

10 Elements of High Quality Audience Focused Content

With Gery L. Deer
GLD Enterprises
Communications, Ltd.



gldenterprises.net
[@gerydeer](https://twitter.com/gerydeer)
[#motivatable](https://twitter.com/motivatable)

Ohio Small Business
Development Centers
RAJ SOIN
College of Business
WRIGHT STATE
UNIVERSITY

DAYTON **most**
metro.com
The Dayton Region's Online Magazine

GoDaddy® **Pro**

PANTHEON®
Website Management Platform

yoast


BuckeyeInteractive.

 **DreamHost**

plesk

 **wiredtree**

 **WPML.ORG**
The WP Multilingual Plugin

easyname
United States


bashfoo

Celek
Media Consulting

LearnDash

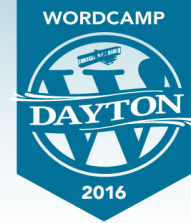
OhioGhostWriter
You have the vision. We craft the message.


Release Dates of Cars

XANDRAESIGN

 **OREGON**
CREATING COMMUNICATIONS


Sticker Giant



 **bluehost**

 **JETPACK**

 **Woo** **COMMERCE**

10 Elements of High Quality Audience Focused Content

With Gery L. Deer
GLD Enterprises
Communications, Ltd.



You're Connected!™



@gerydeer



GLD Enterprises Communications

What is Conent?



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

Content helps to establish credibility.



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

Content Takes Many Forms



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

Electronic, Downloadable Documents



GOLDEN HEART SENIOR CARE

"We Understand" **HAVE A SAFE AND HAPPY THANKSGIVING!** November 2014

GHSC Caregivers provide safe medication monitoring

According to studies published in the New England Journal of Medicine, approximately one-half of senior adults who take at least one medication per day find keeping to the regimen difficult to maintain. Elderly patients can often become confused about dosage and scheduling and sometimes do not even understand the purpose for each prescription.



Because medication is metabolized differently as people age, it must be taken as prescribed for the full benefit to be achieved.

Unfortunately, many seniors may be taking prescriptions at the wrong time or missing doses entirely. Medications can also get mixed up when there is more than one elderly resident in the home, creating an additional danger to the individuals.

Becky Kearney is the Senior Director of Operations for Golden Heart Senior Care in Centerville, Ohio. "Our caregivers frequently deal with the effects of over or under medicating," she says. "Improper medication administration can create havoc for both the individual and his or her family members.

A home care provider from Golden Heart Senior Care can ensure that the proper medication is given in the correct dosage and method (oral, topical, etc.) and at the right time.

"Mishandling of prescriptions can cause long term, if not permanent damage to the physical and mental health of the individual. All of which could be prevented with medication monitoring by a caregiver," adds Kearney.

Just the Facts...

The U.S. Centers for Disease Control and Prevention estimates that between 50 and 60 percent of flu-related hospitalizations are adults over 65. The U.S. Department of Health and Human Services recommends prevention as the best medicine, particularly for seniors. **Golden Heart Senior Care** offers these tips:

- Get a flu shot each year.
- Wash your hands often.
- Drink plenty of fluids.
- Eat healthy foods.
- Take all medications as prescribed.

These simple preventative measures will help bolster the immune system and prevent contraction of the flu, as well as other communicable illness.

Another Happy Family

I can no longer drive because of vision problems and we just hated calling on the kids to help us out all the time. Thanks to Golden Heart Senior Care, my wife is now able to enjoy her weekly errands and we both have peace of mind.

- John, Dayton, OH



Serving the Miami Valley since 2011
Call today for a free in-home visit.
Main Office: 937-985-4911

Non-Medical In-Home Senior Care, Companionship,
Household Help, Hygiene Assistance
& Transportation

www.GoldenHeartOhio.com www.DaytonSeniorEvents.com



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

Public Relations



gldenterprises.net

[@gerydeer](https://twitter.com/gerydeer)

E-Books & Promotions



gldenterprises.net



@gerydeer

Photos & Video



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

Blogs and other material posted on the website freely available to visitors.



[ABOUT](#) [COPYWRITING](#) [PUBLIC RELATIONS](#) [MARKETING](#) [IT SUPPORT / COMPUTER REPAIR](#) [CONTACT US](#)

KYOCERA: What is the most important ...word?

Posted by Gery Deer On February 26, 2016 0 Comment

By Gery L. Deer
Creative Director, Senior Writer

"The difference between the right word and the almost right word is the difference between lightning and a lightning bug." – Mark Twain

I often find myself explaining to associates or clients the importance of using the most precise wording in a presentation, advertisement or other marketing material. Words create a company's message and establish a unique, public voice. A well-crafted message, no matter how insignificant it might seem, is vital to maintaining your business's public image and credibility.

Even with a flashy website or a colorful brochure, if the wording is not spot-on, the intent could be lost completely and that will cost you sales. Recently, however, I was reminded how even the big boys can get it totally wrong.

Follow Us!



Sign Up For FREE Updates!

Your Name (required)

Your Email (required)

Subject

Your Message



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

Blogs and other material posted on the website freely available to visitors.



GLD COMMUNICATIONS

Bringing Your World Closer.

ABOUT COPYWRITING PUBLIC RELATIONS MARKETING IT SUPPORT / COMPUTER REPAIR CONTACT US

KYOCERA: What is the most important ...word?

Posted by Gery Deer On February 26, 2016 0 Comment

By Gery L. Deer
Creative Director, Senior Writer

"The difference between the right word and the almost right word is the difference between lightning and a lightning bug." – Mark Twain

I often find myself explaining to associates or clients the importance of using the most precise wording in a presentation, advertisement or other marketing material. Words create a company's message and establish a unique, public voice. A well-crafted message, no matter how insignificant it might seem, is vital to maintaining your business's public image and credibility.

Even with a flashy website or a colorful brochure, if the wording is not spot-on, the intent could be lost completely and that will cost you sales. Recently, however, I was reminded how even the big boys can get it totally wrong.

Follow Us!

f t in YouTube Meetup

Sign Up For FREE Updates!

Your Name (required)

Your Email (required)

Subject

Your Message



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

To Be Successful You Must
Accept The Following As Fact:



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

To Be Successful You Must
Accept The Following As Fact:

**CONTENT IS FOR PEOPLE,
NOT SEARCH ENGINES.**



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

10 Elements of High Quality, Audience Focused Content



gldenterprises.net



[@gerydeer](https://twitter.com/gerydeer)

1. Create Original Content



gldenterprises.net



@gerydeer

2. Well-Written, with Journalistic Integrity



gldenterprises.net



@gerydeer

"The difference between the right word and the almost right word is the difference between 'lightning' and a 'lightning bug.'" - Mark Twain



gldenterprises.net



@gerydeer

3. Provide Relevant, Valuable Information



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

4. Use Entertaining Style



gldenterprises.net

[@gerydeer](https://twitter.com/gerydeer)

5. Offer a Solution to a Common Problem

$$\begin{array}{c}
 \left(\frac{m u_i}{\sqrt{1-u^2}}, \frac{m u_i}{\sqrt{1-u^2}} \right) \quad \left| \quad \frac{m u_i}{\sqrt{1-u^2}} \text{ Impulse} \right. \\
 \left. m + \frac{1}{2} m u^2, m u_i \right) \quad \left| \quad m \left(\frac{1}{\sqrt{1-u^2}} - 1 \right) \text{ Kin Energy} \right. \\
 \hline
 = \frac{t' + v x'}{\sqrt{1-v^2}} \quad \left| \quad x = \frac{x' + v t'}{\sqrt{1-v^2}} \quad y = y' \quad z = z' \right. \\
 \hline
 \end{array}$$

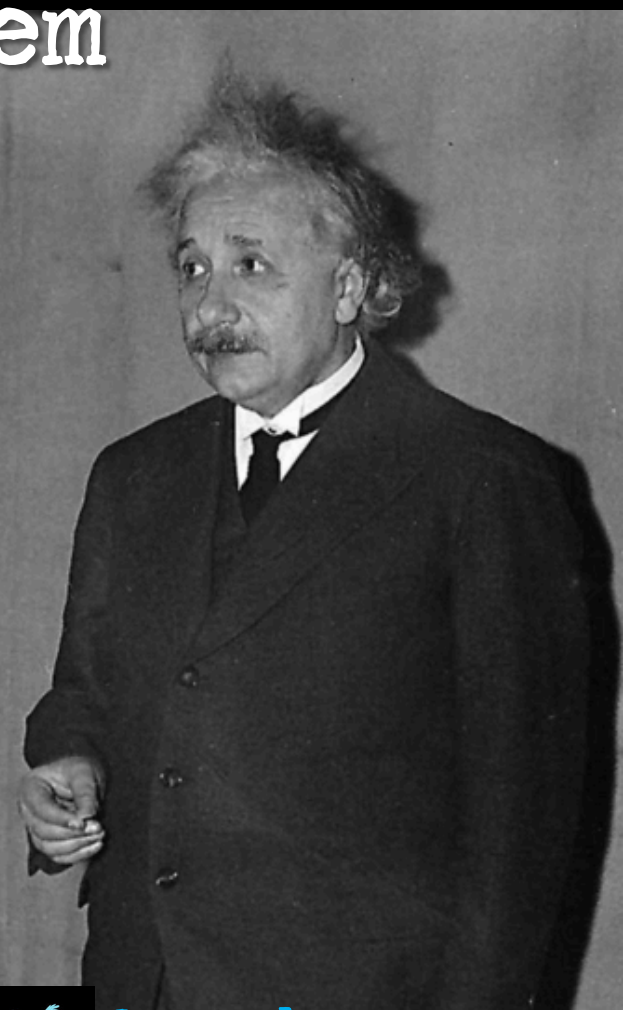
$$\begin{array}{c}
 \sum \frac{u_i}{\sqrt{1-u^2}} = \frac{2v}{\sqrt{1-u^2} \sqrt{1-v^2}} \\
 \text{Hyp. } \sum J_v = \sum J_v \text{ Cons.} \\
 \sum \mathcal{E} = \sum \mathcal{E} \quad \mathcal{L}_i \\
 \hline
 J_v = \dot{m} u_v F(u) \\
 \mathcal{E} = \mathcal{E}_0 + m \mathcal{E}(u)
 \end{array}$$

beer + beer = brains
beer



gldenterprises.net

 @gerydeer



6. Use Active, Benefit Driven Language



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

7. Provide Complete Information. Not Teasers



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

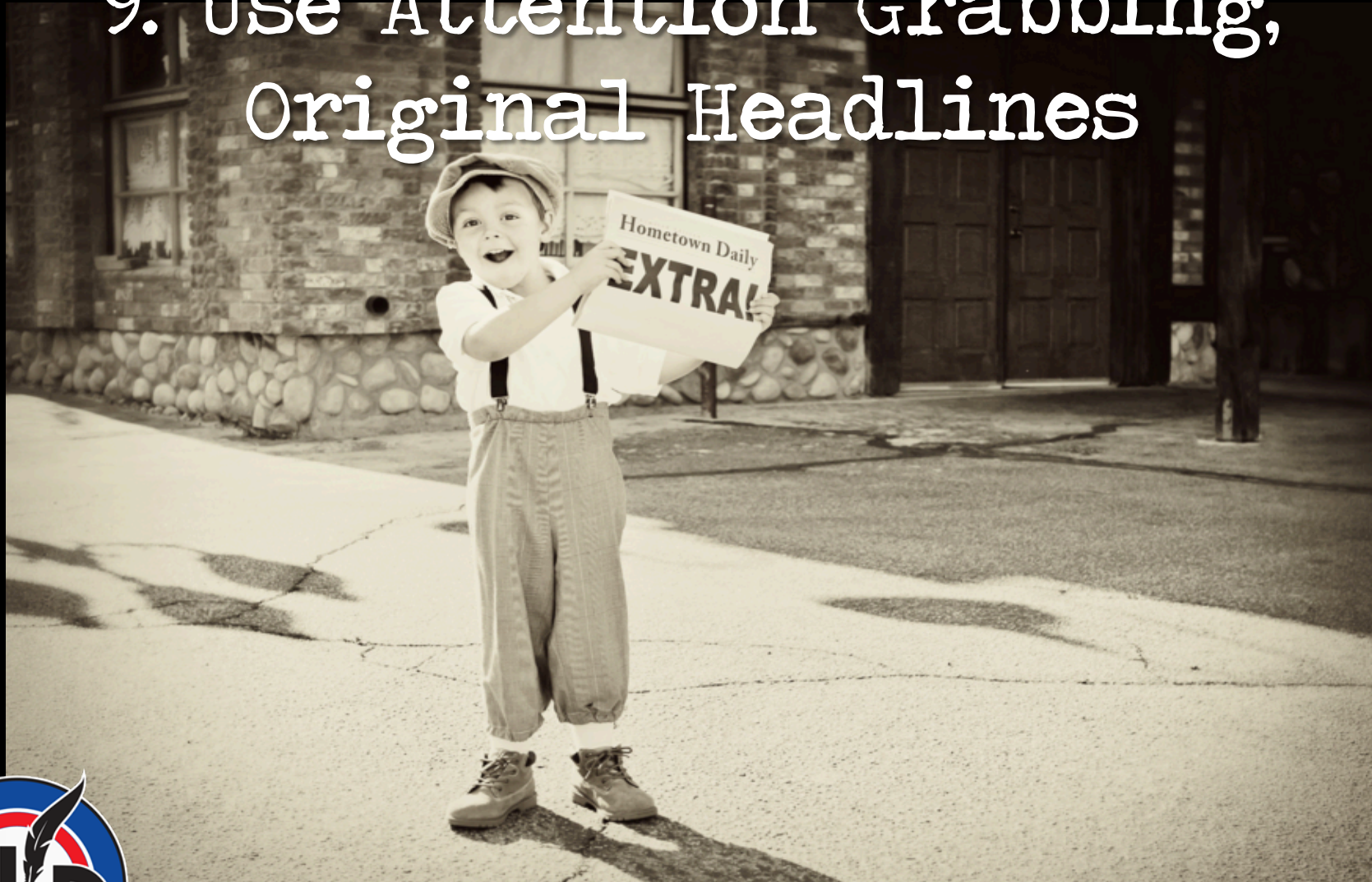
8. Include a Call To Action



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

9. Use Attention Grabbing, Original Headlines



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

9. Use Attention Grabbing, Original Headlines

Examples of good headlines:

"8 Parts of Speech that make your
content sing!"

"The easiest way to survey customers."

"When to say goodbye to a vendor."



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

10. Content First Social Media Second



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

On a final Note ...



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

On a final Note ...

Always Proofread!



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

Don't let this
happen to you!



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)



Remember ...

If your website looks like
it was wrote by a second
grader who got held back
twice, your probably not
going to sale anything.

10 Elements of High Quality Audience Focused Content

QUESTIONS?



You're Connected!™



@gerydeer



GLD Enterprises Communications

Please post comments about my
presentation on Twitter
using the hashtag ...



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)

Please post comments about my
presentation on Twitter
using the hashtag ...



THANK YOU!



gldenterprises.net

 [@gerydeer](https://twitter.com/gerydeer)