

# 5 Unicorns Of Refreshingly *Unique Marketing* That Will Make You Stand Out



When it comes to content marketing, what are the unicorns?  
What's rare and hard to find?

## 1. Originality

List 5 ideas that you can build or expand on to answer new questions.

- 1.
- 2.
- 3.
- 4.
- 5.

*"You can be original even if you're building on other's ideas. The key is to build, not borrow."*

## 2. Backup Promises

When you make promises, make sure to back up your claims.

- Find a perfect headline that will make your content stand out
- Give how to examples that your readers can easily recreate in their content.
- Avoid promising what you can't deliver just to get initial attention.

## 3. Authenticity

How to be authentic in your writing:

- Just because you have one success or viral post does not mean that you are an expert on the subject.
- Be real, explain your struggles.
- Give a step-by-step look at how you obtained this success.

*"Being an authentic success means having a fair amount of failures. Share it all."*

Even if it doesn't work exactly the same for them, your readers will appreciate your honesty and desire to help them succeed.

## 4. Valuable Unmeasurables

When it comes to measuring analytics, it is important to also measure the unmeasurable data as well, kind of like your gut reactions. There are more than two options. It's not either/or, but either/and. Data and a gut feeling.

- Don't cater to the one person who wants you to change something or wants to know more. Go with what helps your overall traffic.
- Burnout. Your data may be telling you that writing posts about Topic A all the time is bringing in the goods. But months of exploring every angle to Topic A has left you completely burned out. So write about something you enjoy—Topic B—it'll give you a breather and you need that.

### *How to avoid burnout:*


- 1. Diversify Your Writing:** Try writing about something that you don't normally write about. Or go crazy and write on paper instead of the computer.
- 2. Stop Writing Content And Copy:** Mix up your words and think about your writing as something more like fiction, literature, or philosophy.
- 3. Reduce The Stop And Start:** Try to set aside large chunks of time (and a quiet place) per writing project to get more done.

*Remember, you're not bound by data. You don't serve it; rather, it should serve you.*

## 5. Real Language

Trying to write for your niche makes it easy to forget your own style of writing.

- When you are writing be sure to maintain your voice.
- Don't copy other phrases from content marketers or influencers.
- Speak to your niche in the language they know, but maintain your real language.



Ready to start scheduling your unicorn content?  
Join CoSchedule and get a 14-day free trial today!

## HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

# CoSchedule

*The social media editorial calendar for WordPress*

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are navigation tabs for "WordPress Blog", "Schedule", and "Settings". The "Schedule" tab is active, showing a calendar grid with columns for days of the week (SUN, MON, TUES, WED, THURS, FRI, SAT) and rows for dates. The grid contains several scheduled posts with their respective times and titles. A large CoSchedule logo is overlaid on the calendar grid.

SUN	MON	TUES	WED	THURS	FRI	SAT
	<p>8a 5 Tips For Writing Better Blog Headlines Marketing</p> <p>8a 5 Tips For Writi</p> <p>9p Don't Miss: 5 T</p>	<p>8a 5 Tips For Writi</p>	<p>4p Schedule Your Blog Like a Content Pro Content Planning</p>	<p>8a Schedule Your</p>		
	<p>8a Planning Your New Editorial Calendar</p>	<p>10a Grow Your Audience &amp; Traffic Now</p>	<p>9p Schedule Your</p>	<p>8a Grow Your Aud</p>		<p>9p Grow Your Aud</p>