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**Content Creation Made Easy!**

This outline is designed to curate 52 pieces of content that you can share across various marketing platforms so that you are:

* Consistently sharing your message and value proposition
* Becoming “Known before you’re needed” ~ Cheri Martin
* Gaining new customers who self-identify as needing what you offer!

Step 1: Create a list of the problems you solve, and the pain points your ideal client is experiencing.

Step 2: Go deeper … What’s the IMPACT?

* What words do THEY use to describe the problem?
* What is the impact and how is it affecting other areas of their life?
* What are they saying to themselves --- but NOT saying to anyone else? how does this problem IMPACT other areas of their life?
* What level of desperation, lack of hope or complacency are they at about the situation?

Step 3: What tip, suggestion and/or client example can you provide?

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
| Need more clients (money)Don’t know where to get clientsDon’t have a budget for marketing or ads | **Content Piece #1*** Shift your energy and reconnect with the WHY behind what you do.
* Build your own excitement and belief in the value you provide.
* THEN make 5 to 10 “connection” calls the purpose of which is to build relationship – ask questions about them first and when they turn the tables, you share how grateful and excited you are about what you get to do in your business
 |
| **Content Piece #2*** Remember the 80/10 rule. When was the last time you checked in with existing or former clients to see how else you can serve them and/or get referrals
 |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
| * Feeling frustrated
* Feeling not good enough
* Might have to get a job
* Embarrassed to tell the truth to family/friends (hiding out, pretending things are okay)
* Cutting back on things for children, themselves – operating from lack
 | **Content Piece #3*** Who else serves your ideal client? Make a list of potential strategic alliances and referral partners and then reach out to them
 |
| **Content Piece #4*** Client story – had no business cards, no website, no money and by reconnecting to his passion and coming up with pricing and packages, earned $12,000 in 30 days
 |

**VIOLA!**

You just created for pieces of content to use for blog articles, FB live videos, email campaigns, Instagram stories and/or posts, linked in and more! Do this for 13 problems that you solve with 4 pieces of content for each one and you now have a 52-week content calendar!

**PROBLEM #1**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #2**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #3**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #4**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #5**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #6**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #7**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #8**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #9**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #10**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #11**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #12**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |

**PROBLEM #13**

|  |  |
| --- | --- |
| **Step 1: Problem / Pain Points** | **Step 3: Tip, Suggestion, Story** |
|  | **Content Piece #1** |
| **Content Piece #2** |
| **Step 2: Impact / Go Deeper****(What Else Is Going On?)** |
|  |
| **Content Piece #3** |
| **Content Piece #4** |