

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
- Reference Links to Recommended Tools, Resources, Guidebook for this Session
- Permission for Full and Honest Interaction

Part 1: Marketing Mindset Road Map (30 minutes)

- Your Story & Why You Need One – The Power of Pictures
- Unique Selling Proposition – Discovering Your Secret Sauce
- Ideal Client – Finding Your Tribe and Helping Them Find You
- Voice, Archetypes, & Personas – Words, Context & the Magic of the Hero
- How to Research a Great Topic – Making Google Your BFF
- Roadblocks & How to Deal With Them – No Pain No Gain is a Lie

Break: Preview of Future Available Training (5 minutes)

- Almost 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

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

- Outline & Overview of Technique
- Creating the Original Source White Paper
- Extracting the Promotional Articles
- Deriving the Blog Posts
- Distilling the Social Media Blurbs
- Automating Delivery

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

To listen live (or download archived recording) <http://www.talkshoe.com/tc/79583>
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