

Answer Vault Content Audit

To evaluate your company's existing assets for loading their Answer Vault. Do you have...

The Answer Vault: 50 Answers Ready and Primed

The *Answer Vault* marketing framework diverts your focus from selling to helping.

It unlocks your expertise into 50 curated answers that help prospects find you, trust you, and choose you.

About this Audit

This audit assesses the preparedness of your company to load your Answer Vault.

In the following pages, we take a moment to define 3 things you need to know to complete the audit effectively.

- Client-In Language
- Chunkification
- Ideal Client

Page 5 is where you can start your audit.

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Client-in Language

Talk to your prospects about their issues in their language.

CEO Pete's issue CEO Pete's language

Increase and Sustain Your Employee Retention

Preventing attrition requires meaningful employee engagement. Create positive employee experiences and a strategy based on truly comprehending their needs for career growth

CEO Pete's issue CEO Pete's language

Retain Your Best People


Holding onto your employees is less about offering perks and more about finding the right fit for your organization. High-performers will ultimately seek to align their career with their personality—whether that's at your organization or somewhere else.

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Chunkify


People don't read, they scan.

Bright Bros. 

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Please tour the newly designed Bright Bros. website and browse our full line of trailers. Whether you desire fewer repairs, more payloads, or increases in business productivity, you can count on us for all your trailer needs. Bright Bros.'s Aluminum Trailers last 2x longer than any other aluminum or steel frame trailer.

Since 1987, it has been a dream of Oliver and Theodore Bright's—founders of Bright Bros. Manufacturing—to develop a line of trailers that would one day become the standard in trailer production. The Bright Bros. team now consists of 250 highly skilled and experienced employees who believe that customer satisfaction is a #1 priority. Over the last 5 years, Bright Bros. has grown immensely! Our facilities now make up over 300,000 sq ft on a campus of 75 acres. Today, Bright Bros. is a leading manufacturer of dependable aluminum trailers for all your Cargo, Demolition, Construction, and Waste Management needs.




Trailers

Choose from a variety of trailers that can be custom-tailored to meet your specifications: Flatbed: Easy side and rear loading and unloading access come standard in our line of multipurpose Flatbed models. Dump: An innovative square-bottom design is used in every one of our Dump models for maximum stability and resistance to body twisting. Moving Floor/Transfer: Our Moving Floor or Transfer models are designed to handle the heaviest volumes of bulk material in the most demanding conditions. The TX-6021 is our newest transfer trailer model, designed with innovative technology and engineered with snap side panels, interior joints, and a weldless mirror-finish exterior.

Built to outlast the competition, every Bright Bros. trailer is specially engineered with a one-of-a-kind aluminum alloy that is: Lightweight, Low-maintenance, Anti-corrosive, and Watertight.

Feel free to contact us with any questions or comments you may have.
Call 1-800-BRIGHTB or email info@brightbros.us.

Bright Bros. 
1-800-BRIGHTB
info@brightbros.us

Home
About
Products
Services
Yada
Yada

Whether you desire fewer repairs, more payloads. Bright Bros.'s Aluminum Trailers last 2x longer than any other aluminum or steel frame trailer.

Bright Bros. is a leading manufacturer of dependable aluminum trailers for all your Cargo, Demolition, Construction, and Waste Management needs.

Our Trailer Lines

Choose from a variety of trailers that can be custom-tailored to meet your specifications:

Flatbed
Easy side and rear loading and unloading access come standard in our line of multipurpose Flatbed models.


Dump
An innovative square-bottom design is used in every one of our Dump models for maximum stability and resistance to body twisting.

Moving Floor/Transfer
Our Moving Floor or Transfer models are designed to handle the heaviest volumes of bulk material in the most demanding conditions.

Built to outlast the competition, every Bright Bros. trailer is specially engineered with a one-of-a-kind aluminum alloy that is:

- Lightweight
- Low-maintenance
- Anti-corrosive
- Watertight

Feel free to contact us with any questions or comments you may have.
Call 1-800-BRIGHTB or email info@brightbros.us.



New! TX-6021 Transfer Trailer - Snap side panels, interior joints, weldless mirror-finish exterior.

Feel free to contact us with any questions or comments you may have.
Call 1-800-BRIGHTB or email info@brightbros.us.

Chunkified copy uses...

- Fewer words
- Short paragraphs
- Subheadings galore
- Bulleted lists

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Your ideal client

Your ideal client is the type of customer of which you want more.

The ideal client is NOT every possible customer you can help.

Working with more ideal clients allows you to move on from less-than-ideal clients.

We have found that for many of our clients, their ideal client is often a subset of the target audience they use for marketing.

A few ideas using Pareto's principle to help you identify your ideal clients

- 80% of your sales come from 20% of your clients.
- 80% of your profits come from 20% of your solutions, which clients consume.
- 80% of your job satisfaction comes from 20% of your clients
- 20% of your customers are causing 80% of your frustration

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The Answer Vault Audit

- State what you do** Client-in Chunkified Targets ideal client
 - Content that tells prospects what you do.
 - A must for the hero tile on your website. Typically found on the product overview pages, services pages, or the solutions pages of websites.

- Your Pricing** Client-in Chunkified Targets ideal client
 - Content that articulates the investment clients will make with you.
 - Typically presented as pricing charts, an overview of typical fees for typical engagements, or explicitly pricing, i.e., e-commerce sites

- 3rd party validation of you** Client-in Chunkified Targets ideal client
 - Reviews, testimonials.
 - Placed in the context of your content
 - More than 100 on Google
 - Extra points for video testimonials

- Process of working with you** Client-in Chunkified Targets ideal client
 - Content that is an overview of what it looks like to work with you. Showing clients the steps they will go thru towards the end goal.
 - Typically done by revealing your...
 - onboarding process
 - fulfillment process
 - recurring processes

Answer Vault Content Audit

To evaluate your company's existing assets for loading their Answer Vault. Do you have...

- Info on Your Competitors** Client-in Chunkified Targets ideal client
 - Content that compares your solution's value propositions to competitors.
 - Typically done with
 - Product specifications
 - Comparison charts

- Problems You Solve** Client-in Chunkified Targets ideal client
 - Content that clarifies for prospects the various problems your solutions will solve for them.

- Awareness stage content** Client-in Chunkified Targets ideal client
 - Is expertise that will help someone figure out the challenge they are facing.
 - Typically presented via blogs, one-pagers, white papers, and assessments.

- Consideration stage content** Client-in Chunkified Targets ideal client
 - Is expertise that will help someone identify a range of different solutions to the challenge they are facing.
 - Presented via blogs, one-pagers, white papers, assessments, or calculators.

- Decision stage content** Client-in Chunkified Targets ideal client
 - Is expertise that will help someone choose a solution to the challenge they are facing.
 - Presented via blogs, one-pagers, white papers, assessments, or calculators.

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To evaluate your company's existing assets for loading their Answer Vault. Do you have...

- Your Value Proposition** Client-in Chunkified Targets ideal client
 - Content that articulates your solution's benefits.
 - It should be specific, pain focused, and exclusive.
 - There should be several.

- Your Limitations** Client-in Chunkified Targets ideal client
 - Content that addresses the limitations of your solutions. It should either...
 - Help prospects determine you are NOT a good fit.
 - Demonstrate the limitation is a non-factor.

- Process of choosing you** Client-in Chunkified Targets ideal client
 - Content that is...
 - an overview of the process of buying from you
 - a visualization of the final outcome
 - Typically done in a self-evident way (i.e., E-Commerce) or with an overview of how you and the prospect will agree to work together.

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Definitions

Client-in language

It's easy to forget as the expert that your reader might not know the language and jargon of your field.

Jargon will confuse the people reading your site. Confusion makes people leave.

Talk to them in their voice, through the lens of their issue.

We call this *Client-in language*.

When people read things in their own language, they'll come away with the sense that you get them and can ultimately better help them.

Chunkified

People don't read; they scan. They avoid big blocks of copy.

Chunkified content

- Provides readers with deep comprehension by allowing them to scan the headings and dive deep when they choose.
- Uses one heading per paragraph, very short paragraphs, and the occasional list.
- Uses frontloaded headings.

Content

Expertise in any of these formats...

Articles, Assessments, Blogs, Calculators, Case studies, Checklists, Comparison Charts, eBooks, Emails (personal and broadcast), Guides, How-Tos, Infographics, Interviews, Memes, Newsletters, One-pagers, PDFs, Podcasts, Pricing Tables, Radio, Reviews, Social Media, Testimonials, Top 10 lists, TV, Videos, Webpages, White papers.

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Solutions

Your solutions might be products or services, or both. It could be services delivered as products.

Value Proposition

A statement that clearly communicates your solution's benefit. It should be specific, pain focused, and exclusive.

Stop Random Acts of Marketing

Stop wasting money and time on random marketing efforts. Unlock your expertise, and leverage it to help prospects find you, trust you, and choose you.

[Load your Answer Vault.](#)