



### 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?



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- 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



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The 'WHY' Overview:

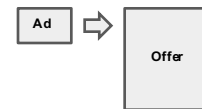
- Goodwill/Lower Ad Cost
- Find a way to communicate with your audience



## 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



Ad ⇒ Offer

**Is this advertising?**


Part 1: Big Picture Strategy



Ad ⇒ Offer

**How to Donate Money...**

Part 1: Big Picture Strategy



Ad ⇒ Offer


**How do we lower ad cost?**

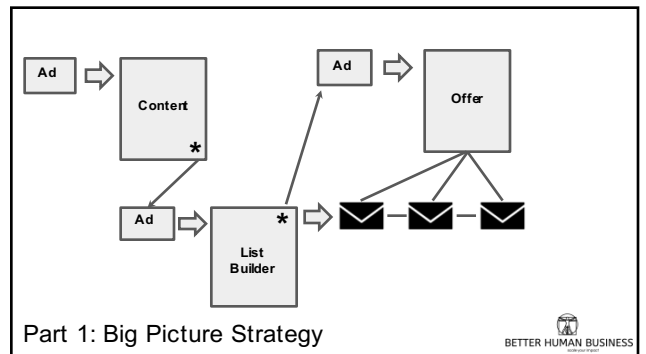
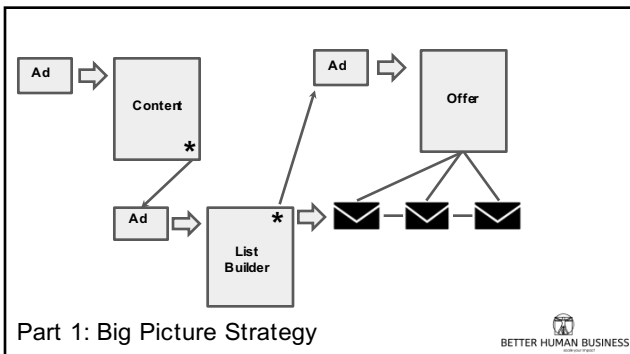
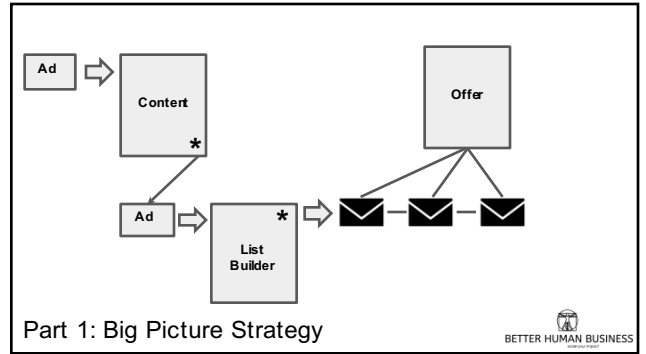
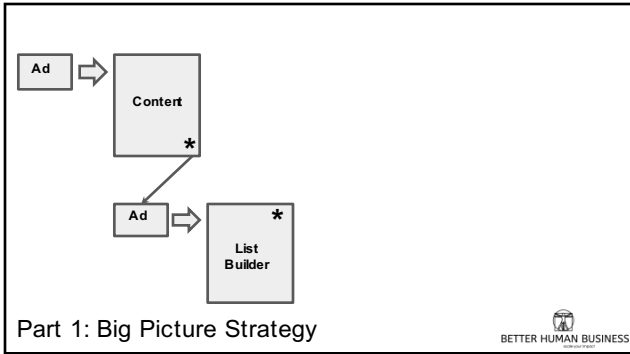
Part 1: Big Picture Strategy



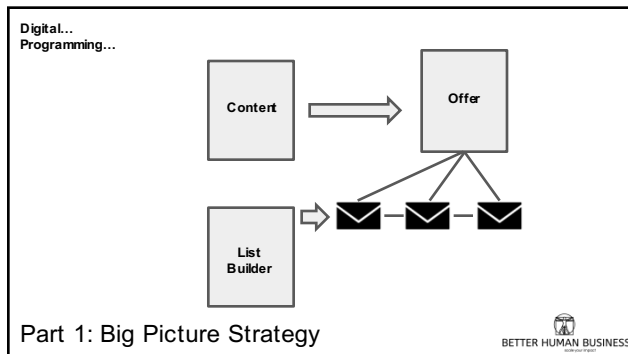
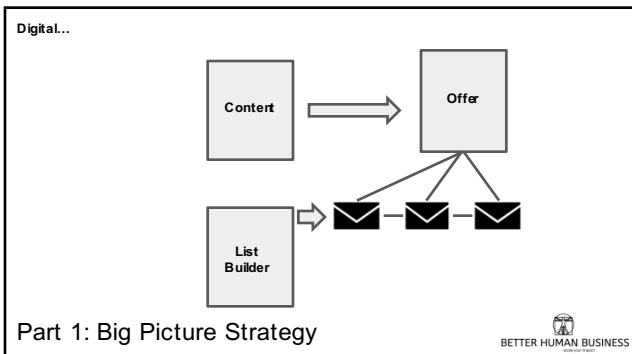
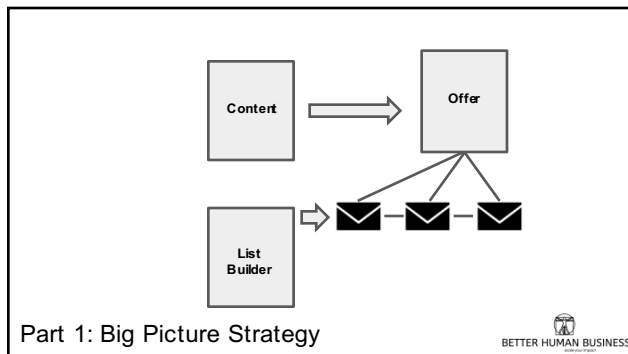
Ad ⇒ Content \*

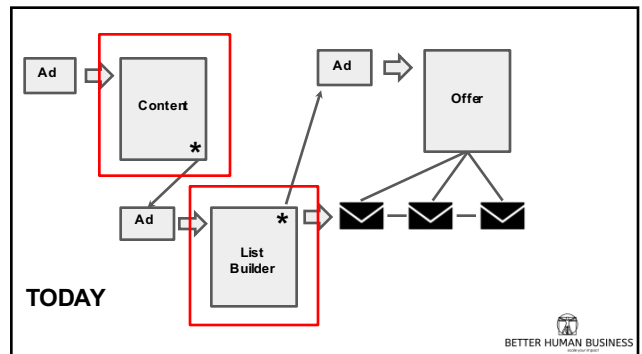
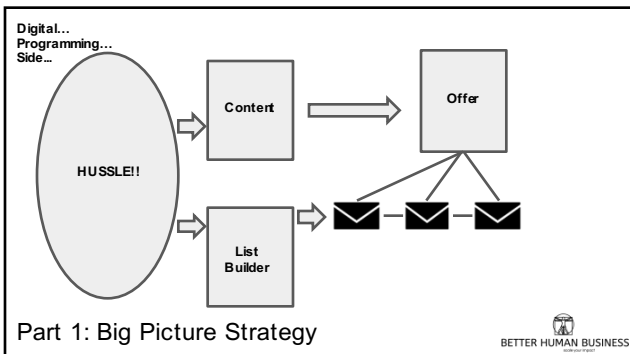
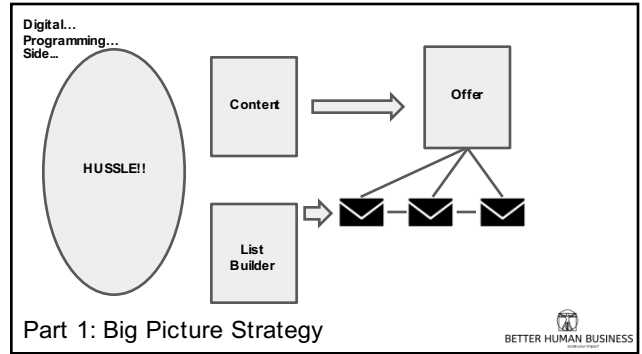
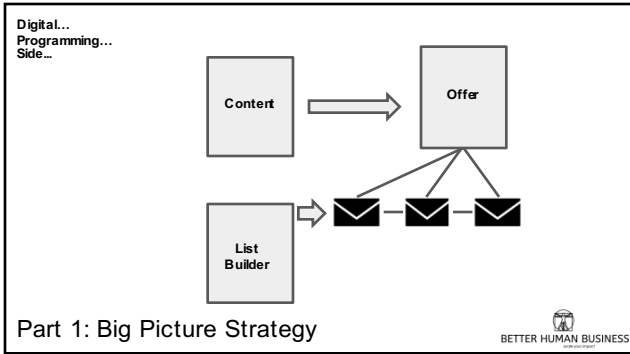
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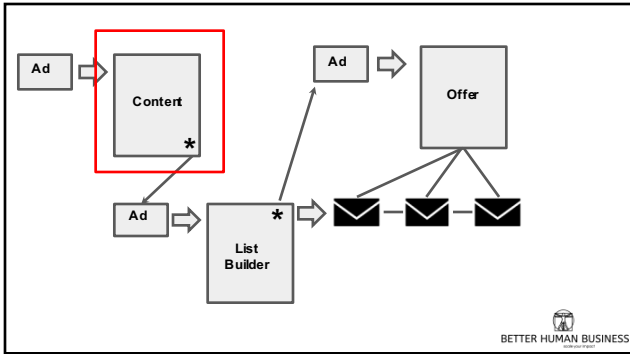




**What if I don't want to advertise??**







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

- Content First.

BETTER HUMAN BUSINESS

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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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  - 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.



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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?

Polish:

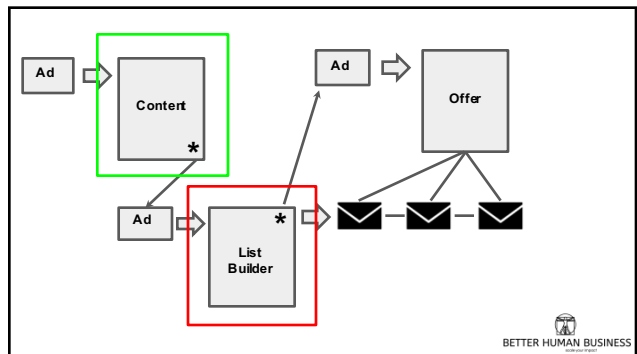
- Have I checked and attributed my quotes?
- Have I checked all of my facts and spelling?

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?

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?



# 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.



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- **Teach** - Do you have a process? A method?



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



### Part 3: Creating a LIST Quickly...

Overview:

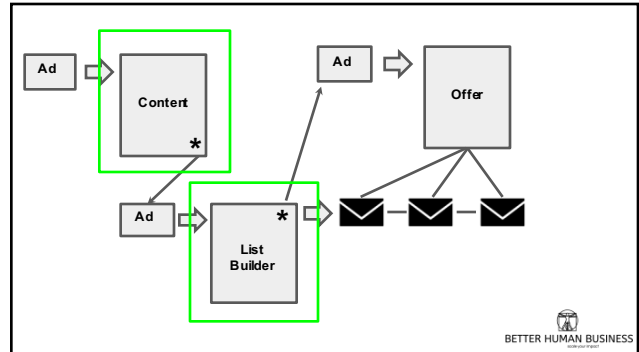
- |  |  |
|--|--|
| - Add a CTA in your bios                               | - Pin your CTA on your own Pinterest board                           |
| - Pin a tweet with a CTA to get on your list           | - Start your own Pinterest group                                     |
| - Do a weekly CTA post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



### 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**