



Digital Programming Side Hustle

WEEK 2 -- CONTENT & MARKETING

Week 2 -- Content & Marketing

Overview:

- Part 1: Big Picture Strategy



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- Part 1: Big Picture Strategy
- Part 2: What do you want to be known for?



Week 2 -- Content & Marketing

Overview:

- Part 1: Big Picture Strategy
- Part 2: What do you want to be known for?
- Part 3: Creating a List Builder + List



Week 2 -- Content & Marketing

The 'WHY' Overview:

- Goodwill/Lower Ad Cost



Week 2 -- Content & Marketing

The 'WHY' Overview:

- Goodwill/Lower Ad Cost
- Find a way to communicate with your audience

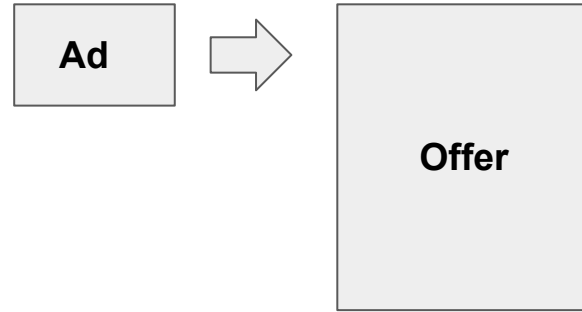


Week 2 -- Content & Marketing

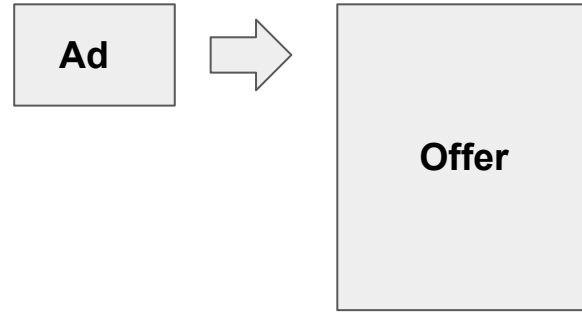
The 'WHY' Overview:

- Goodwill/Lower Ad Cost
- Find a way to communicate with your audience
- Start with wave, not a trickle





Part 1: Big Picture Strategy

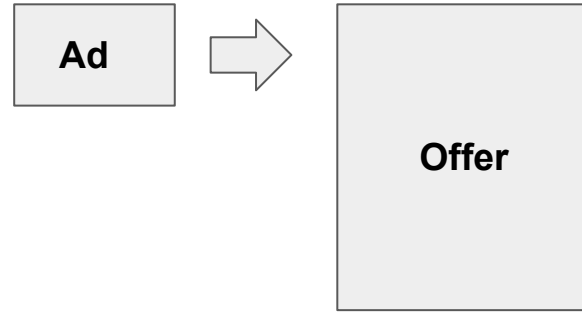


Is this advertising?

Part 1: Big Picture Strategy



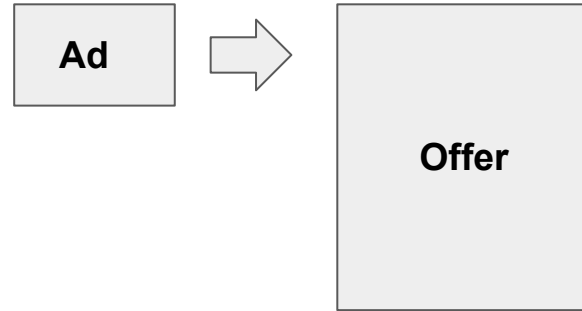
BETTER HUMAN BUSINESS
scale your impact



How to Donate Money...

Part 1: Big Picture Strategy



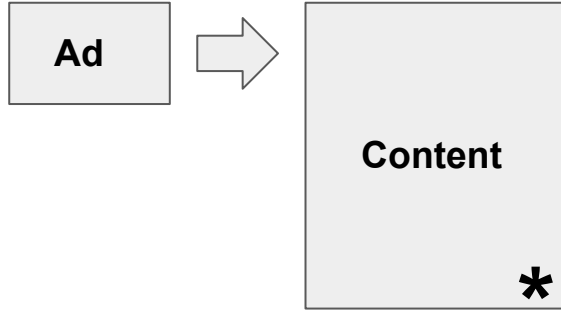


How do we lower ad cost?

Part 1: Big Picture Strategy

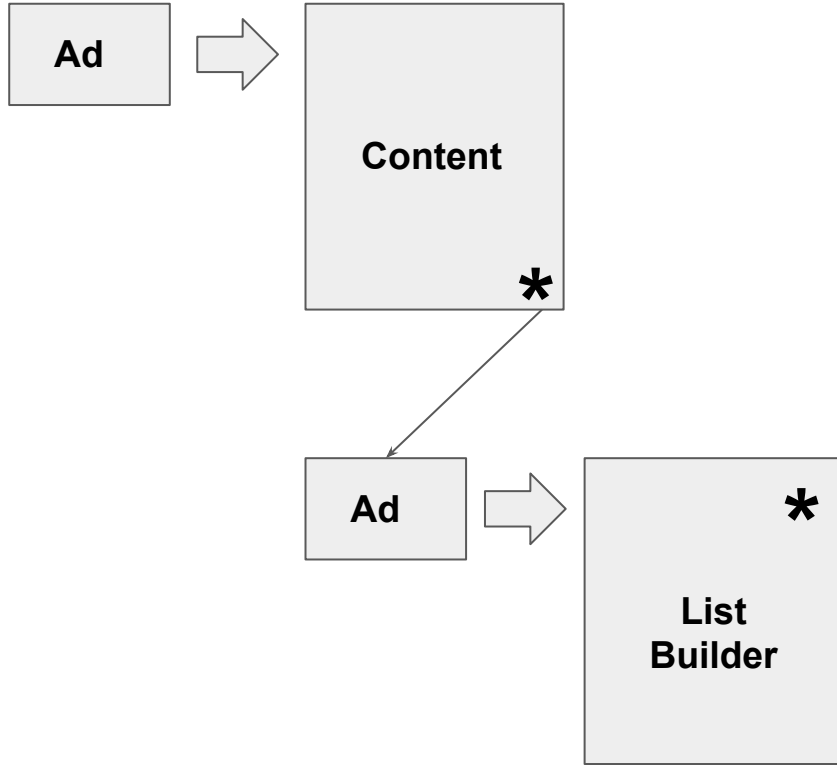


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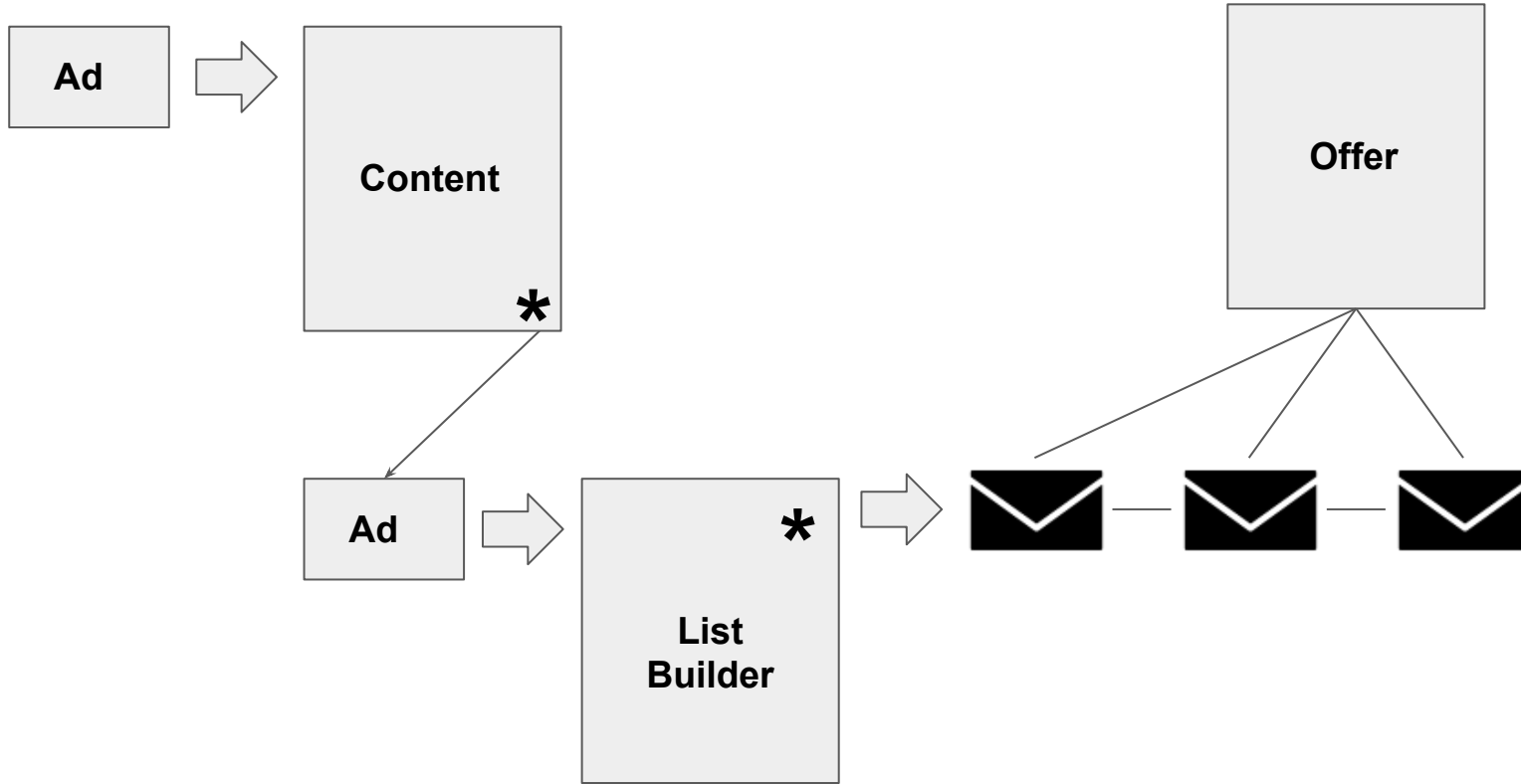
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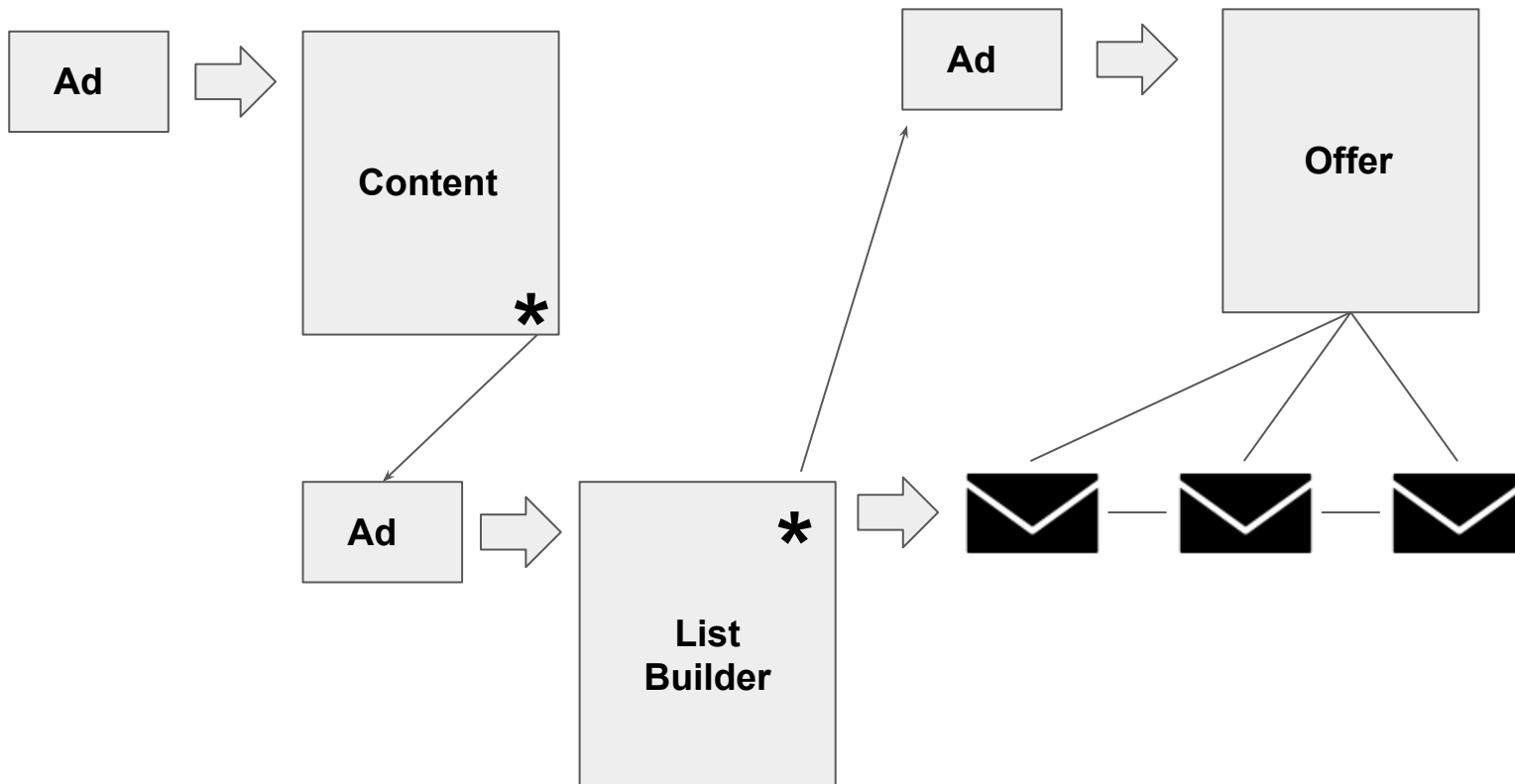


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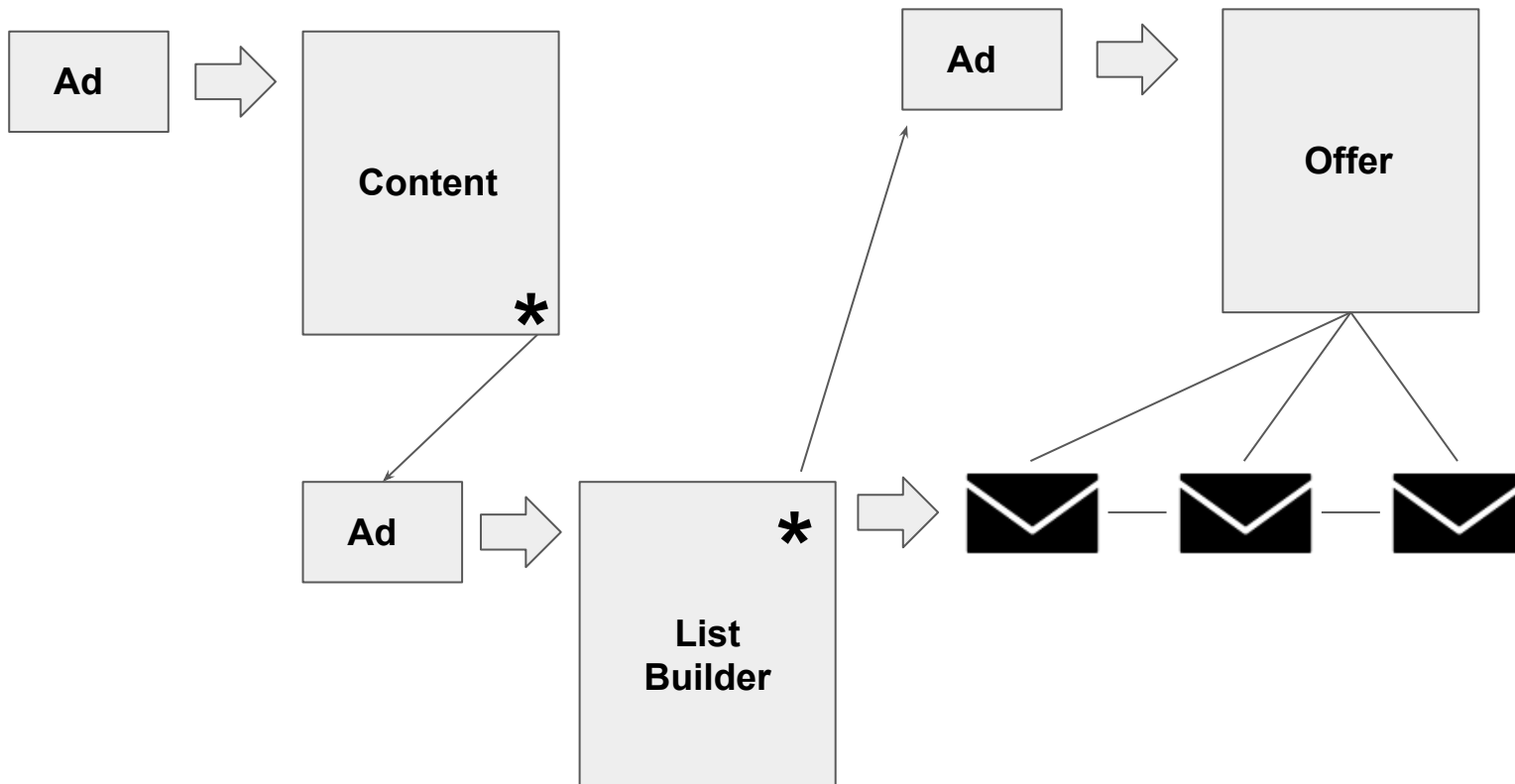




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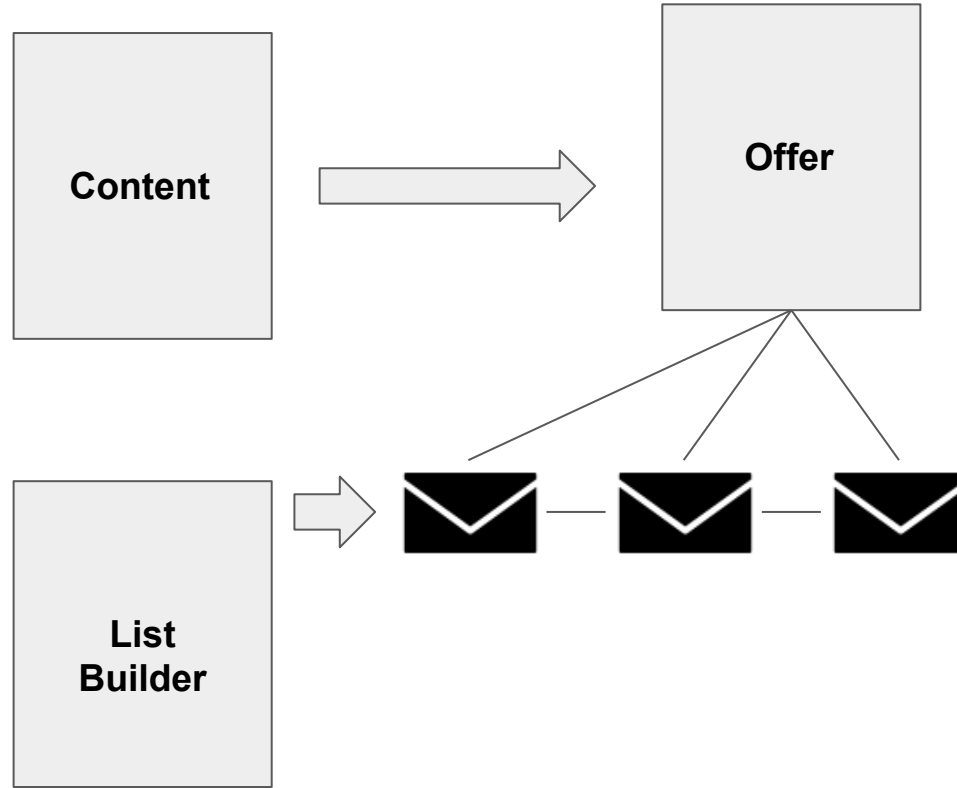


Part 1: Big Picture Strategy



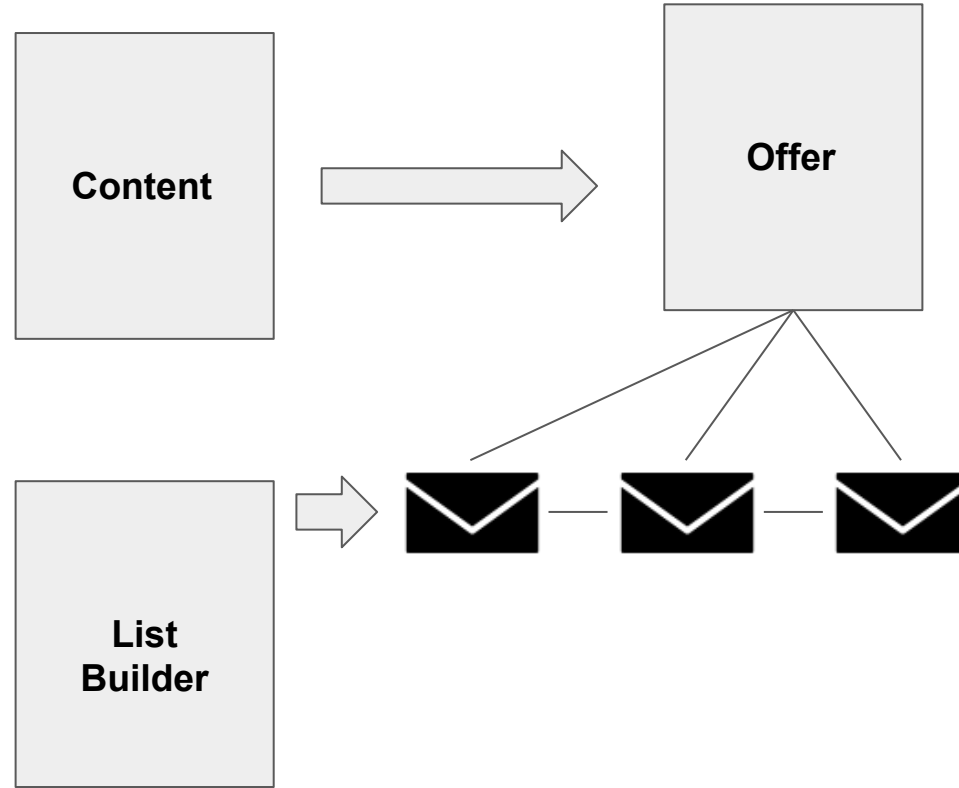
Part 1: Big Picture Strategy

**What if I don't want to
advertise??**



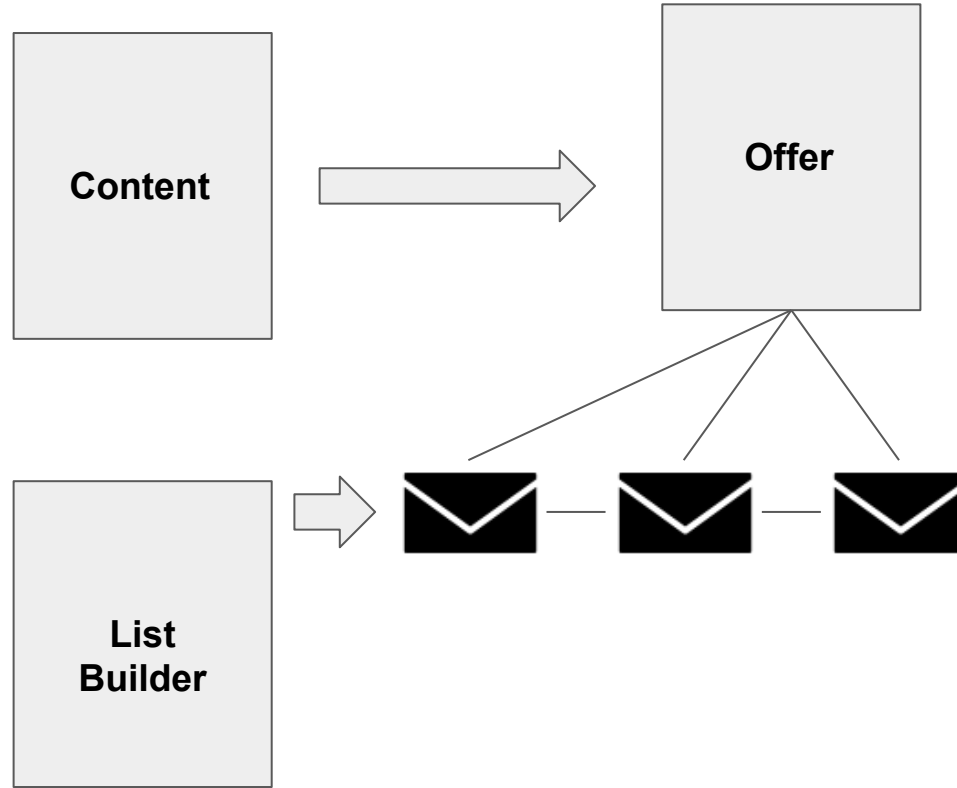
Part 1: Big Picture Strategy

Digital...



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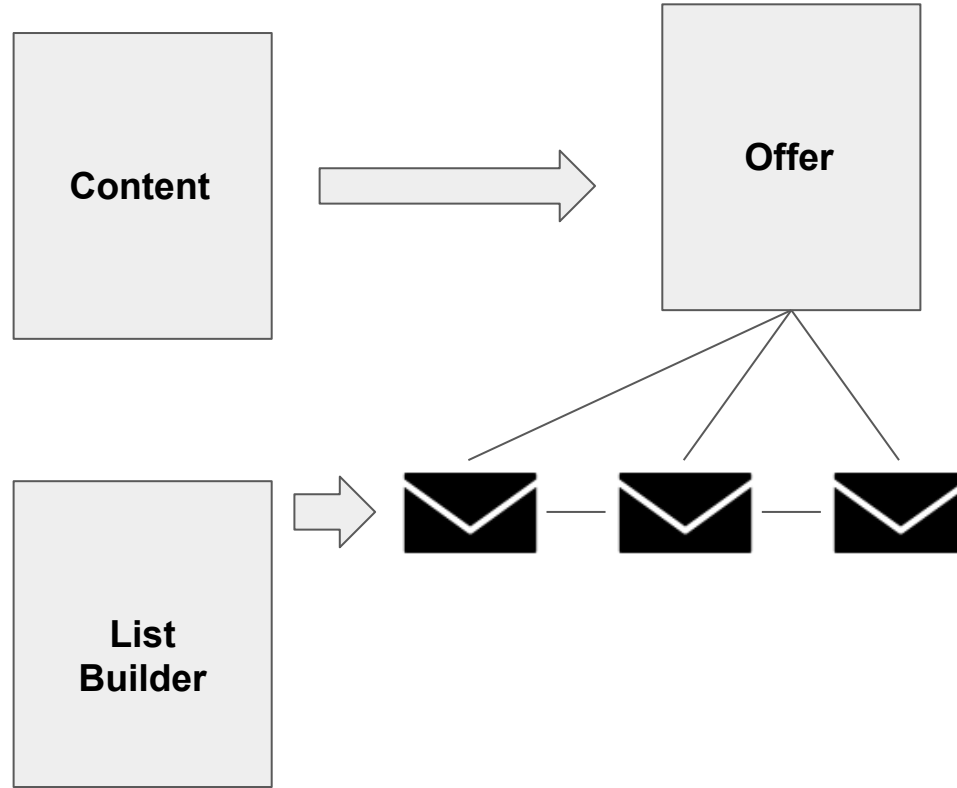
Digital...
Programming...



Part 1: Big Picture Strategy



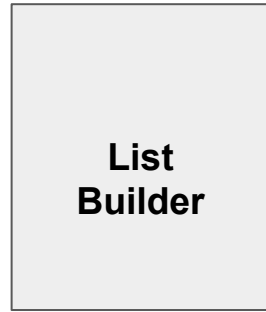
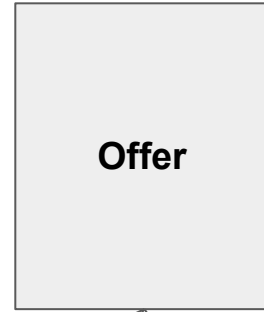
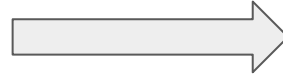
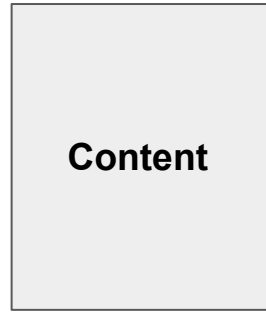
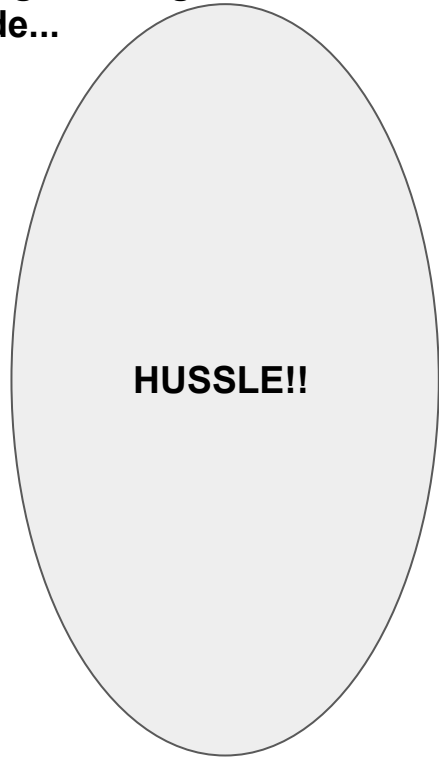
Digital...
Programming...
Side...



Part 1: Big Picture Strategy



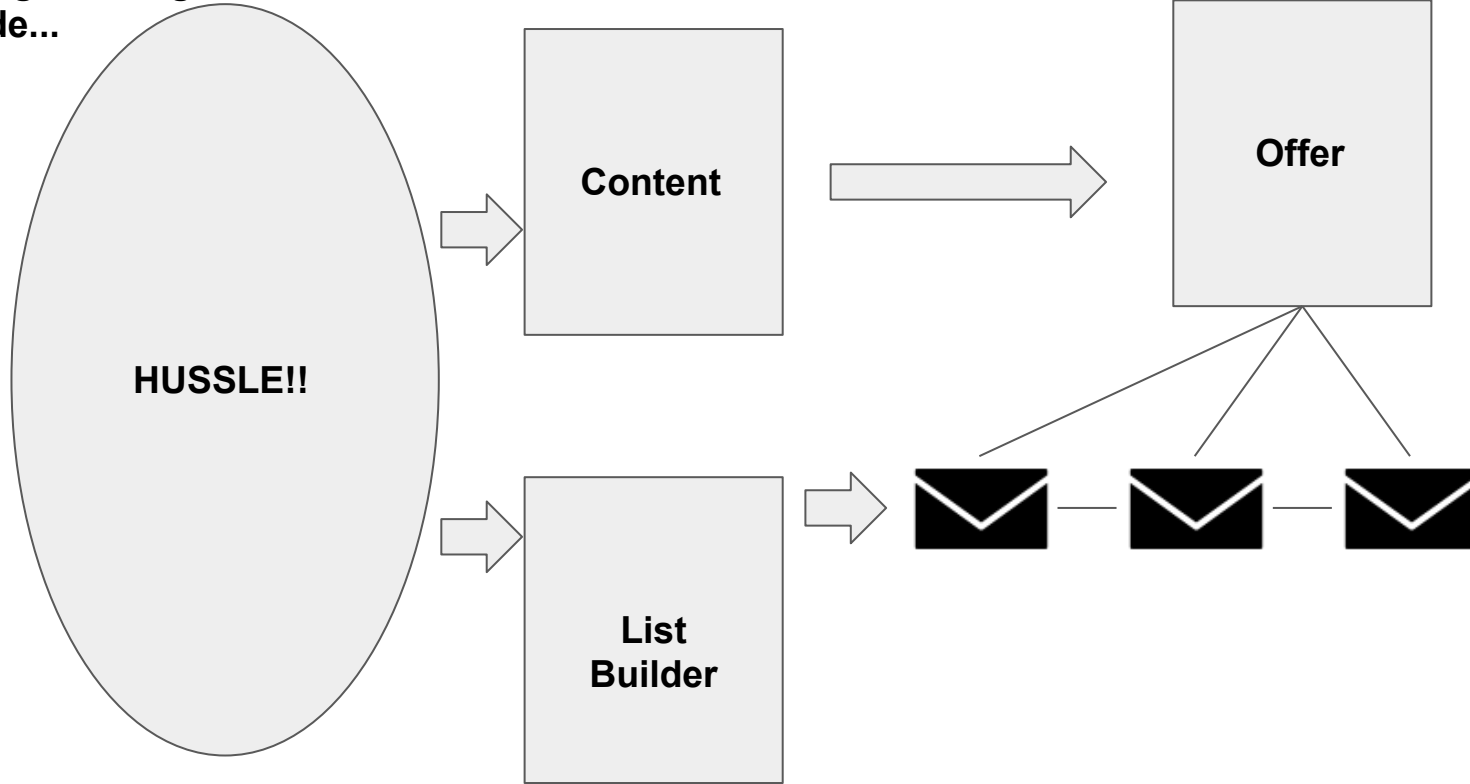
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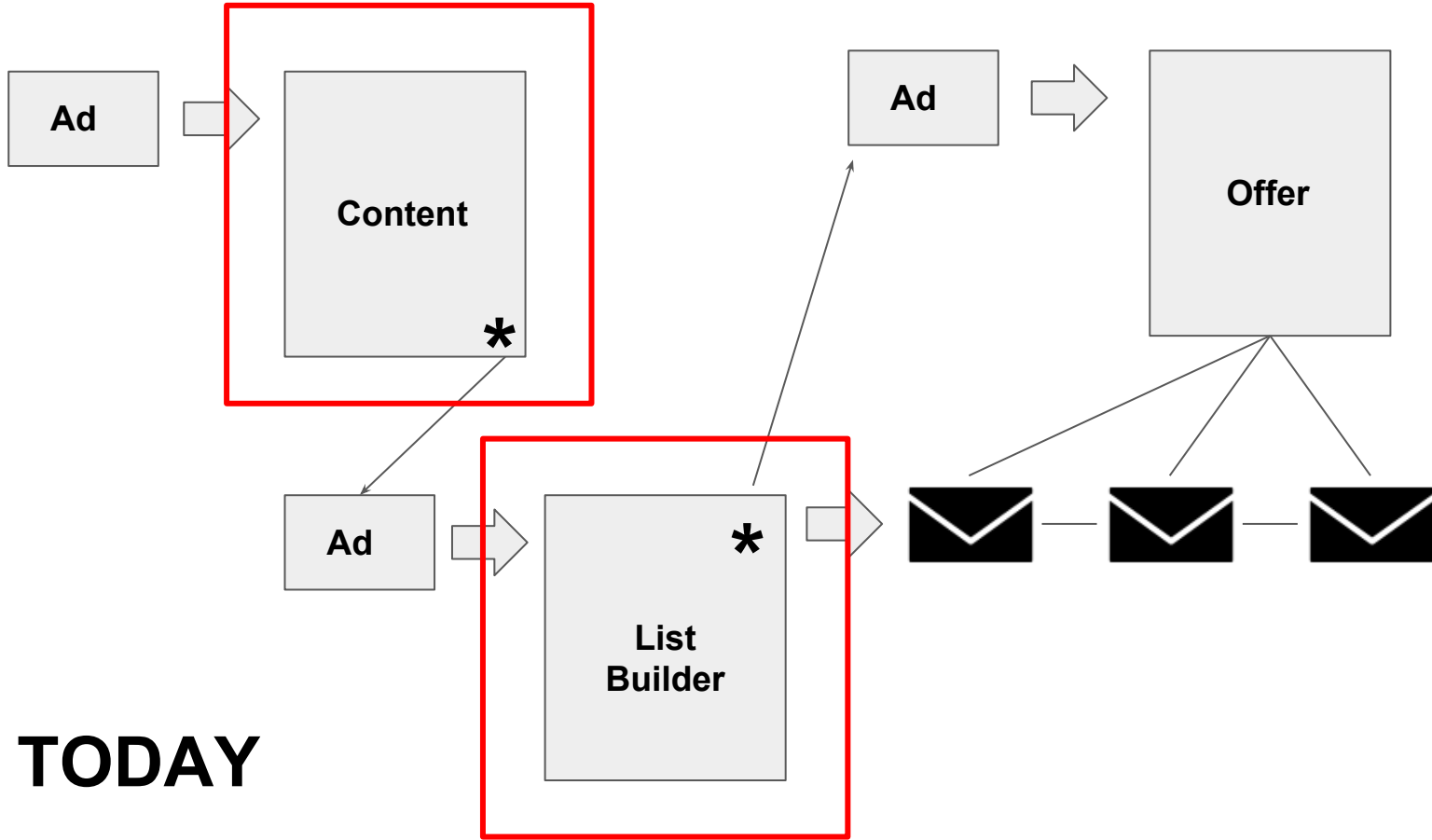


Digital...
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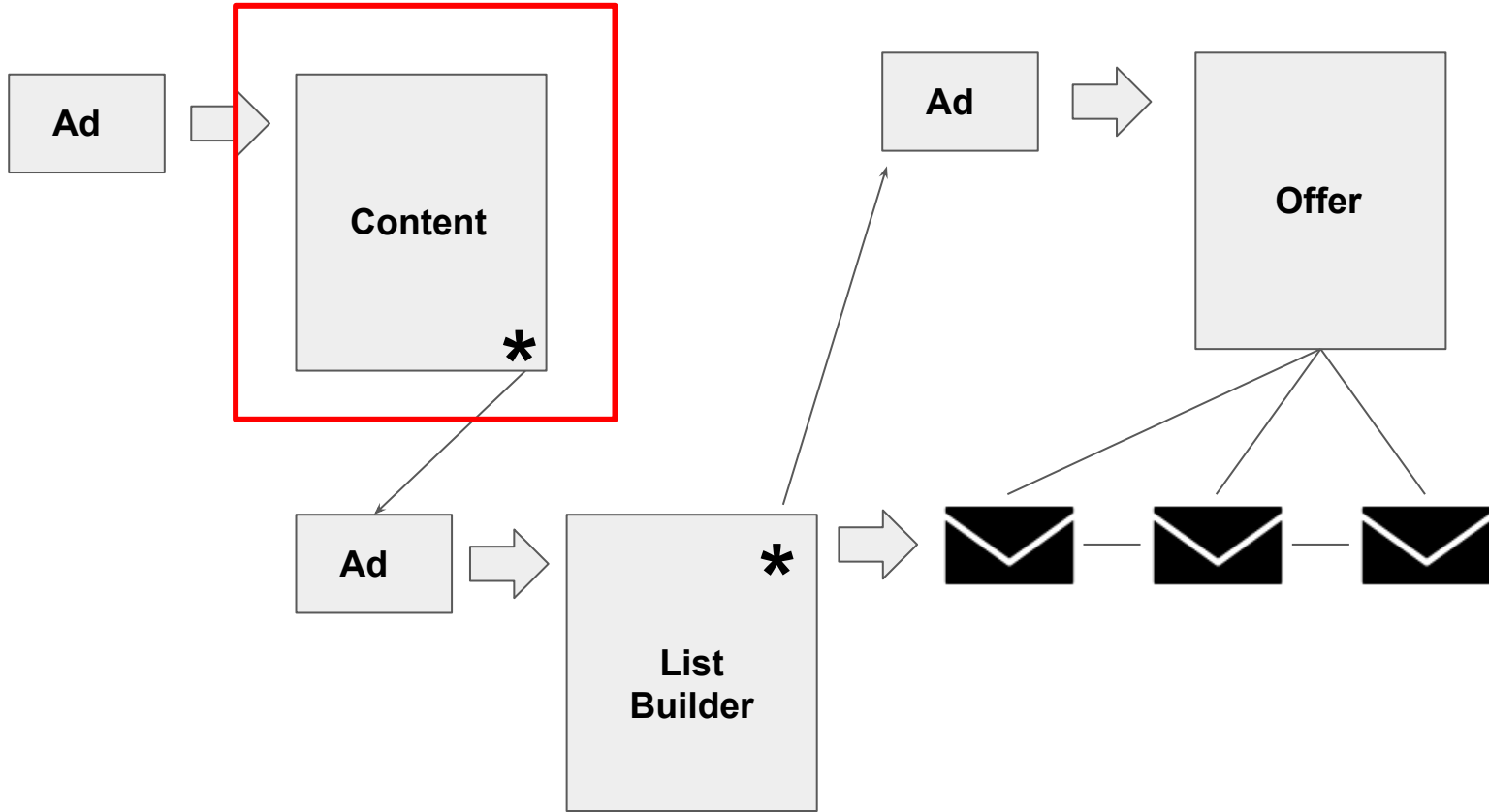
Part 1: Big Picture Strategy





TODAY





Part 2: What do you want to be known for?

- Content First.



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- Content is King.



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- Where will you best fit... ?



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 - The platform that I will use to publish content on a regular basis and begin to build my audience is _____



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 - The platform that I will use to publish content on a regular basis and begin to build my audience is _____
 - There are many platforms you can use to publish content to build an audience. This includes: Facebook Pages, Facebook Groups, YouTube, Pinterest, Instagram, Twitter, Patreon, your own website, and live speaking engagements (to name a few).



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- **How much content!?**
 - ONE.



Part 2: Content Creator Checklist

Goals:

- Who is the audience?
- What is my goal or purpose for creating this?
- What will the audience get as a result of consuming this content?
- How will I know if I was successful with this content?

Structure:

- Is my headline compelling?
- Does the beginning hook the user's interest?
- Have I provided enough evidence to support my position?
- Does everything written here support a single point?
- Have I covered the topic in enough depth to help the consumer?

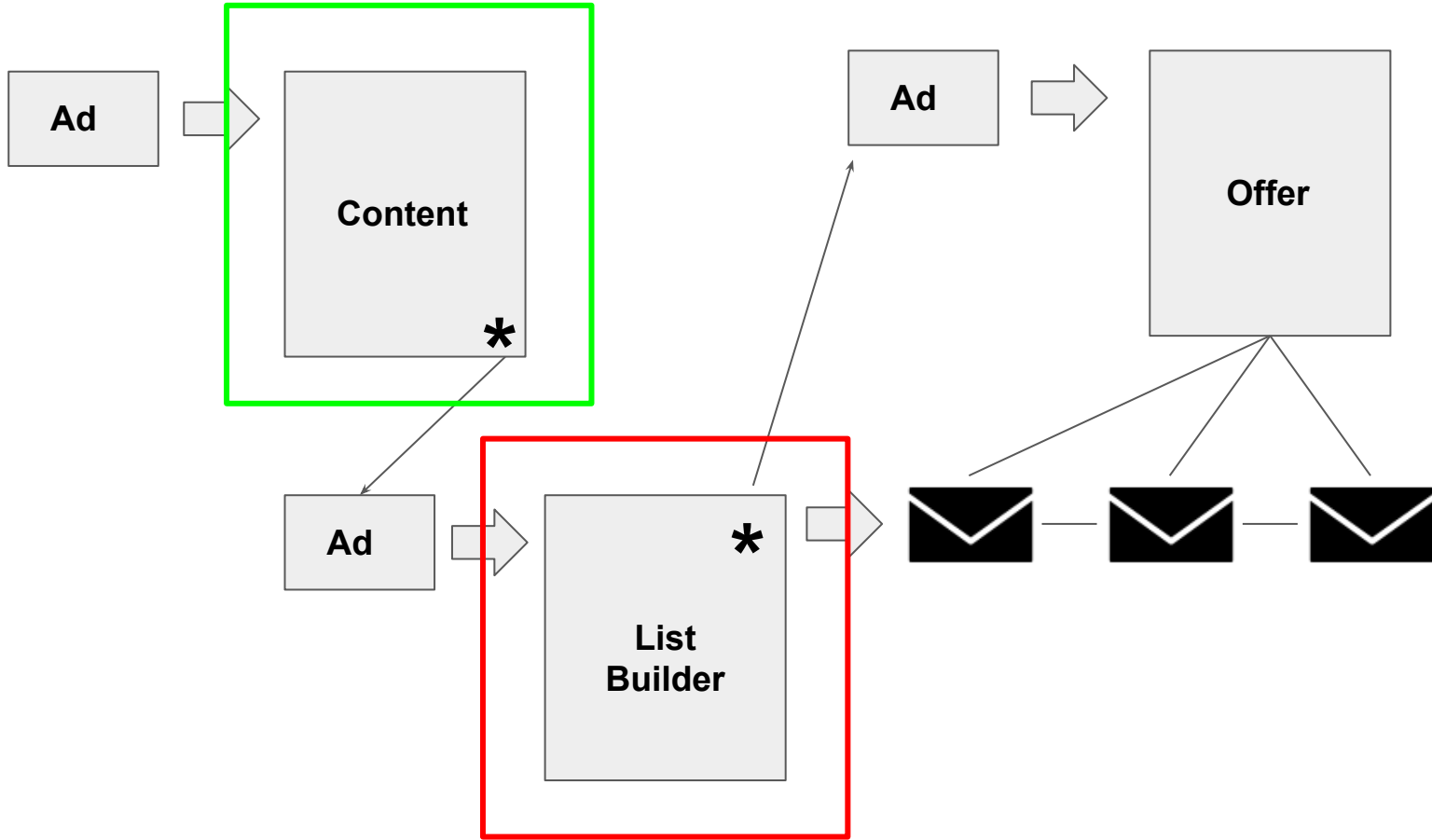
Polish:

- Have I checked and attributed my quotes?
- Have I checked all of my facts and spelling?

Follow up:

- Is there a content upgrade that might make this more valuable (LIST BUILDER)?
- What's the next step for the audience? Have I spelled that out?
- Who could I approach to help me promote this?





**CREATE ONE
PIECE OF
CONTENT**

Part 3: Creating a List Builder

- What is a list builder?



Part 3: Creating a List Builder

- What is a list builder?
- Why you need a list.



Part 3: Creating a List Builder

- What is a list builder?
- Why you need a list.
- What a list builder is NOT...



Part 3: Creating a List Builder

- What is a list builder?
- Why you need a list.
- What a list builder is NOT...
 - How you do anything is how you do everything



Part 3: Creating a List Builder

Types:

- **Save** - Helps people save time, money, effort, or thinking.



Part 3: Creating a List Builder

Types:

- **Save** - Helps people save time, money, effort, or thinking.
- **Grow** - Helps people grow intellectually, emotionally, physically, or spiritually.



Part 3: Creating a List Builder

Types:

- **Save** - Helps people save time, money, effort, or thinking.
- **Grow** - Helps people grow intellectually, emotionally, physically, or spiritually.
- **Teach** - Do you have a process? A method?



Part 3: Creating a List Builder

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Part 3: Creating a List Builder

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- **Grow** - Helps people grow intellectually, emotionally, physically, or spiritually.
- **Teach** - Do you have a process? A method?
- **Implement** - Just show them your damn stuff!
- **Other** - This encompasses things that you can offer that would be of use to your market such as: tools, resources, or apps.



Part 3: Creating a List Builder

Ideas...

- PDFs, Summits, Assessments
- Ebook
- Audio Series
- Mini-Series
- Checklists
- Exclusive Podcast
- Content Upgrades
- Webinars
- Challenges
- Workbook
- Toolkit
- Resource Library
- Trial Offer
- Quiz/Assessment
- Roadmap
- Online Tool
- Micro-Courses
- Free Training
- Coaching Call



Part 3: Creating a LIST Quickly...

Overview:

- Add a CTA in your bios
- Pin a tweet with a CTA to get on your list
- Do a weekly CTA post on your Instagram
- On your Facebook Cover image
- Set your Facebook Page's CTA button
- Set your email signup tab on Facebook
- Do regular CTA posts to get on your list on Facebook
- Post in Facebook Groups
- Add a CTA link to your LinkedIn
- Create a Youtube video with a CTA
- Pin your CTA on your own Pinterest board
- Start your own Pinterest group
- Share your offer on Reddit
- Answer questions on Quora
- Share your offer in Slack communities
- Submit your offer to community sites (product hunt, GrowthHackers)
- Post to Medium

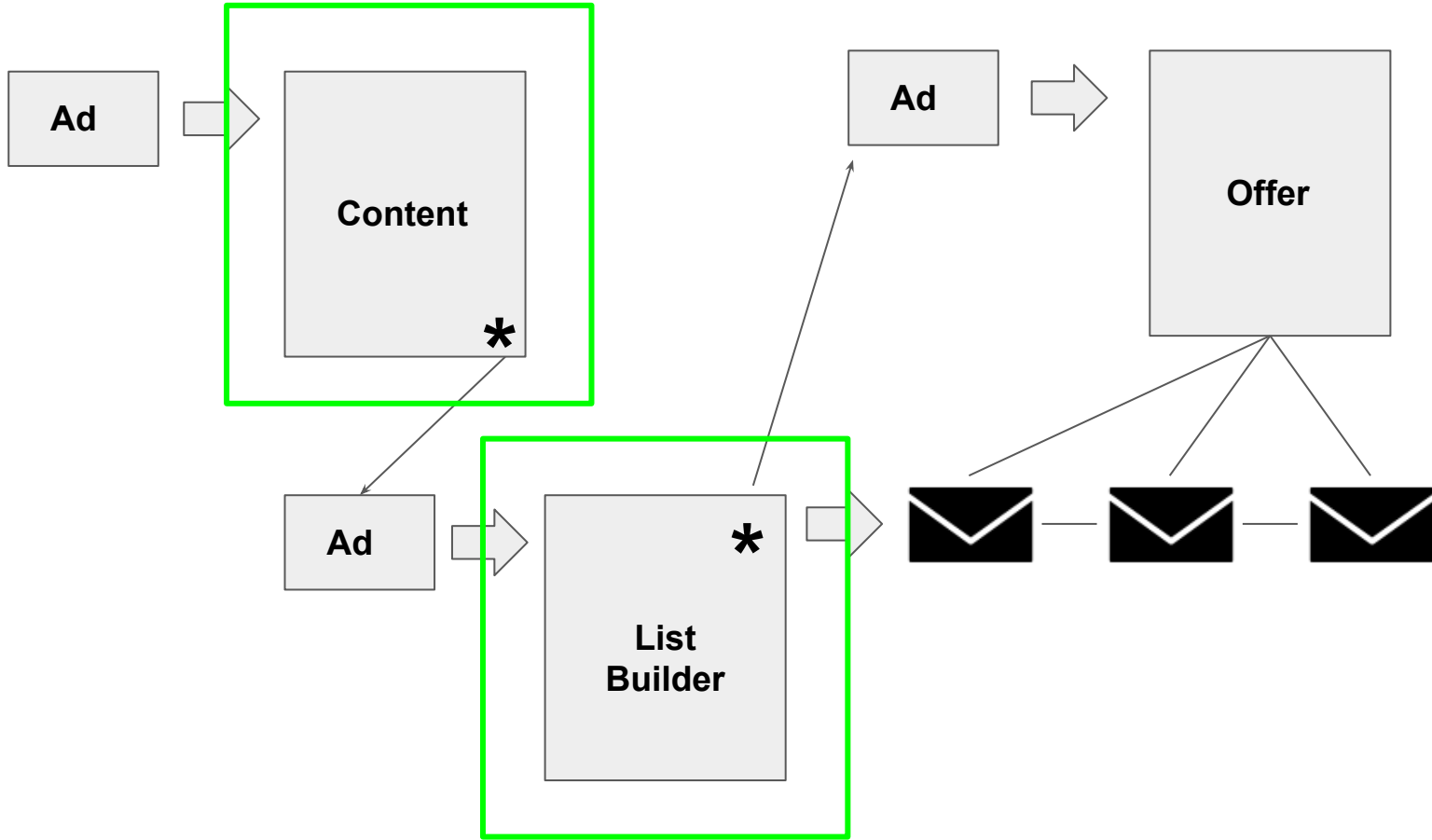


Part 3: Creating a List Builder

LEVERAGE:

- Pitch yourself to be interviewed on podcasts
- Pitch yourself to media outlets
- Sponsor a podcast or blog post in your market niche
- Run a promotion
- Host a co-marketing offer
- Guest post on other sites





CREATE ONE

LIST

BUILDER



Digital Programming Side Hustle

WEEK 2 -- Content & Marketing

NEXT STEPS...

**Complete all EXERCISES in this
first video module**