

The Efficient Entrepreneur Series: Creating Content
April 15th, 2010 - Thursday, 11 am CST
<http://www.talkshoe.com/tc/79583>

Q & A Prelude/Chat (15 Minutes)

- **Intro & Rules of Engagement – Internet Marketing for Grownups**
 - Who am I? Internet marketer/online strategist, blogger, radio host
 - I assume that you don't need a parent-child relationship
 - I assume that you don't need trickery, pressure, or games
 - I assume you know what's good for you and will act on your own behalf
 - Sometimes you have to look inside to see the outside
 - Welcome to my marketing experiment – thank you for participating

Q: Why are you here today? What do you hope to gain from this session?

- **Reference Links to Recommended Tools, Resources, Guidebook for this Session**
 - Promotional tools – bootstrap approach
 - Resources – not affiliate links
 - Guidebook – meant to be a foundational starting point
- **Permission for Full and Honest Interaction**
 - Chat is open and so is my mind/heart
 - Contact info: Vicki@SmartWomanPublishing.com. 512-917-3347
 - Website: <http://SmartWomanGuides.com>
 - Linked In Profile: <http://linkedin.com/in/smartwoman>
 - Twitter Profile: <http://twitter.com/smartwoman>
 - Facebook Profile: <http://facebook.com/vickiflaugher>
 - Radio Show: <http://budurl.com/radioshow>
 - Speaking samples <http://www.talkshoe.com/tc/66283>
 - You are the decider and there is no better guru than Guru You.

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Part 1: Marketing Mindset Road Map (30 minutes)

- **Your Story & Why You Need One – The Power of Pictures**
 - Pictures create paragraphs that are full of emotions
 - Stories are easy to remember and to pass on
 - Stories are cultural landmarks and reinforce connection
 - Stories can be hidden (or not) and can be combined (or not)
 - Stories usually have both an extrinsic and intrinsic meaning
 - Congruence creates believability

Q: What story best describes what you do for your clients? Why?

- **Unique Selling Proposition – Discovering Your Secret Sauce**

Q: What have you always been good at?

Q: What do your friends say you are good at?

Q: What are your skills, education, experience, and talents?

Q: How are you different than your competitors?

- **Ideal Client – Finding Your Tribe and Helping Them Find You**

Q: What are your audience demographics? (age, race, religion, gender, geography, marital status, education level, economic status, sexual orientation, etc.)

Q: What kind of words do your clients use? (to describe their problems, when they greet you, when they talk about solutions, when they speak of their families, etc)

- **Voice, Archetypes, & Personas – Words, Context & the Magic of the Hero**

Q: What emotions drive your client? (fear, anger, sadness, happiness, love)

Q: What archetypes (ideals) describe you, your process, and your clients? (hero, victim, parent, child, savior, bully, hunter, Venus, Cinderella)

Q: What personas (behaviors) match you, your business, and your client?

- **How to Research a Great Topic – Making Google Your BFF**

- <https://adwords.google.com/select/KeywordToolExternal>
- Visit top 10-20 sites based on your top 10 word choices
- Who is there, what are they saying, how are they saying it, how are they the same/different than you, what can you learn, are they a potential partner?
- Listen to your customers!

Q: What words best describe your service, product, and business?

- **Roadblocks & How to Deal with Them – No Pain No Gain and Focus Are Lies**

- Creativity increases by expanding your view, not focusing
- Rest and contrast leads to brilliant insights and fresh ideas
- Inside the Box - sometimes restrictions actually encourage innovation
- Outside the Box - do something different and unrelated
- No pushing allowed – flow rules
- New motto – if it ain't easy and it doesn't feel good, and you're not having fun, then you're doing something wrong!

Q: Do you believe in hard work? _____yes _____no

Q: Do you think easy or inexpensive is not worthwhile? _____yes _____no

Q: Do you believe in "You get what you pay for?" _____yes _____no

Q: Are you willing to be surprised? _____yes _____no

Q: Does your work excite you and feed your soul? _____yes _____no

Q: Can you admit you are wrong? _____yes _____no

Q: Are you an elitist or think other people are idiots? _____yes _____no

Break: Preview of Future Available Training (5 minutes)

- Over a Dozen Story Types (this session covers one of these)
- How To Turn Your Monthly Work Into a Book
- Advanced Techniques to Attract Partners & Publicity with Your Created Content
- How to Use Your Material to Create a Digital Revenue Stream

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Part 2: Practical How-To Step by Step (30 minutes)

- **Outline & Overview of Technique**
 - Create authority and reputation whitepaper (x1, 20-30 pages)
 - Use chapter topics to create promotional articles (x8, 400-500 words)
 - Use paragraph topics to create blog posts (x3, 100-200 words)
 - Use quotes from blog posts to create social media blurbs (x10, short!)
 - Distribute
- **Creating the Original Source White Paper: A Sandwich not a Soufflé**
 - List style – Think Letterman Top 10 or How to Tell If You're a Redneck
 - Publish every 4th day (your site first, then out to article sites once indexed)
 - Use to build your email list with opt-in
 - Chapter 1: How to Hire Someone Like You (or Avoid a Loser)
 - Chapter 2: The Classic Mistakes and How They Hurt (Old Paradigm)
 - Chapter 3: The Traditional Solutions & How They Don't Work
 - Chapter 4: The Right Way (Your Way, The New Paradigm)
 - Chapter 5: How to Implement the Right Way (requirements, resources)
 - Chapter 6: What it Will Cost to Do It the Right Way (budget, time, culture)
 - Chapter 7: Challenges to Implementing the Right Way
 - Chapter 8: Case Study (one of your clients' hopefully or a self experiment)
- **Extracting the Promotional Articles**
 - Three main points to each chapter of white paper (List 1-2-3, past-present-future, big-bigger-biggest, good-better-best, fairy tale)
 - Cut and paste as much as possible, with intro-exit glue added as needed
 - Create Resource Box – mini bio with a compelling call to action in it
 - No affiliate links within and do not sell overtly. Educate not sell!
- **Deriving the Blog Posts**
 - Three main points within each article of promotional articles (use same process as articles)
 - Provide Resource Links and Free Tools
 - Identify a partner site to review and review it (related to blog post topic)
 - Share what tools you use (can be affiliate links, but must disclose)

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- **Distilling the Social Media Blurbs**
 - Main points of each blog post – headline, conclusion, essence of idea
 - Zingers, quotes, status quo busters, your USP, jokes, resource links, questions
 - Announce white paper, invite to sign up
 - Announce articles, with compelling call to action
 - Announce blog posts, featuring headline, or main idea, or just ask (“new blog post” is one of the most frequently re-tweeted verbiage sets)
 - Post comments on related blogs referencing your posts

- **Automating Delivery and Resource Links**
 - Email auto-responders <http://aweber.com> <http://1shoppingcart.com>
 - Article distribution sites <http://ezinearticles.com>
 - Blog post scheduling <http://wordpress.org>
 - Social media blurb scheduling <http://hootsuite.com> <http://socialoomph.com>
 - Blog commenting: <http://commentkahuna.com>
 - Keyword research: <https://adwords.google.com/select/KeywordToolExternal>

Bonus: Wrap up Q & A (15 minutes):

- What To Do Next - Applying What You’ve Learned
- Contact Info For Ongoing Relationships
- Reference Links for Recommended Tools, Resources, Session Guidebook
- Request for Survey Feedback Completion

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