

Content is King when it comes to Lead Generation

What is the most powerful force in the world of business? That's a good question. There are many possible answers. Some people might say that it's money. That would be a very good response. Money is certainly the motivating force in business. It is the reason why every business exists. It is also the reason why many businesses no longer exist. However, it may be too obvious of an answer. To figure out what really is the most powerful force in the business world, we need to be a little more creative, a little cleverer and think outside the box a little bit. We need to peel back the layers of the onion, so to speak, and take a look at what is really going on.

To begin with, let's look at what businesses do. The answer to this one is fairly obvious. Businesses sell things. From there it's an easy step to say that because they sell things, they make money. Therefore, what businesses do is make money. However, this line of reasoning is flawed. The purpose of business is to make money. This purpose is the end result of a process that begins with what businesses do. So, we find ourselves back where we started.

Let's begin again, by agreeing that what businesses do is sell things. Now, instead of jumping to a conclusion, and confusing purpose with process, let's take a closer look at the idea we've agreed upon. If businesses sell things, then what are those things?

In general, a business can sell products, services or a combination of both. However, these are simply categories. We need to look deeper to see what common element makes up both products and services. If we can determine that, we have probably come close to answering our original question.

If you think about it, both products and services are a form of information. Products perform a function because of the information that went into the design. Services do the same, except that the information is contained in the expertise of the person performing the service. So what all businesses really do is sell information.

Because of this, information is actually the most powerful force in the world of business. This way content is king when it comes to generating sales leads. Content is information. When you give potential clients valuable information, you establish a trust relationship with them that paves the way to making them paying customers.