



Content Conversion Success In 2026



FOR CONTENT THAT SELLS!





Welcome!

Every online business owner needs one thing and it's not endless content to publish but the actual lifeblood of success and survival in an ever changing world – new leads, new prospects and most of all, new customers.

The secret to getting these is all down to how you produce and publish your content and who it reaches.

Likes, upvotes, shares and emoji comments are all very comforting to your confidence, but the inconvenient truth is that if your content isn't being seen AND consumed by those ideal future customers of yours then it's not doing you and your business any good at all.

At Eze Content Pro we have a lifetime of experience in content of all formats and styles and know exactly what it takes to devise, draft, create and publish endless amounts of content to the world.

We also know the inside track on how to create content that really works to get the essential results in terms of new sales we all need.

It's all down to how good your content engine is!

Colin



Your Content Creation Success Engine

Think of your business as a factory that produces great products and services customers will love when they know about them.

So your 'factory' needs a success engine to power your content creation and publishing process. An engine that is highly efficient and effective and actually reduces the time, effort and resources you need to put in. All while increasing your results.

Now a normal content creation engine that works for you is great but imagine if you could install additional accelerators to help speed things along.

Inside this short guide you'll uncover the top Four Methods our ongoing research has identified for 2026 that will have the biggest impact on your conversion success results Fast and without any major investment of time or money.

Here's the four Methods you'll find inside this guide..

Method 1 – Being More Human

Method 2 – It's Just A Myth!

Method 3 – Tell Them About...

Method 4 – The Three Be's



At Eze Content Pro we find that the majority of online business owners don't actually want to produce more content – they just want content that works to bring in new leads and sales.

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Gain time to enjoy doing what YOU want to do in your business or personal life taking advantage of your extra free time how you choose.





Find Out More



FREE Method Video Series

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Eze Content Pro

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Method 1 - Being More Human

Your first conversion success method to adopt 'Being More Human' is based on a huge emerging trend in 2026 and not one you can afford to ignore if you want ongoing success in terms of growing leads and sales.

This is a very new area of the content creation landscape that is confusing, controversial and complete with all manner of myths, fables and traps for the unwary.

In this section you'll come away with a clearer view on the ongoing hot content trend that is influencing every aspect of businesses now and into the future.

The trending rise and rise of Content Humanisation™ across ALL aspects of Content Marketing and AI.

Here's why.....

The emergence over the past couple of years of AI, Artificial Intelligence from nowhere has seen huge strides in content creation Artificial Intelligence (AI) capabilities and a rush of content creation AI tools.

These are lightning fast, very efficient and can output way more than you could ever manage, offering to take all the heavy lifting of content creation off of your hands.

But with this feast of artificial content help on offer what IS the implications for you of this Humanisation trend?



Being More Human

Well I think it's one that will only accelerate more and more in the future and directly impact how we use AI for content marketing and more importantly how we craft our content to ensure our businesses boom and thrive. Here's why..

The AI story is following the classic stages of all new innovations. We've seen the early adopters, rabid supporters, preachers and a mainstream panic rush to join in.

Now we seem to be in a period of growing public realisation, awareness and doubts leading ultimately to the new status quo.

In this stage of realisation and doubts people are now drowned in messages about AI so like Wi-Fi being available in a café, a mention of it isn't the news it was a year ago and certainly from the functional aspect of running a business is at least expected by the public.

So if the term itself is now thrown around as a basic label how are consumers going to ever value something they increasingly see as something to mistrust or even hate?

They simply won't!





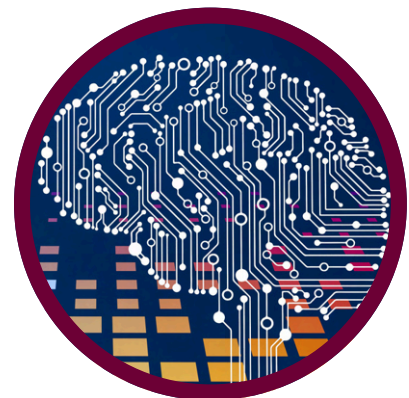
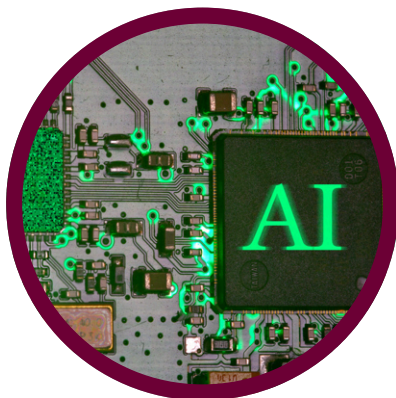
Being More Human

But Is this really an issue? Well yes as we've reached the stage where the public as consumers of information and products are now kicking back with scepticism and mistrust.

They now want more personal and trusted information from another human they can see live on screen and who will give them real answers to their questions and problems.

We've now reached the stage visually where it's become more important than ever to appear on screen especially if you are demonstrating something.

These days the cynical public is too quick to write off what they see online as *'just made up by AI'*.



So what does this mean for your business? It means that consumers are looking out for more human, genuine honest businesses.

What Has Worked For Centuries Hasn't Changed With AI!



Being More Human

People like people like them. They crave belonging to a like-minded community.



They're desperate for ordinary honest things such as value for money, not being ripped off, no hidden surprises and perhaps most of all – getting what they were promised on the impressive sales page.

So Trust and human interaction have become far more important in business relationships thanks to AI fanning the fires that were already building.

So be you and stand out from the crowd while helping and interacting with people. Then enjoy the results that will follow.

Hopefully you now have a better picture of the pros and cons of this new world however much you use AI already.

Now we turn our attention to the second Method, 'It's Just A Myth!', to use in 2026 for a rising stream of new leads and customer sales.

Method 2 - It's Just A Myth

Your second conversion success Method to ensure you're using in 2026, 'It's Just A Myth' is all about understanding and swiftly removing the most damaging myths that affect business owners who need to publish content that converts to grow their business.

Identifying and then removing these all too common duo of myths will mean that your time can be focussed on what really matters – getting new people into your audience who you can then convert into profitable, loyal customers.

But what are these duo of dangerous myths?



Myth 1
Needing High Tech Gear
& Software



Myth 2
Needing The Knowledge
Of An Expert



It's Just A Myth!

Myth 1 - Needing high tech gear and software

The first common myth that disrupts online content creators is the one where they are held back by thinking they can't do proper video and audio content unless they have the 'right' camera, microphone, lights or studio etc, etc

This is probably THE most common myth shared by new customers of Eze Content Pro who are finding it hard to make any real progress with their business due to their content not working – or even being published at all.

Doing something new or challenging is always easier to ignore if there are obstacles, real or imaginary in the way of getting started. This myth which is based purely on an incorrect perception is an all too easy reason why in the way of pressing record.

And back when You Tube was first launched well over twenty years ago - having the equipment to create professional looking videos was a necessity as viewers expected it and there really was only expensive (and huge) pro level kit on offer.



**Myth 1
Needing High Tech Gear
& Software**



It's Just A Myth!

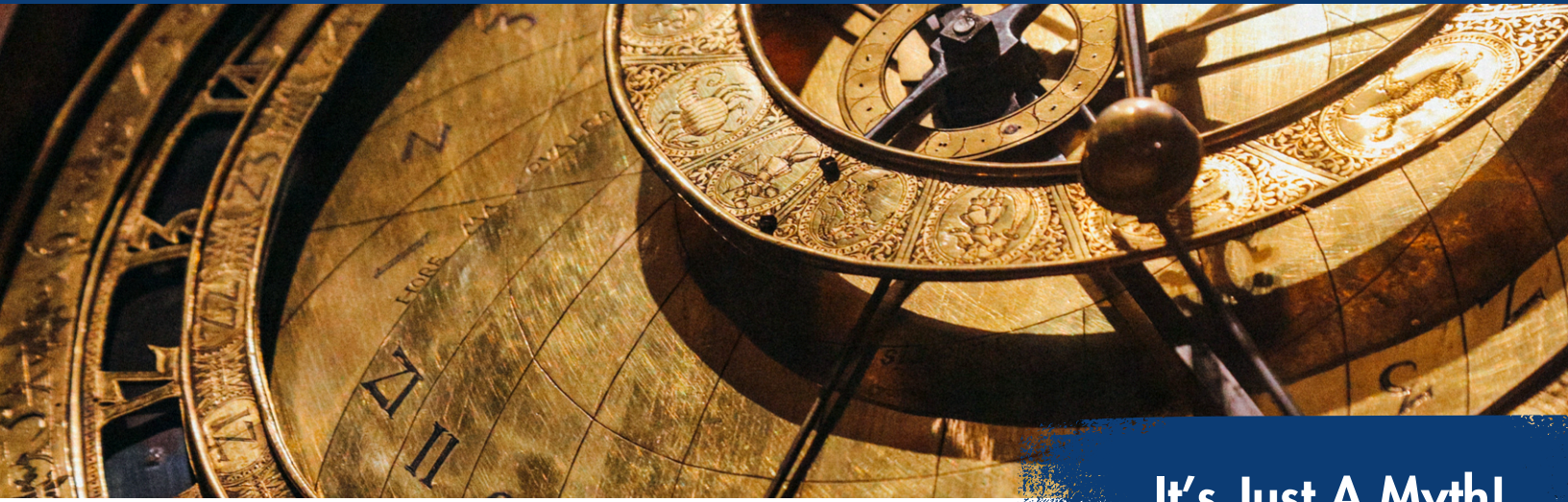
Sadly, since then this perception has continued to stand in the way of content creators all too often and way too easily. However, thanks to the rise of the smart phone and people filming all aspects of their lives, things have changed in two big ways.

First, when it comes to the tech gear involved, the kit to record audio and video is part of every phone, pro level webcams and microphones are cheap (under \$100) and the most popular editing software tools now help do the editing.



And second, the rise of social videos, tik tocks, 'grams' and reels really does mean that anything goes. Viewers are far more interested in the actual content and message of an audio or video than the shot selection or editing.

So needing to have 'Pro Gear' is today really a myth that can be ignored. You can just use what you already have to record and produce content that works and worry about buying more specialist gear later.



It's Just A Myth!

Myth 2 - Needing the knowledge of an all knowing expert

The second common myth is another that is unfortunately based on a false perception which then impacts the confidence of online business owners to create and publish valuable content.

And that's the Myth that you must be an all knowing expert to even dare go public and share opinions, ideas, recommendations or suggestions on a topic of interest to potential new customers.

Based on my four decades in the content world I can safely tell you that this is one **BIG FALSE** myth you can safely ignore. When it comes to experience, everyone has something to say and something to share. What we're talking about here are those things that are unique to you. The knowledge, experiences and memories you have.

It's worth remembering that what may seem simple things to you will actually be priceless...to people who don't know about them.

So no need for vast knowledge to be able to connect with like-minded people, be more human and help them understand that you're the very solution they need.



Myth 2
Needing The Knowledge
Of An Expert



It's Just A Myth!

Well the answer to this element of the myth ties in with that rising trend of being more human to reach those who will make ideal future customers for your business.

Such people are less and less seeking pure information as it's so freely available these days. Instead they seek more and more personal support, help and guidance.

Global uncertainties, the rise of scams and the mind boggling volume of information has deeply impacted the approach people take to resolving issues they want to overcome.

And here we're not talking about 'Life Coaches' but good, honest folk who are dedicated to helping their customers gain the answers and progress they seek.



So instead of being blindsided by this now flawed myth just think about how you can be more human in your approach and give your future customers exactly what they want and need.



Method 3 - Tell Them About..

Your third core Method to add power to your conversion success engine, 'Tell Them About...' is one of THE most powerful sources of content ideas I've ever seen in action in all my forty plus years in the world of content and communications.

This is a truly distinctive source of standout content ideas that work so well to convert readers into followers and customers and one which only you possess.

Members of Eze Content Pro love this method as regardless of their business, their experience or their age, this source is totally impervious to copying, cloning or critique as it's yours alone.

Now the reason why this method is so powerful is that it taps into the key drivers of being human and being supportive that today are becoming vital if your business is to be successful in drawing in new customers via publishing content. What we at Eze Content Pro call the trend of **Content Humanisation™**.

It's the source of content to showcase the real you while building a perception of your expertise and that most powerful attribute – Trust and Humanity.

Inside Eze Content Pro we recommend that this source being so powerful is only used once a month at most but is simply brilliant for crafting content when you want to publish something that will stand out.



Tell Them About..

Why follow the herd or be part of the crowd when you can post content that is unique to you and is impossible for AI or a business rival to copy!

Now, every business needs to get a message through to potential new customers and everyone also has a several stories to share. What kind of stories?

Well, we're talking about those things that are unique to you but that can be shared in public to make you stand out.

So not your stories about things you wouldn't share with your parents but the positive things.

Things like memories, special events, hobbies, jobs, life lessons learned, mistakes made, or challenges overcome.



You can then link these unique stories with one of your business messages to give your audience something interesting, useful and very different to read.



Tell Them About..

The sheer power of this method comes from the simple fact that although we're all very different, as humans we prefer to mix and listen to people like us who we think are interesting.

Remember too that in these days of AI – a Robot has no life experiences, no emotions and doesn't have an entire life of events and experiences which can be the source of endless stories to share.

Even the titles of such stories can arouse interest and literally shout out to gain the attention in otherwise bored and disinterested readers.

Here's a few I could share:

What my falling down the stairs can teach you about teamwork...

That day the tax man actually thought we owed them \$13 MILLION...

How a family secret hidden away for 40 years made me realise...

The huge impact three words made when I invented them...



Tell Them About..

Now – to make use of this method what stories could you use?

Spend some time thinking about your life and making a list of things about you. such as: Events, Hobbies, Jobs, Life lessons, Skills you have or Experiences you've had.





Tell Them About..

Once you have some ideas think about how you can match each to the messages you're trying to communicate to your audiences.

All you need do is think of how you can link each of your personal stories into one of your content messages.

At this stage it's finding and creating the ideas that's most important.

Think of these as your premium, top quality portfolio type of content ideas that will be amongst your most powerful and long lasting things you publish

As I hope you can see, using your stories is not only an immensely powerful way to connect with your audience but is also both simple and ultra secure.

Other people and an AI robot simply can't copy you and your own unique stories which will give you a simple solution to stand out from the crowd and get your message through to your ideal prospects and future customers.

Next we move onto the fourth and final content conversion success method to install and use in 2026, 'The Three Be's'.

Method 4 - The Three Be's

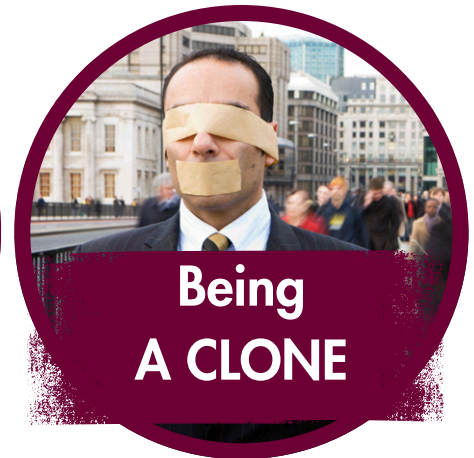
The fourth and final Method to install into your content engine to ensure success in 2026 is 'The 3 Be's'. These are the solutions you can deploy instantly into your business to remove or avoid the three most common mistakes virtually all content producers make.

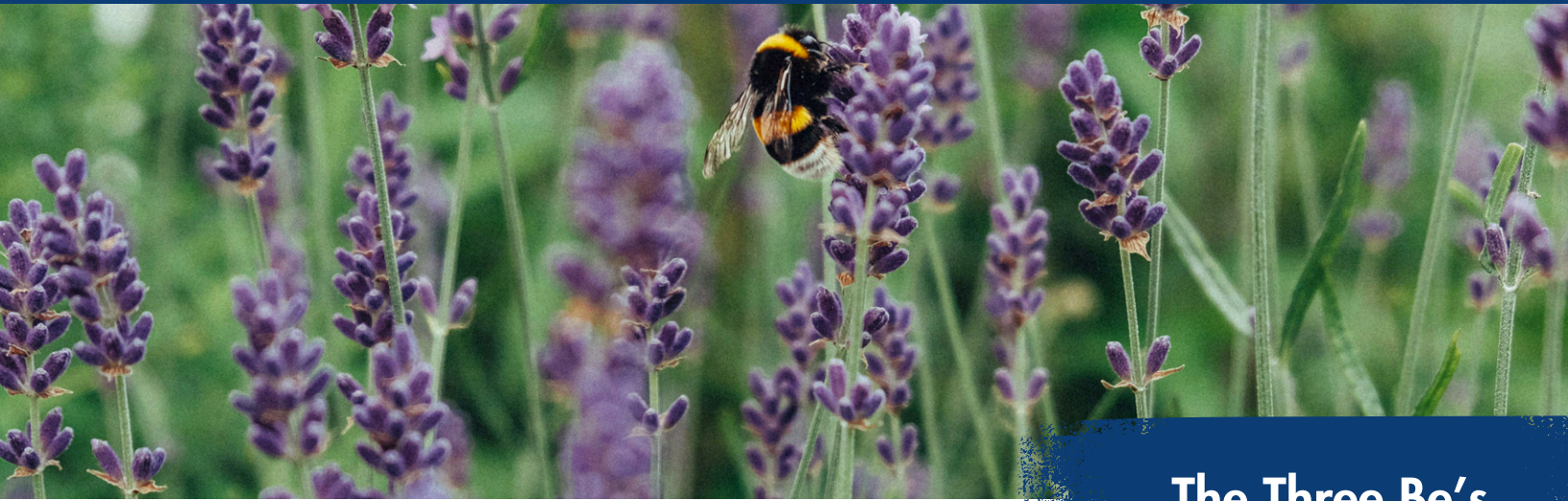
In this Method you'll uncover tactics sourced from my decades of content creation experience to give you real life practical solutions that work. Not some unproven, untested ideas - but things I've introduced for clients in the many market sectors I've worked in.

And the great news for you is that you can deploy and install these solutions immediately without a huge stack of work or investment. They also work whether you're just starting out or are a well-established expert.

All so that you can focus your time on what really matters – getting new people into your audience who you can then convert into profitable, loyal customers.

So what are these common mistakes and their solutions?





The Three Be's

Common Mistake 1 – Being Confusing

Being Confusing is a common mistake where content creators are confusing their audience and potential customers simply by what they are doing. This occurs typically when content is published in one format or on one platform for a while but then the creator switches instead to do something else completely different.

The audience who liked and read what was shared suddenly find it's no longer available and go elsewhere. As a result of being confused they're then lost as future customers to a competitor who is more consistent.

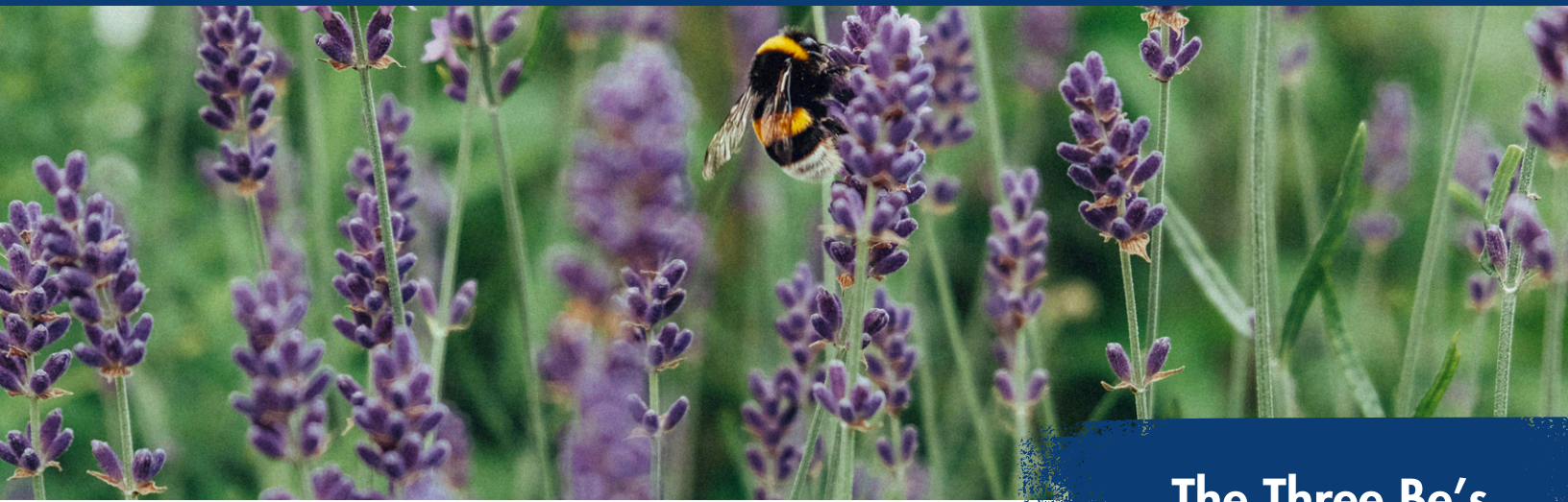
In a time when content humanisation is becoming vital for ongoing business success this isn't a mistake to keep making if you want your business to grow and thrive.

But fear not! This mistake happens very easily regardless of what experience you have or what kind of business you run.

Simply put – it happens because we're all too busy, too preoccupied on the next thing we have to do, or we rely on others to do things for us.



**Being
CONFUSING**



The Three Be's

Solution Technique 1 – Being Consistent

The solution to the first big mistake of being confusing is simple enough to do - always be consistent. Sounds easy but how?

Being consistent is down to a single core element your business needs to have in place.

A series of core messages that you want to get through to your audience. The things that convince your audience that you are the business they can trust and can solve their problems.

Creating these messages is putting together a simple but fundamental set of short sentences that tell anyone who sees them:

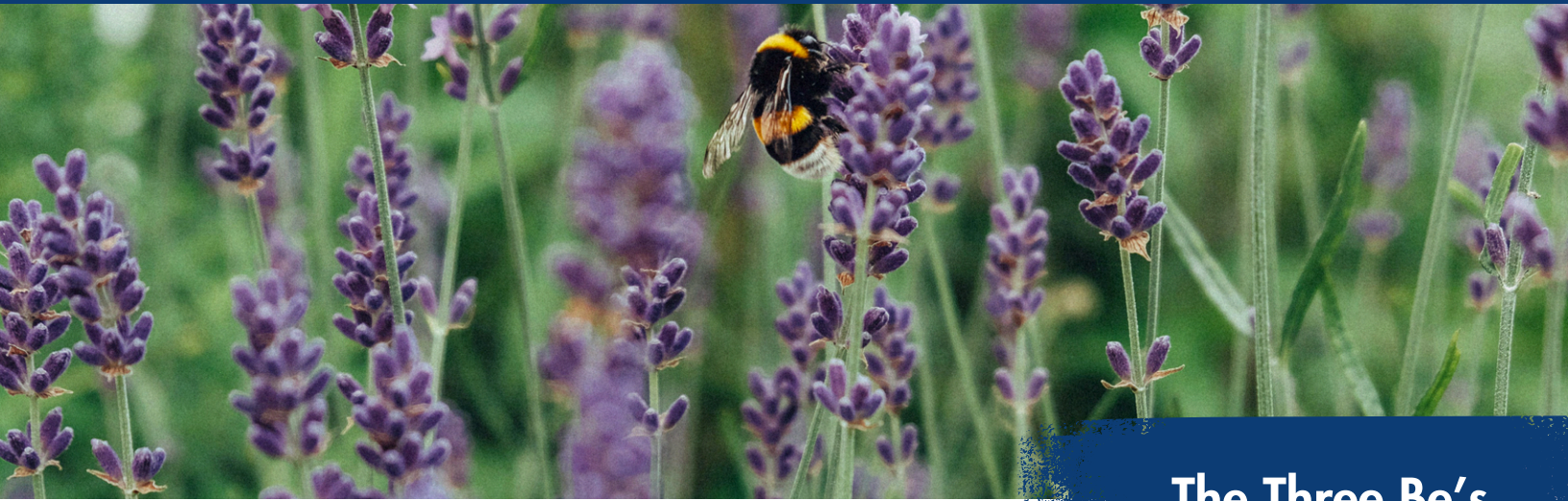
Who you help

How you help them

What their future will be like with your help

Having these in place will ensure you can talk about anything and everything you want – provided it links back to or includes one of these messages, so you always give your audience a consistent story.

SO BE CONSISTENT!



The Three Be's

Common Mistake 2 – Being Boring

This mistake appears when content is shared just to publish something or through continuing to put out content set up a long time ago that has become a content habit.

I call this boring content 'Wallpaper' as it's plastered all over the web and is just scrolled past or simply ignored altogether as it holds no attraction to readers and is just - boring.

This is a very, very, common mistake content publishers make and in nearly all cases is made in all innocence.

But left to continue and this mistake can see an audience and following either going elsewhere to a competitor or worse, just unfollowing.

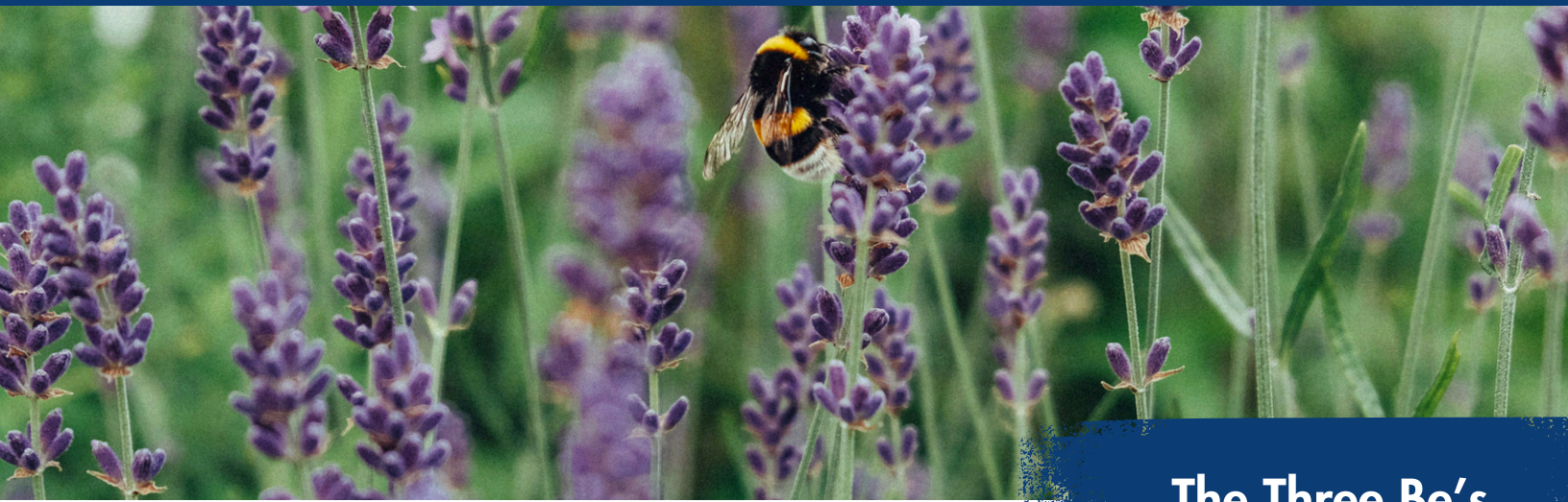
Boring content sucks away the lifeblood of a business through fruitless time and money spent on content that doesn't work, lost sales and visitors who never come back.

3 Types Of Boring Content

- Constant repeats of the same type of content
- A message that is mostly - Buy This!
- Lacking in real content and use to the audience



**Being
BORING**



The Three Be's

Solution Technique 2 – Being Interesting

The big mistake of being boring is fundamentally cured by putting in place an ongoing process to source and sift interesting content ideas that will support your business and be avidly consumed by your ideal future customers.

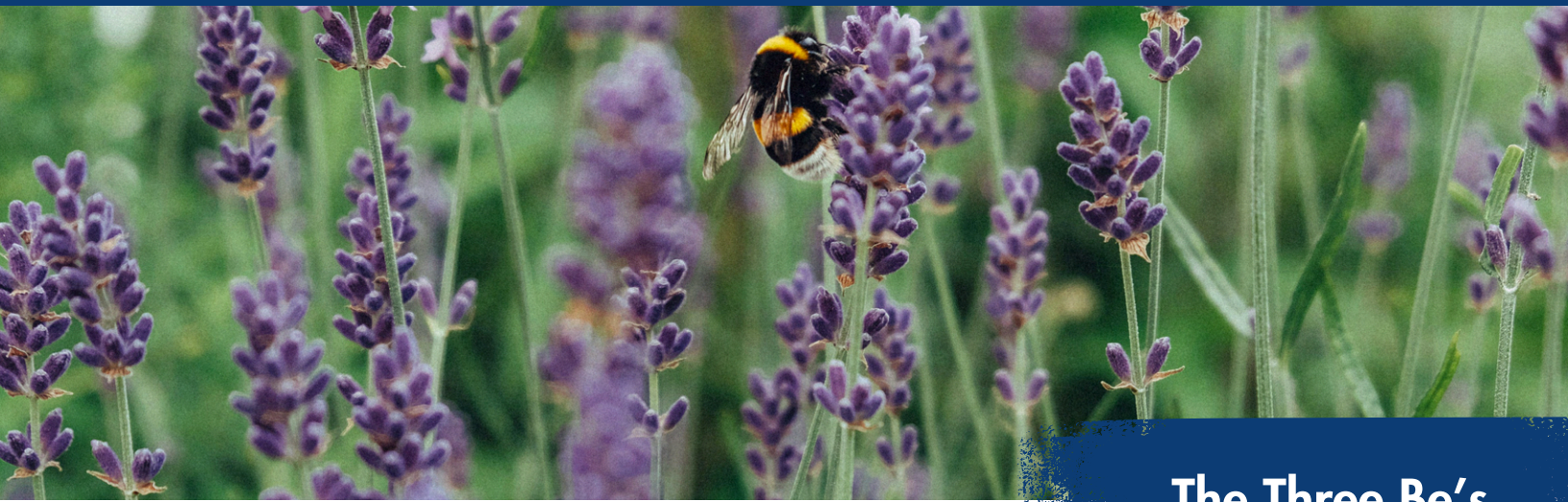
Ideas that you can use as the basis – the hook if you like – for your content so it stands out, appeals to your audience AND gets them to react in some way of your choosing.

The approach to follow is to find sources of content ideas that are relevant and useful to your niche market and audience and then make the finding and gathering of ideas a routine, ongoing habit for your business. Eze Content Pro has an array of sources to try.

With a reliable source of ideas for content in your business toolkit you can relax and enjoy the idea sourcing process, try out new and different things and test extras such as colours, images, sounds and layouts.

All things that may make a difference to your results but impossible for those who don't have a stock of ideas to even think about doing!

SO BE INTERESTING



The Three Be's

Common Mistake 3 – Being A Clone

The third big mistake to avoid in content publishing is that of being a clone.

By this I mean creating content that blindly follows the advice of someone else or worse, blindly uses the unaltered output from one of the new AI content generation tools.

The rise of humanisation in recent years means that more and more potential customers have much bigger defences up before buying and are much more alert for fakes, copies or made up stuff. All combined with that phrase now spreading like wildfire – “IT’s JUST AI”

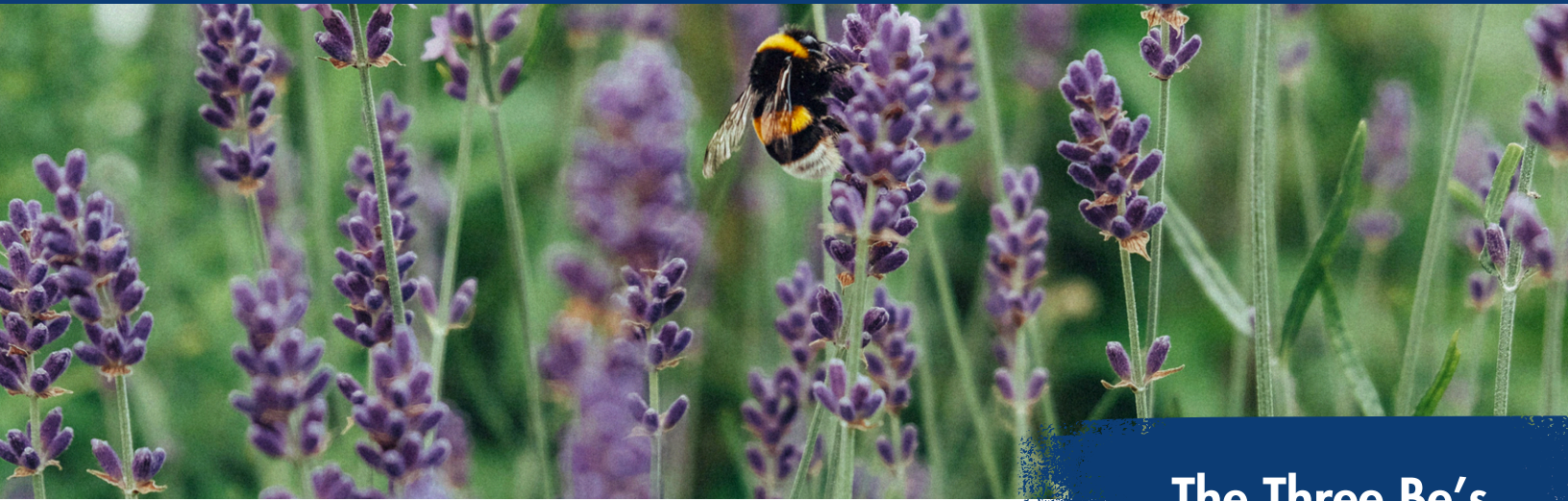
Far too many business owners fall into this mistake due to how they have been conditioned through their lives to behave in a certain way, to conform, to be like the rest, to not draw attention to themselves.

So it’s all too easy to carry on being like this through their content through no fault of their own.

Here’s how you can avoid or fix this mistake if it happens to you..



**Being
A CLONE**



The Three Be's

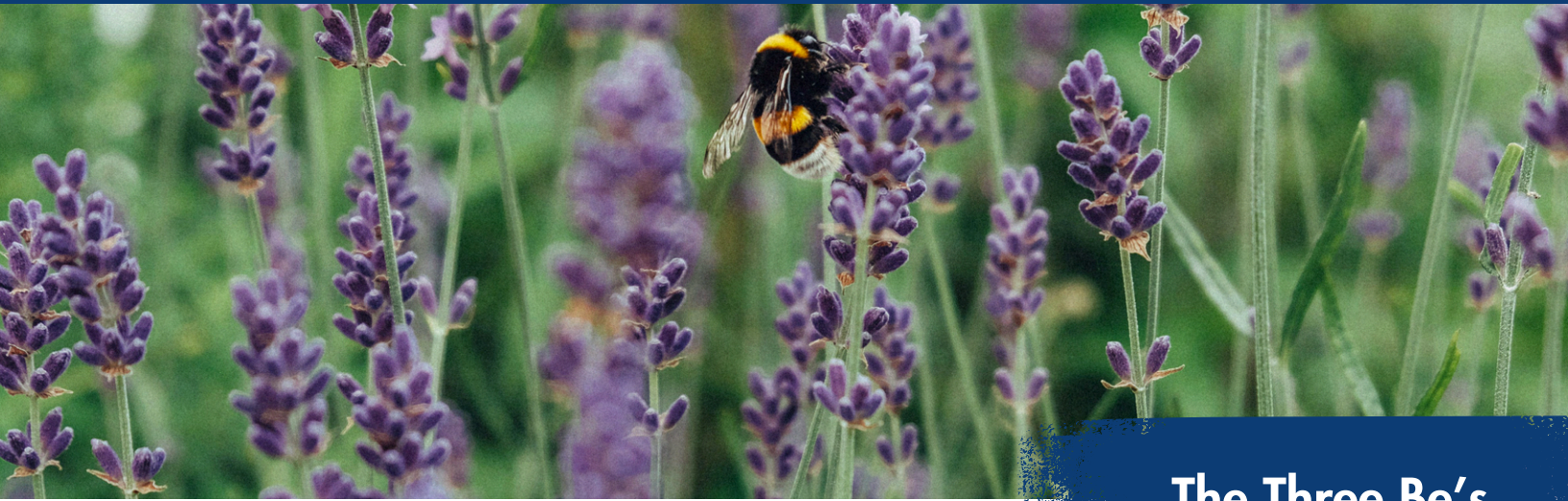
Solution Technique 3 – Being Your Own Expert

The solution to the 'Clone' mistake is based on a mind shift and a new approach to publishing content. Here's how:

- **Ensure your brand character is included in everything you create**
- **Find content ideas that can let you stand out from the crowd**
- **Publish using a variety of content ingredients not just words**
- **Create different formats rather than relying on just one or two**

All four solutions are core elements of a business that wants to actually be seen, heard and gain interested new prospects and paying customers rather than lost amongst all the white noise and distractions that is our lives today.





The Three Be's

But more that any time I can remember in my 40 years of working in the often complex and changing world of communications I see people are looking for people they can not only trust but also that they can believe in. More and more they are asking:

“Is what this person saying their ACTUAL expertise and knowledge on show or have they just cut and pasted something I can find for myself from an AI bot?”

So being and sharing the real you while giving a more personal view on everything you share in your content IS the way to succeed and remove this mistake from your business forever.

SO BE YOUR OWN EXPERT!





Thank You!

Thank you for reading this guide and I really hope you found the information included of help to you and your business.

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*A word from
clients and customers*

**“Helped me turn my
dreams into reality”**

“An incredible coach. Colin has the wonderful ability to convey his knowledge and expertise in a concise, yet simple and easy to follow manner. Colin helped me turn my dreams and ideas into an online presence to rapidly scale my business.”

Justin K, UK



“So many ideas”

“Had so many ideas for what we could do both now and in the future in terms of our content that I was literally buzzing with excitement.”

Patricia L, UK

“Really helpful”

“Thanks for all the great tutorials. I am just putting together all my content for my site and your tutorials have been really helpful.”

Shaun S, USA

“Excellent input”

“Thank you for that excellent training input. I thank you again and will definitely be in touch again in regard to One to One content marketing advice for my site.”

Steve P, USA



About

For over 40 years I've been creating content, communications and brands for clients as varied as global financial companies, online publishers, a radio station, a professional fishing guide to a lifestyle information site for retirees.

That lifetime journey has helped me to develop all the content conversion success solutions and strategies you'll unearth inside Eze Content Pro.

My absolute passion is helping my members and coaching clients produce content that grows their businesses while saving them time and effort.

So if you need new leads and sales but are one of those people who have been putting off creating more than a few pieces of content at a time, or find the whole process scary and time consuming, then you're in exactly the right place for help.

Are you ready to turbo charge your business leads, opt ins and sales results with my help?

To YOUR success!

A handwritten signature in blue ink that reads "Colin". The signature is fluid and cursive.

Colin Stevens MA
Your Content Success Coach



Affiliates

Share & Earn 50% Commission Available!

If you found this guide to the methods to use for ongoing content conversion success in 2026 helpful and think it would be useful to your customers and contacts too then why not sign up as an Affiliate and earn?

Our affiliate program is simple to join and we offer a generous 50% commission on all products and services giving you an easy way to earn additional revenue for your business.

Find out more and sign up to start earning today!





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