

MODULE 4 - MASTERCLASS 5
CREATING YOUR CONTENT

PREPARE. PLAN. PUBLISH.
PROMOTE. RE-PURPOSE.

TRANSCRIPT



CONTENT MARKETING

Prepare. Plan. Publish. Promote. Repurpose.

Hi, and welcome back to the Woman Of Confidence Personal Brand Accelerator Course!

I am so excited you've made it this far! Because you are now in the final stages of launching a powerful personal brand you can profit from. So far in module 4, you prepared all your online platforms for launch and ensured they are consistent with your brand's visual style, key messages and, most importantly, represent what you want to be known for. So, your online public profile should be starting to take shape in an incredibly powerful way! And you should also be feeling confident that you're right where you need to be in your brand success formula journey and ready to take the final steps to own your space and make your mark as the leader you want to be!

Until this point, we have spent much time getting clear on your messaging, your insights, building your thought leadership, and unlocking your personal journey. Now it's time to leverage all your branding work to step it up and take the next step. Today we will focus on one of the fastest ways to amplify your brand and your positioning as an industry expert and influencer. And that is through creating quality original content to publish in your blog, videos, and social media platforms.

So, In This Masterclass, You Will Learn:

- **My tips for writing your first Blog to build your personal brand and authority**
- **How to write an optimised blog using my easy blueprint templates?**
- **How to leverage your content across various online and offline platforms?**



But first, let's talk about why creating content is essential for you at this stage of your brand development.

Why Must You Start Blogging?

Well, you must be living on another planet if you aren't aware of what a blog is today. But if you're not a journalist or professional writer, why should you start blogging too? Well, there are just so many benefits for you.

Publishing Blogs help You:

- **Develop an online presence**
- **Prove yourself as an expert in an industry,**
- **Attract quality leads to all pages of your site.**

Your personal blog can be part of your business or personalised website or even on your LinkedIn profile. So, no matter what space you have chosen to set up as your online home base, blogging can be part of your content marketing plan on that platform.

Having your own blogging platform that you regularly update allows you to:

- Add deeper dimensions to your brand showing off your personality, passion, and purpose.
- Build relationships and trust with your audience.
- Have a place where you can express who you are; What you do; What you believe in, and how you serve others.
- It gives you FREEDOM to celebrate your individuality and build your brand voice.

But... The other major advantage is; Unlike the rest of the pages of your website that you don't need to update often, your blog gives you the fantastic opportunity to add new compelling content frequently.



It is a super-powerful yet simple marketing tactic that gives you more online visibility and allows you to speak in a different, more personalised conversational tone to engage your audience.

One of my top tips is to use your audio notes app on your phone. When the inspiration strikes you, you can speak your ideas into your notes app and email them to yourself. Sometimes it is even enough to write your entire blog draft. And this is how I have mastered the art of capturing my natural tone and voice and infusing it into all my blog posts.

So, don't overthink it! I want you to consider having your blog as a marketing channel like social media, direct mail, email marketing, which will help you raise the roof on your brand, career or business.

Here Is My Simple 5 Step Approach To Blog Writing

1. Prepare

Have a catalogue of content buckets and pre-prepared blog topics on hand to choose from.

2. Plan

Choose your blog style and framework from your blog blueprint templates in the swipe file with this masterclass to plan your blog content and structure.

3. Publish

Write and publish your blog

4. Promote

Post on social media, send a newsletter to your database, and Direct message on contacts on LinkedIn.

5. Repurpose

Use strategies to repurpose your content across multiple platforms. So, one of the things we all struggle with today as women in business is lack of time! And let's face it, regularly writing content for blogs, social media, and other online platforms (especially when you aren't used to doing it) takes time!



There are so many ways to repurpose. But it all starts with a powerful, well thought out blog post. And that's where you are going to begin today!

One of the things we all struggle with today as women in business is lack of time! And let's face it regularly writing content for blogs, social media and other online platforms (especially when you aren't used to doing it) takes time! So, it pays to be savvy and learn to repurpose your content to share the same message as much as you can across multiple platforms. It's also a much more efficient way to reach more people with your message and make it stick in the hearts and minds of your target audience. Think of it like when you see an advertising campaign on TV, then you may see an article about that same product or service online, on seeing a video on YouTube or in your social media feed. Each time you see or hear the message, it creates a ripple effect, and it impacts you more and more. That is marketing 101.

And you can implement this same strategy to build the awareness and impact of your brand and your message. You will build your authority and thought leadership much more quickly.

Before, you had to pay thousands of dollars to get published or take out fancy ads for your products or services. Today the landscape has changed, and anyone can publish, post and share. You don't have to have millions of readers, followers, be famous (or infamous, for that matter). You can build your influence in your niche and smaller market, too, just as effectively. So, the question is, why not you too?

Savvy Ways to Repurpose Your Content

With a few simple strategies, you can turn one blog into multiple powerful pieces of content. It all starts with a good quality original blog post.

Use Your Blog Post as a Script: You can turn your blog into an outline for YouTube videos, LinkedIn live, or a podcast.

Turn your long-form blog post into a bullet-point summary or a shorter blog: to backlink your full-length article.

Turn Blog Content into an E-book or lead magnet: Create Newsletters, a series for a podcast, Webinar, Training course or workshop, A Keynote, repurpose into a Guest Blog Post.



Use the theme of your blog post for interviews with customers or other experts: And you can even repeat your content and post it again after time if it is still relevant and of value to your audience.

Your blog can be turned into an outline for YouTube videos, LinkedIn live, or a podcast.

Create Newsletters

Create A series for a podcast

- **Webinar, Training course or workshop**
- **A Keynote**
- **Repurpose into a Guest Blog Post**
- **Use the theme of your blog to post interviews with customers or other experts.**

But it all starts with a powerful, well thought out blog post. And that's where you are going to begin today! There are so many ways to repurpose. And you can even Repeat Your Content and post it again after a time if it is still relevant and of value to your audience.



Your Assignment For This Masterclass Is To

- **Choose a theme to write your first piece of quality content to publish on your home base.**
- **Use your blog blueprints in your swipe file to help you write and structure the style of your blog post.**
- **Chose ways to promote and repurpose your content across multiple platforms**

Next Step:

And I'll see you in the next masterclass, where I will share with you how you will be media-savvy to catapult your brand and authority to the next level by becoming a media maven and guest blogger! And remember, a woman of confidence is ready to embrace new ways of doing things! To push the boundaries and step up to be seen, heard, and noticed for who she is and all that she brings to the table! She is energetic, focused and ready to make her unique mark in the world.

You are right where you need to be, and you have all the tools at your fingertips to guide you through this empowering personal brand success formula journey!

Together we can do it!



