

Genius Interview Marketing Guru Reveals Secrets

Matt Ledoux shares marketing magic with Barbara Kay

June 2018

Like many of you, I value expert collaborators. This year I met a marketing guru, Matt Ledoux, writing genius and founder of the marketing content firm [Captains of Content](#).

This month's article is a Genius Interview with Matt (a first!). Before we start the interview, take note! This is the first time I've featured another business.

I'm either crazy or really excited about Matt's value for my clients (I don't think I'm crazy).

Barbara: Matt, it would be nice for people to know how we got connected. Please share how you first learned about [Barbara Kay Coaching](#).

Matt: Barbara and I both work with a national wealth management firm. When I discovered that Barbara is a preferred coaching firm for this organization, I contacted her. I figured we'd chat about our work. Before you know it, our introductory call turned into an hour and a half conversation and the beginning of a fantastic working relationship. We've since worked together with several clients in this organization, and others. Barbara's clients always *rave* about her.

Barbara: Thanks Matt! The feeling is mutual. Matt has *really* helped the clients I have referred to him. But, before we get into our collaborative work, let's share some of your background. Give us a brief description of your expertise and experience?

Matt: I come from an ad agency background. For 15 years I was a Creative Director and Copywriter at some of the top advertising firms in the country, BBDO and Arnold Worldwide, among others. I created national ad campaigns for Fidelity, Morgan Stanley, and Bank of America Merrill Lynch, as well as other major organizations including VW, Reebok, CVS, Peace Corps and more.

I started [Captains of Content](#) and now work directly with several of those organizations. In addition to corporate clients, my firm has created marketing content for over 150 financial advisors, nationally.

Barbara: It's clear from your work with my financial services clients, you really understand that world. Can you explain more specifically what [Captains of Content](#) delivers?

Matt: Yes, we are a professional content creator that provides compelling copy based on testing results. Using seasoned writers, we deliver high-quality digital and print marketing initiatives and campaigns that include website, social media, email, radio, mobile, e-newsletters, video scripts, white papers, and brochures. We work for financial firms, financial professionals, and other industries as well.

Barbara: Thanks for that explanation. Frankly, It took me a moment to understand how a *content-creator* is unique. I tell my clients that you “write the words” inside any digital or print marketing.

Many marketing firms want to overhaul everything, which tends to be expensive and highly disruptive. Tell us how your content niche delivers something different?

Matt: What we provide is simple - we create professional content that isn’t padded with the typical extras. For example, when writing for a website, we can also consult on your website design, but we don’t try to sell a whole new website. We don’t build websites. We focus on the content. If they *want* to remodel their site, we can help with design and write the copy, but we don’t press people to start all over.

Barbara: I think that makes your firm uniquely valuable. You are very clear that a client does not need a complete overhaul to get results.

Your approach also aligns with my coaching strategy. Many coaching firms sell huge programs. They’re expensive and massively disruptive. When clients come to me after these experiences, they’re exhausted, financially drained and didn’t get the results promised. Very often, it was too much, too quickly. They could not run their business, serve clients and overhaul everything simultaneously.

An incremental approach would have been much more valuable. That’s the way I work with clients. We focus on what they want first and get that done. Then we move on to the next thing.

I’ve seen you work with my clients in a similar way. You determine what marketing content is best now and deliver that. The client can add additional marketing, when they’re ready. It’s fast, cost-effective and infinitely practical.

Matt: Thank Barbara! We try to deliver high-quality content that can be executed immediately.

Barbara: Let’s talk more about how our collaboration. There is a natural fit between psychology and marketing. Both focus on communicating effectively. In fact, I frequently work with clients on marketing. We talk about target market, ideal clients, prospecting, generating referrals, etc. But, I’m not a professional copywriter. I’m not going to write the words for the website, brochure, or newsletter.

After I learned about your work, I was thrilled to refer clients who were ready for professional writers. That’s why I’ve so enjoyed our collaboration and look forward to more. Your work is excellent, delivered quickly, immediately actionable, and is the next step for many clients.

What do you see as the benefit of our collaboration?

Matt: There's a lot strategy and thought to determine the value prop for a brand. Whether you're a large firm like Fidelity or an individual advisor. What is your brand? What personality does your brand have? Why do people want to work with you? These answers require a deep exploration. That's where Barbara comes in. She's able to uncover the brand and what customers will value. Once that exploration is done, then my firm can help bring the brand to life in vivid appealing language.

Barbara: Yes! Most financial advisors have been taught to develop a tag line and elevator pitch. But, many don't feel comfortable using them, because they don't represent their real brand. It feels fake, because it is, and so they don't use it. I often work with clients to uncover their true differentiators. They're thrilled to dump the pitches for something that's authentic and compelling.

A client I recently referred to Matt is a perfect example. This client, like many, had generic financial advisor marketing. Nothing differentiated him from competitors. After coaching revealed my client's unique value, Matt and his team wrote fantastic marketing language that communicates the brand perfectly.

Matt: It was great to work with your client. Not only does Barbara help with the brand discovery before we begin writing or designing, she also helps the client implement the marketing content. Your client was clear in describing his brand and implemented after we delivered. Sadly, I have clients who take the content, but don't use it. Collaborating together helped this client develop and execute his brand message. I think our collaboration really delivers huge added value to both of our clients.

Barbara: I agree! We deliver more by working hand in hand. To wrap up our interview, let's give readers some immediately actionable tips. First, tell us the biggest mistake that both professionals and organizations make when communicating in digital and print marketing?

Matt: The biggest mistake is writing their marketing materials in industry jargon. We've done extensive testing of marketing language with a major financial website that has over 13M visitors a month. We've seen what works and what doesn't. Speaking in a conversational tone gets the best engagement.

Barbara: Now, tell us some quick and easy ways to fix those mistakes?

Matt: That's easy:

1. Use short sentences.
2. Write at a 7th grade language - you can test your language level here: <http://www.hemingwayapp.com/>
3. Write as if you're talking to a best friend.

Barbara: That's fantastic. For **more** tips check out these recent publications:

[Build Your Brand](#) by Barbara Kay, *The Journal of Financial Planning*

[Do You Write Like a 7th Grader, If Not You Should](#) by Matt Ledoux, *Advisor Perspectives*

Barbara: Thanks for spending time sharing your marketing genius. Contact Matt at [Captains of Content](#) if your marketing vision is already unique, compelling and concrete. Matt and his team will take your vision and create the magic words. If your vision is not **yet** laser focused and clear, [contact me](#). We'll clarify your brand first. Then we'll bring in Matt to project your magnetic brand across all your marketing.