

#IndieFreedomSeekers

Creating Content - wk 1

DATE

BUSINESS

Hello!

We're going to spend the next few weeks thinking about how you can create content for your business so you can connect with your ideal customer, flex your expertise muscle and build that all-important 'Know, like and Trust' factor, that is all important!

Content is super important for a number of reasons!

Content is everything that you say online. Your blogs, tweets, Facebook posts, Facebook Lives, pinterest pins, youtube videos - everything!

And you want to be creating your own content. You don't want to be saying buy my stuff, buy my stuff everyday. That gets a little bit boring.

What you do want to be saying is look at me, I know my shit, when not invest in me? You want to connect with your audience!

And you want to create content so that you've got great stuff on your website for google to find, and great stuff to share on social media!

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The content you create is
potentially your most
valuable marketing tool!

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It's how strangers first hear about you

It's how you move people from being vaguely interested to wanting to know more

It's how you take people off social media and onto your website

It's helps you grow your community

It helps build trust with people, maybe they aren't ready to buy straight away, but it keeps them interested

It helps move them onto the next stage of buying from you

You will rank higher in search engines if you have good quality content on your website

You get to showcase your expertise

You can use your content to find out what your customers are actually interested in and then create more of it!

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Firstly, let's make it clear we're talking about content for business here!

So it's much easier to start with what a business content is not.

(I'm going to use the word blog for now on, but what I want you to do is imagine, Facebook live, podcast, tweets, really anything that you do online can take it's place)

A business blog is not a what am I doing and feeling today blog.

That is a personal diary entry blog, which is absolutely fine if you want to create a blog around you as a person and your experiences, but it won't do so well if you want to turn your blog into something that can make you money!

A business blog is there primarily for you to sell your products, so that you can feed yourself and any children or cats you might have, so you can carry on making whatever amazing products you make and then continue blogging about them, to sell more products and so on!

That doesn't mean you have to strip the 'you' out of your blog. You are your unique selling proposition, so we definitely need to see the 'you', but just you in the business sense!

But remember your blog is not about you it's about your customers and how you can add value and help them.

So how do we do this?

By finding out more about them!

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Step 1 - Discover your Ideal Customer

Who are you talking to? I'm talking about your Ideal Customer here.

Who are you selling to?

Who do you most want to work with?

What problems do they have that you can solve?

What are their hopes & dreams?

Are they young or old, tired or excited, live in the city or countryside?

Are they slowing down or speeding up?

Do they need a confidence boost or new skills?

I'd recommend spending an afternoon or so really getting to grips with this concept.

Have you done the Ideal Customer worksheet in the Developing your Personal brand section?

I'd take another look at that and really hone in on who they are, what they want, what their problems are and what success looks like for them.

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The idea is that you can't serve everyone and neither would you probably want to.

You can't talk to everyone - your messages will be bland and middle of the road.

You want people to find you and think 'god damn, they know me, the bloody well know me, they understand what I need and they have the solution'. This will never happen if you don't speak directly to your ideal customer.

Getting creative can really help here. In my Ideal Customer workshop, we get A3 sheets of paper and paste words and images from magazines that brings our Ideal Customers to life. It often creates new deepened understandings and brings an element of creativity into your business.

And if you feel this won't work for you...

Hans Zimmer is a German composer. He's composed some of the most recognisable movie scores of our time; The Lion King, Pirates of the Caribbean, True Romance, Thelma and Louise and most importantly the theme tune for Going for Gold. The list goes on.

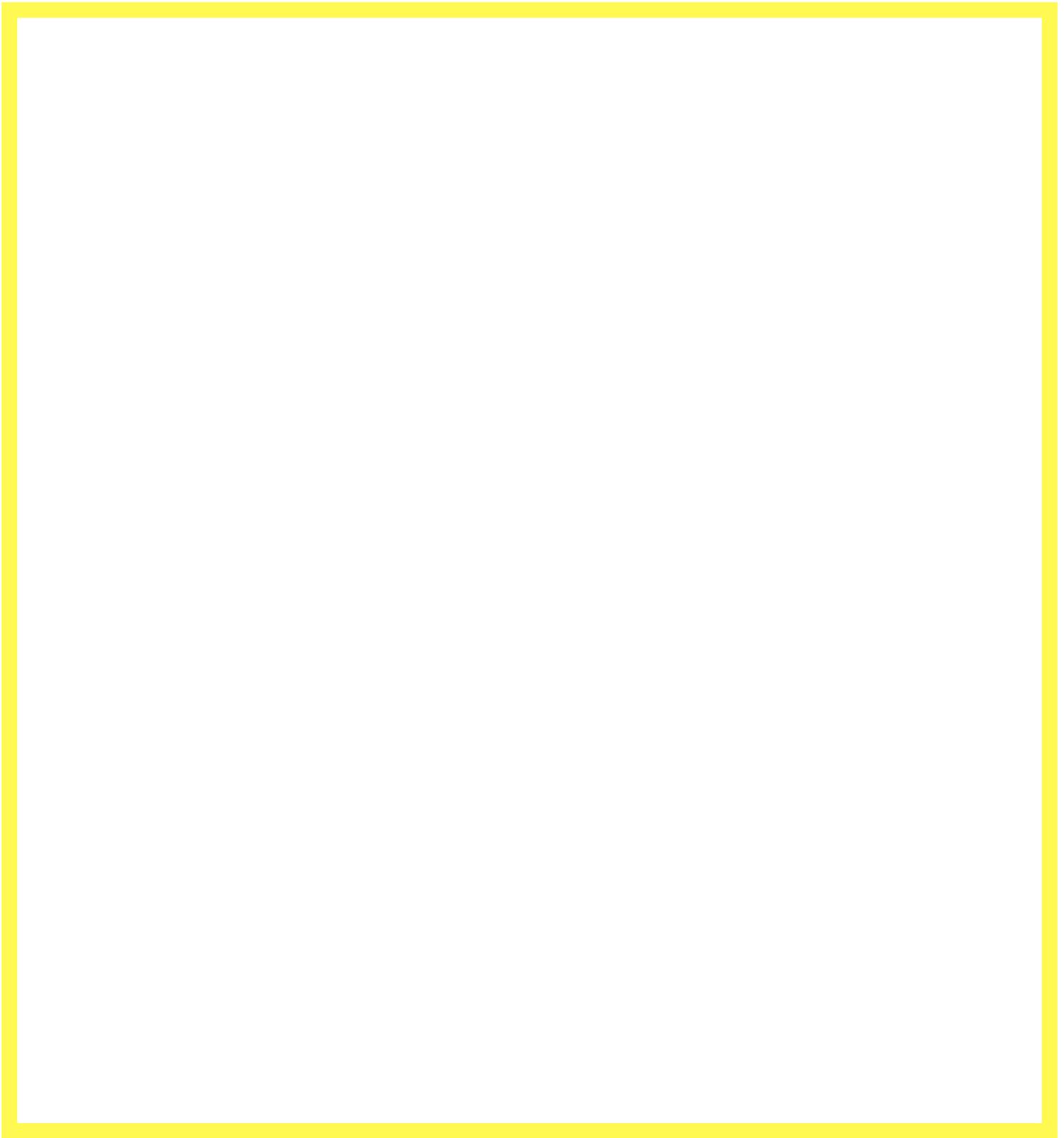
Now Hans writes everything for his idealcustomer, everything. Not for Hollywood execs, for one person.

She's a single mum, she's got 2 children and she's poor. She saves up her money and takes the Kids to the movies (or herself) for 2 hours of escapism and listens to the music of Hans Zimmer. Every score is almost a love letter to this woman.

If Hans the composer can create a powerful perfect ideal customer, so can you. Who do you want to serve?

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Who is your Ideal Customer?



Next week we're going to be mapping out 3 months worth of content for you!

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