



Content Creation

Without the right content you will struggle to grow your business. Creating content that sells is one of the biggest struggles for entrepreneurs because it is felt that all that is needed is a pretty ad.

Content that sells

Remember your clients want to be taught, they do not want to be sold too, therefore your content should be providing them with valuable information, so they can know, like and trust you!

Whether you sell a product or a service, your content should always be providing your ideal clients or reminding them of something they did not know or forgot!

Creating consistent valuable content does a few things:

1. It builds know, like and trust
2. It positions you as an opinion leader
3. It helps you engage with your audience
4. It helps you to close the deal without hard selling

Let's start creating great content:



What type of content?

First, you need to figure out what type of content you want to share. You do not have to do everything, but you should have at least 3-4 different ways of sharing your content. Choose below

- Blog
- Email
- Newsletter
- Social Media Post
- Podcast
- Audio Training
- Live or Recorded Videos
- Speech
- Template/Swipe File
- Presentation



Where do you want to share your content?

Deciding where you want to share your content is important. A lot of entrepreneurs feel that once it is shared on their facebook page then that is enough. But that is just a drop in the ocean. Once you have created great content, you have to determine where it needs to be seen. Choose at least 3-4 places below

- FB
- IG
- Linkedin
- Twitter
- Pinterest



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SnapChat

Social Media Groups

Blog

Newsletter

Magazine

Newspaper

Radio

Speaking engagement



Who are you sharing content with

This is where many entrepreneurs fall short because they assume everybody wants what they are sharing because their business is so great! However, you need to get very specific about who you are sharing your content with so that you close the sales quickly. Answer these questions:

1. Who is already using your services? (Men, Women, Age Group etc)
2. Where are they online?
3. Where are they offline?
4. How did they find your services?
5. How do you presently communicate with them? (Whatsapp, FB messenger, Email?)
6. How often do they use your services?
7. Who else are they following online and offline?



How to create content...that sells

Despite what you may think, content is all around you everyday once you are working in your business. Let's find some simple ways to create content

1. Take note of your last 5 clients. What are the questions each of them asked you? (I know this may seem trivial, but the fact is they are not in tune with your product so what may make complete sense to you, may not make sense to them. No question is a stupid question)





2. Take a look at 3 competitors both locally and regionally. Look at 5 questions their audience is asking them online. Use those questions as content. More than likely if you are servicing the same ideal clients, they all have the same questions. So answer those questions and create content





Sharing your content

So here is the big secret! You do not have to reinvent the wheel every time you want to share new content. So let's break it down for you with an example

Here is how you create 1 piece of content and share it several times.

Topic- How to use my product in 5 different ways

1. You do a live or prerecorded video talking about the 5 ways and you share this on your business pages
2. You write a blog about the 5 different ways and you share it in 2 groups and on your social media page
3. You break each way into separate posts and share it over 5 days with the 6th day being a synopsis of the 5 ways to use your product in 5 different ways
4. You share the blog via email
5. You share each daily posts as email messages to your audience spread out over 2-3 weeks depending on the frequency of how you send out emails.
6. You write it as an extended article and send it to the newspaper/magazines or submit as a guest blogger
7. You create an ad with the video you created



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Let's practice on one of your valuable content posts now.

Write out the main topic you will be sharing

Write out how and where you will share it the first time

How can you break it into smaller parts?



Write out 3 other platforms you can share it
