

Content Creation Made Easy!

This outlined 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
<p>Need more clients (money)</p> <p>Don't know where to get clients</p> <p>Don't have a budget for marketing or ads</p>	<p>Content Piece #1</p> <ul style="list-style-type: none"> • 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
<p>Step 2: Impact / Go Deeper (What Else Is Going On?)</p>	<p>Content Piece #2</p> <ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • 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 	<p>Content Piece #3</p> <ul style="list-style-type: none"> • Who else serves your ideal client? Make a list of potential strategic alliances and referral partners and then reach out to them <p>Content Piece #4</p> <ul style="list-style-type: none"> • 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
	<u>Content Piece #1</u>
	<u>Content Piece #2</u>
Step 2: Impact / Go Deeper (What Else Is Going On?)	
	<u>Content Piece #3</u>
	<u>Content Piece #4</u>

PROBLEM #2

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

PROBLEM #3

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

PROBLEM #4

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

PROBLEM #5

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

PROBLEM #6

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

PROBLEM #7

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

PROBLEM #8

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

PROBLEM #9

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

PROBLEM #10

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

PROBLEM #11

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

PROBLEM #12

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

PROBLEM #13

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