



What to say to attract visitors

All of us struggle when confronted with a blank page. Or an empty social media text field. Or a new website we need to fill with content. Or a print ad or press release we need to write compelling language for.

What on earth are we supposed to say?

What will attract visitors to us, what will make them choose us when they have other options, other destinations, other attractions to choose from?

That very question holds our answer. We already know what to say, because we already know what a potential visitor or guest needs to know about us to choose us:

They need to know *who* we're talking to—so they can see themselves in our message.

They need to know *what* we can help them overcome, achieve, or experience by visiting us.

They need to know *how* we're able to be the best option for them based on our unique set of capabilities and offerings.

And they need to know when we're the best option for them, based on a specific need, challenge, or urge that's arisen in their lives.

Because, when you think about it, if we *didn't* communicate those things, why would anyone visit us unless we had a very, very low price or an extremely convenient location?

So when you're sitting in front of a blank screen or a blinking cursor, think about it this way:

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What type of traveler do I want to speak to today? Is it adventurers and explorers? Is it laid back rejuvenators? Is it history or culture enthusiasts, or is it business travellers looking for a change of pace?

Whoever it is, only target one type at a time. Because a message directed at everyone is directed at—and received by—no one.

Next, think: What do I want to help them achieve when they visit? Do I want to inspire and educate them? Do I want to excite them or give them an adrenaline rush? Do I want to help them relax and refresh? Do I want to help them connect with others, or with themselves? Do I want them to be able to keep a promise to a loved one, or to their former self?

People travel for a reason, even if that reason is the simple urge to be elsewhere.

How do you help that specific traveler achieve that specific mission or goal? What sets you apart, what makes you uniquely able to be their best option? What is it about your business, your location, your history, yourself that makes you special? Lean into it, be upfront and honest about your tradeoffs, and show that you're not the same—you're the best at what you do for the people who appreciate what you do the most.

When are they inspired or driven to travel? Why now? What caused them to start exploring options, what arose in their lives or in their hearts that told them they needed to be somewhere else? How can you speak to them on, around, or about that moment of greatest demand?

And when you sit down to write next time, you'll have those answers in your mind.

You'll know to whom you're speaking. You'll know what they want to achieve. You'll know what they need to hear. And you'll know when they need to hear it.

Now your job is to get that point across—that singular message—to your ideal visitors in a medium where they're likely to see it at their time of need.

Which requires creativity, experimentation, and lots of trial and error. But it's better than staring at a blank page.

Because doing nothing can't work, but saying the right thing, at the right time, to the right audience can't help but succeed.

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