 90 percent  
of the people who see your marketing  
will never read your copy.**



*The more time people spend  
with your content, the more  
likely they are to understand  
your message and to buy the  
products and services  
you are trying  
to sell.*

But, then, there's the other 10 percent who do.  
Let's spend some time thinking about *them*.

They will be more educated, more motivated, more informed, more curious, and more interested, and more focused. And most likely are richer, have richer friends, and enjoy life more richly than the nonreaders.<sup>1</sup> In the end, these readers are also far more likely to become customers of your company. The best potential new customers today are looking for companies that stand for something,<sup>2</sup> that strive for something. And – one last thing about them – they love to share the new things they discover.

The top ten marketing campaigns in 2014,<sup>3</sup> from Mercedes Benz to The Whopper Challenge, were all driven by high-value content and supported by online marketing, direct mail, and brochures, all full of content to keep people reading and, most important, to keep them thinking about the company that was smart enough to invest its time and energy into getting *inside* their heads with information.

Inside: Where your customers really live. Where imagination and insight reign. Customers don't live in pictures. They don't live in video. They don't live in websites that they visit for a 2014 average of fifteen short seconds. They live inside their own minds, and there is really only one way to get in there with them in a lasting, meaningful way. *Write to them. Write for them.*

1. Source: National Endowment for the Arts, "To Read or Not to Read, A Question of National Consequence, November 2007"

2. Source: Marketing Leadership Council, "What Are Consumers Really Loyal To?" © 2015

3. Source: AdWeek June, 2014



*Believe it or not, surveys show that the busiest people in the world are the most likely to want to read your detailed message. Reading time is something they can control. Listening and watching time is generally controlled by others.*

Our country itself was started by powerful and influential “committees of correspondence,” now long forgotten. But, in those days of revolution, if you didn’t write it down, it didn’t exist. Certainly this still holds true today for some things: appointments, for one. “If it’s not written in my calendar,” she said, running out the door to her next appointment, “it just won’t happen.” If you want people to remember it, write it down.

The written word remains the most powerful word. Not only is it mightier than the sword, it is mightier than fast-cut videos and blaring music, mightier than a hundred unknown “likes.” It is mightier than even the tweet-o-sphere and mightier than the cascade of over one thousand unending sales messages that bombard us all each day – a storm of hyped-up “buy now” options that we don’t want, don’t need, and that really don’t get through to us anyway. Those types of messages never actually reach *inside*.

Today, just getting a quality, customized executive letter out the door of a business costs, on average, over \$100 in time and materials (materials being a small part of the total). It’s *always* time that matters. Time on task. Time on-site. And when it comes to things that really persuade, truly engage, and actually make you want to change directions, it’s time *on you* that matters.

The spam that fills your email in-box has no effect other than making you waste the time it takes to delete it or the time to program your email system to keep it out in the first place. On the other hand, carefully crafted content, obviously written with you in mind ... well, that means something, doesn’t it? It isn’t just the content itself; it’s the time you know someone put into it. That matters.

Sure, you may look at a solid page of type and think, “That will take forever to read.” But sometimes “forever”



is worth the time. Seldom will you actually encounter something well written that is completely worthless. It happens, I know. But it's rare, because to write, we must think. *And when a person is thinking, things happen.*

If you have a story to tell – one that you know always works when you tell it and when people are listening – consider hiring Legend, Inc., to get it down on paper and digitally into a format in which you can start watching your story do what you've always wanted it to do.

One thing about lots of copy: when someone reads to the end,<sup>4</sup> the likelihood that they will become interested, motivated to purchase, and willing to give you a call has very likely gone way, way up. Don't you agree? *(After all, you*

*are part of that special 10 percent.)*

Bill Purdin  
Legend, Inc.  
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A handwritten signature in blue ink, appearing to read 'Bill Purdin'.

*The truth is that today people are reading more than ever. Content is at its highest premium ever. Publishers are constantly searching for new sources, and every publication is looking for new writers. Whether it's on an iPad, an online newspaper, an e-book, or a traditional brochures or magazine, reading is way up, and demand is even higher. The number of Google searches for things to read and for information is off the charts: billions every day.*

*Lots of quality, emotive copy doesn't have to be your entire marketing program, but it definitely should be part of it.*

*Good writing makes good reading makes new customers.*

<sup>4</sup> Reading every word of this brochure, at a leisurely pace, has taken you about seven minutes.

*Your best customers will always be  
your most-informed customers.  
Tell them your story.*

*Try content marketing  
and you'll never go back.*

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**ONE GREAT IDEA CAN CHANGE EVERYTHING**

*A content and marketing company with a unique set of skills.*



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