

Mastering Content Creation

With Ali Christian



Content Creation Basics

Pre-planning content is one of the most vital steps to running a successful business. You cannot run a successful business by making statements on a whim or sharing content frantically. By now you recognize that being present on social media isn't exactly a piece of cake. It takes strategy and quite a bit of time to make this process happen. Within this workbook, I am going to make sure that you are set up for success + ready to reach your goals as a result of careful planning.



Goal-Centered Content

Content creation is simply a fancy way of saying you are going to write intentional Facebook and Instagram posts, emails, blogs, Facebook and Instagram stories- everything you're putting out in the social media world! As an entrepreneur, you are not on social media simply to learn more about other people or share cute pictures of your kids. You should be using social media to grow your business and you must be very strategic about what you post. Content creation can seem extremely complicated and even overwhelming at first, but I'm here to simplify and break it down for you. Let's begin!



“Actually talk to your customers. Use the language that they use. Talk about the things they talk about. Never feed salad to a lion.” -Jay Acunzo

Listen

Make sure that you are listening to what your ideal client is asking for. They may not directly ask you, but your answer may be found in:

- Posts on their Facebook or Instagram
- Conversation that you have in person with them
- Discovery call
- Messages
- Feedback on your posts
- Facebook groups

Next,

Decide where you can create a content topic list that is easily accessible in which you will write down every single pain point that your client is having. This way, when it comes time to create valuable content you are speaking directly to them and can help eliminate their pain points.

Finally,

Take some time right now to explore the Facebook Groups in which your client spends time and look up your Ideal Client's social media posts. Jot a few content topics that would be helpful for them below:

Just Ask

You'll find so much peace in life by being transparent and humble enough to ask your questions. When it comes to potential clients, the truth is people love talking about themselves. Therefore, there is no fear to be had when asking someone else about themselves. I don't want you to waste your time creating content that doesn't resonate with or help your ideal client. Instead, I want you to simply ask them what would be most beneficial for them.

One way I ask my ideal client and current clients how I can better serve them is by directly posting either on my personal/business Facebook + Instagram pages or within my business focused Facebook group. I may say something like, "Hey ladies! I am planning what I'm going to share with you over the next month and I would love to hear how I can better serve you. Comment below and let me know your biggest business struggle right now or that nagging question you have and I'll be sure to answer it!" Another extremely effective way to find out what your clients need is to create a survey, either on Google forms or via the Facebook survey option.

Note: The information you gather about your content creation should also help you come up with stronger ideas for your programs and freebie! Your content should be directly or indirectly related to your program, promotions, or affiliate.

Now it's your turn to practice asking. Fill in your social media post below:

Hey _____! I'm thinking about creating a really awesome _____ about _____ What do you REALLY want to know about OR struggle with around _____?

Where will you share this post?

"When you stop learning, stop listening, stop looking and asking questions, always new questions, then it is time to die." -Lillian Smith

Cross Promote

You may be wondering where to even begin when it comes to all of these platforms! But don't worry about having to write the same thing over and over and over or coming up with new information for each platform. This is the beauty of cross promoting.



What does your content creation pyramid look like?

Content Automation Systems

Prior to investing in content automation systems I would stress about waking up early enough to post on social media and then I would have to interrupt family time in the evening to post again. Investing in automated content schedulers has truly enhanced the quality of my life, as well as the lives of those around me. Here are just a few of the content schedulers available:

BUFFER - (<https://buffer.com/>)

ACTIVE CAMPAIGN - (<https://activecampaign.com>)

HOOTSUITE - (<https://hootsuite.com/>)

MEET EDGAR - (<http://meet Edgar.com/>)

GRUM - (<http://grum.co/>)

PLANN APP - (<http://planthat.com/>)

SCHEDUGRAM - (<http://schedugr.am/>)

TWEETDECK - (<https://tweetdeck.twitter.com/>)

Many of these send a weekly "report card" about how your content is doing. They also allow you to go back and analyze your content without having to search all over social media for your previous post.

Inside tip: If there is a post that did particularly well because you know that it is a topic that your ideal client repeatedly needs help with, save these posts on a platform such as Google docs or Evernote so you can refer back to them in a few months and even reuse them.

Which content schedulers will you use?

Successfully Sign New Clients

Here are my top 4 tips to avoid being "salesly" and actually make the sale in a way that is a win-win for both of you!

Be Helpful -

Invest in Others -

Pray for a Heart to Help -

Pray for God to Bring the Right People to You -

Stop and reflect

Congratulations, you are officially ready to begin conquering content like a

That was a lot, wasn't it? But how great do you feel? I hope you feel much more equipped as an online entrepreneur and are feeling fearless to tackle content creation!

What are your main takeaways after this training?

On a scale of 1-10, 10 being the most, how confident did you feel about creating content prior to this training?

On a scale of 1-10, 10 being the most, how confident do you feel about creating content now?

What is one strategy you learned in this course that you will implement this week?

“The reason we struggle with content marketing is because we haven't started with ‘Why?’ Customers don't care about your vanity metrics. Ask them, ‘How can I help?’”

-Kristina Halvorson

Hello Darling



For those of you that don't know me, I'm Ali Christian an Air Force wife, momma of two sweet little girls, and business coach. My job is to totally spoil your business, help you stop spinning your wheels, eliminate the overwhelming guesswork, and reassure you that you're not, in fact, psychotic while trying to build a business, by providing you an exact blueprint to build a profitable business with Jesus at the center. I provide you the exact, unique steps you need to take in your business in order to be successful through a variety of ways: [8-Week Business Boost Course](#), [Proverbs 31 Entrepreneurs Mastermind Group](#), and [downloadable resources](#) {more info on the next page}.

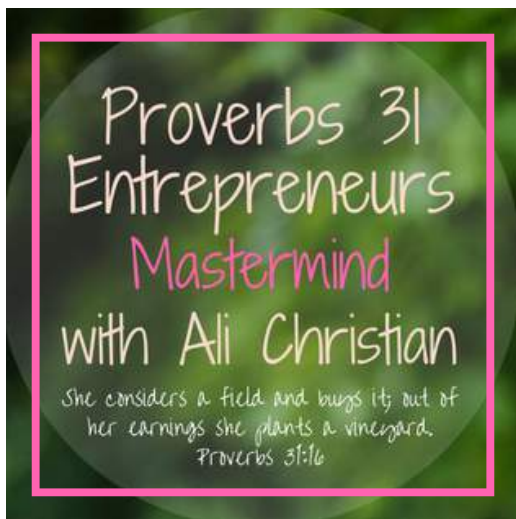
I'm beyond excited that you're here. Please be sure to connect with me outside of this mini course. You choose the place and I'll meet you there.



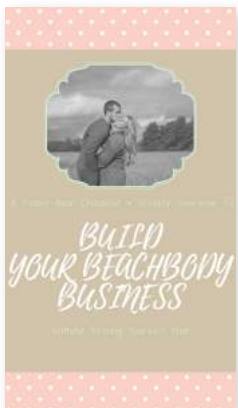
How I Can Help You!



The Business Boost Course (on sale now)- If you are sending spammy messages, adding people to groups without consent and utilizing other cookie cutter strategies this course will teach you how to stop implementing these strategies that are turning clients away and instead exactly how to stand out among the "spammers," attract highly interested clients, reach your income goals, and beyond!



The Proverbs 31 Mastermind Group- The Proverbs 31 Mastermind Group is a Christ-centered, female business mentorship group that focuses on strategy for growing an online business, provides a place to ask business questions, mastermind + network with amazing Christian entrepreneurs, attain IG and FB besties to support your posts and more.



Downloadable resources- From daily checklists for entrepreneurs to 5 Steps For Your Most Successful Month Yet, these resources are low-cost with amazing value!

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