

How a Hedgehog Can Help you Double Your Business Faster Than You Ever Thought Possible

What's your content strategy actually doing for your business?

If we were drinking coffee (beer) together, could you tell me in a sentence or two what your brand's content strategy is actually accomplishing?

There's a catch, though. If your answer includes any nice little clichés about building your brand's authority, it doesn't count.

What I mean is *this* –

Can you tell me the down and dirty about what return you're actually getting on your content investment?

And I don't mean traffic, likes, or shares.

Seriously – have you ever tried paying for coffee (or your beer tab) with likes?

Nope. I'm talking cold, hard, cash.

What kind of financial return are you getting from your content marketing strategy?

And, more importantly, do you know how to increase your financial return?

How the Hedgehog Can Help You Make More Moolah from your Content

Now, I can't take credit for connecting the hedgehog concept from the management classic *Good to Great* by Jim Collins to the world of content marketing. [This guest post](#) by David Fallarme on the Buffer App blog made that connection for my poor little caffeine-deprived brain.

To recap, he says that prior to using the Hedgehog technique, they had good traffic – but not all of it was particularly relevant and didn't drive sales. But when their company, [Referral Candy](#), started using content frameworks such as the Hedgehog, they noticed a spike in lead gen from their traffic.

Who else could use a spike in lead generation?

Thought so.

Let me introduce you to my friend the Hedgehog.

What's the Hedgehog

In *Good to Great*, it's the framework that Jim Collins uses to describe the intersection 3 points in your business. It's the place of intersection among:

- Your passion
- What you're best at

- What makes you money

In Referral Candy's content marketing adaptation, they looked for the places where these 3 things meet:

- Content they enjoy creating
- The "unfair advantage" they leverage in the marketplace
- What drives leads through their sales process

Sounds good, right?

There's just one issue – **not every startup or entrepreneur is in touch with the unfair advantage they leverage in the marketplace!**

And if you're not clear about this, there's no way in Helsinki you can communicate it in your content.

How to Find your Unfair Advantage

Is there an uncomfortable silence in your mind right now when you try to specify what your unfair advantage is?

Here are some questions you can ask to get started discovering what truly sets you apart in the marketplace. It's not an exclusive list, but it should get you started drilling down to your unique advantage.

Who?

Who do we serve? Are we the only ones serving them, or do other companies serve them?

What?

What do we offer to the people we serve(i.e., what product or service do we sell)? Do others offer the same thing?

What problem does our product or service solve for our audience?

When?

How quickly is our product or service offered or delivered? Do other brands deliver as soon or sooner?

Where?

Where do we operate physically/geographically? Do we serve customers no matter where they are? Where does our brand fall on the spectrum of issues related to social, spiritual, or environmental consciousness? Does this set us apart from other companies in the same space?

Take some time to sit with these questions. Brainstorm some answers. Write the answers down. (The act of writing forces a certain amount of clarity that just thinking about something doesn't.)

Understanding what makes you unique in the marketplace, aka your "unique advantage," will help you create content that does more than drive traffic. Instead, you'll find yourself building a steady stream of leads truly interested in what you have to offer.

Does your content pass the Hedgehog test? What might you need to change? Leave a comment below!