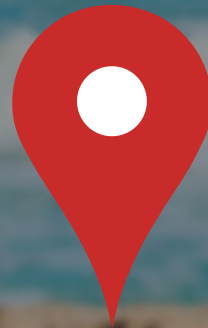


3-DAY EVENT

Connecting Through Content



Using content to connect
with your ideal clients

Content Strategy Tips

Plan Things Out

Take the time to sit down and plan out every piece of your content strategy. Brainstorm titles and topics for several months to a year so you're not just writing randomly. Each piece of content you create should have a specific purpose.

Keep Content Original & On Brand

Of course, you want the content you create to be consistent with industry standards, but every piece should connect people to your brand. Find ways to make your content unique to your why, values, and goals as a business. When you read other blogs on topics you want to write about always think about how you can write something 10x better.

Keep Your Audience in Mind

Not every piece of content needs to be a direct sales pitch. Keep your audience in mind and think about where they are in the process of solving their problems. If they're just starting to do research hitting them with a sales pitch may not be appropriate. Write blogs for different phases of their journey.

Content Monthly Brief

Month/Time Range: _____

Main Keywords:

- | | |
|---|---|
| ● | ● |
| ● | ● |
| ● | ● |

Tone for This Content:

Intended Audience:

The Goal of This Content:

Points to Include:

- | | |
|---|---|
| ● | ● |
| ● | ● |
| ● | ● |

Content Planning Resources

Keyword Research & SEO

Keywords Everywhere

Google Keyword Planner

Google Trends

Rank Math

Content Brainstorming

Reddit

Quora

Industry Specific Facebook Groups

Improve Your Writing

7 Figure Marketing Copy eBook

Hemingway Editor

Readable

Coschedule Headline Analyzer



THANK YOU FOR JOINING US

You're Just Getting Started

SEE YOU ON THE NEXT WEBINAR