



The Emerging Entrepreneur

**Rock Videos:
Content Creation**

Life **EMPOWERMENT**
P R O J E C T

Day 2 – CONTENT CREATION

Strategic content is the key. There's no point creating content off the bat every time – when you plan ahead you save heaps of time and energy AND your content all gels together.

Remember that this is a long-term game you're playing – and if you're in it for the short-term gains then frankly you're in the wrong industry! Consistency over the long-term is what is going to bring you huge business results and help you change thousands of lives. Add huge value and you'll be rewarded, it's the Universal Law of Reciprocity...and Universal Laws can't be broken!

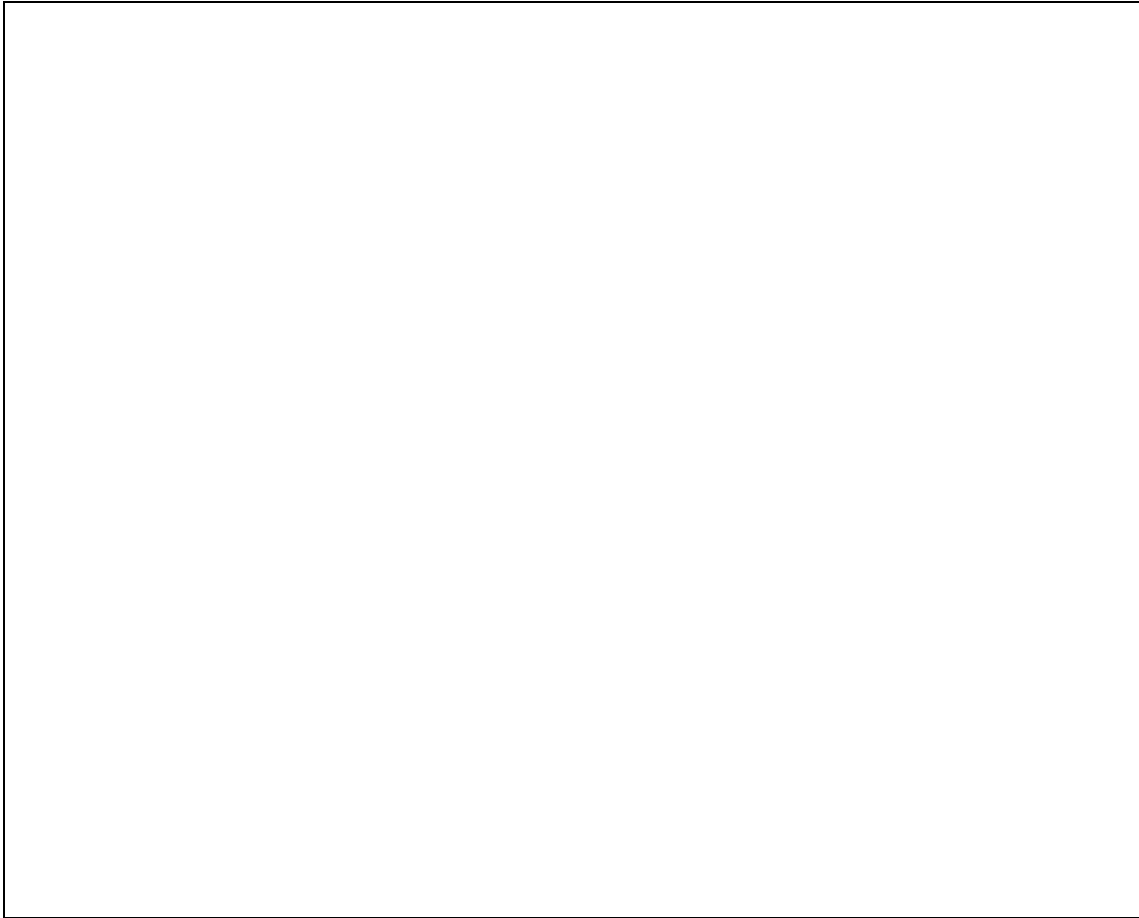
We always liken business in this sense to a relationship – if you were dating someone and they suddenly disappeared for days on end, would you trust them more or less? Your audience is getting to know you at this stage – so consistency is a great way to build trust and let them get to know you.

Plan your content in advance and execute on it reliably – you'll build a phenomenal reputation and a queue of people who are eager to work with you. Remember, what you'll be sharing in your videos is your *expertise* – you might doubt this from time to time and that's completely normal, but it's also important that you show up despite any doubts and just keep sharing. What you know is incredibly valuable and people are waiting for that knowledge!

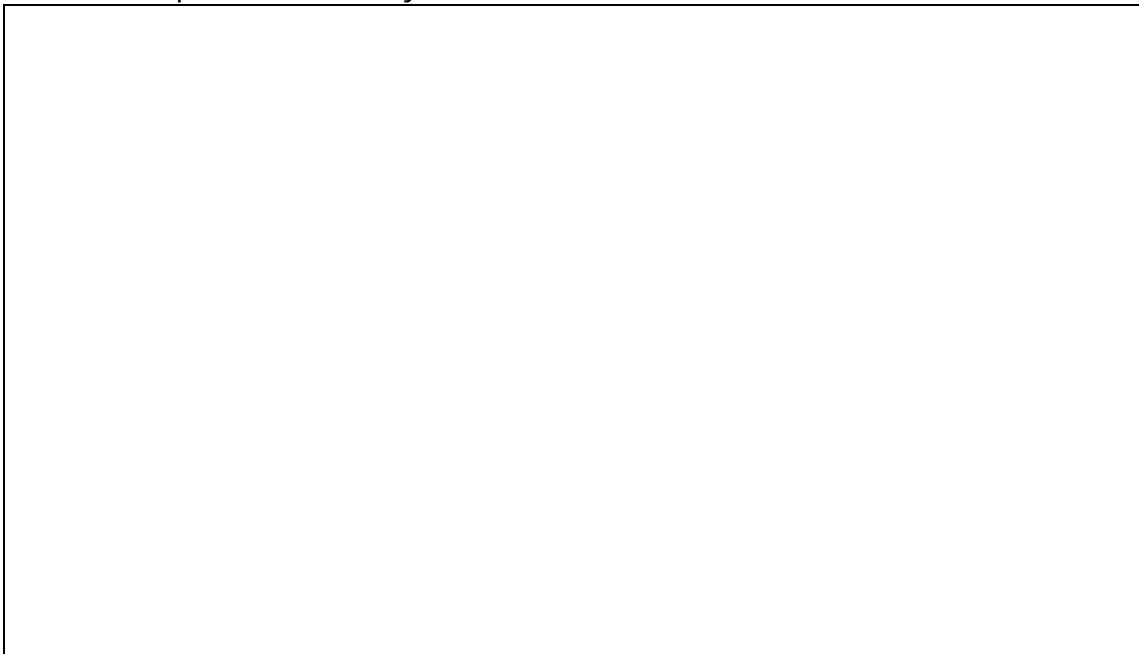
Start creating a list on your phone or computer of ideas – add to it every time you have a brainwave so when you're planning your month's content, you already have hot topics ready and waiting – saving time, effort and brain power!

Content Generating Questions

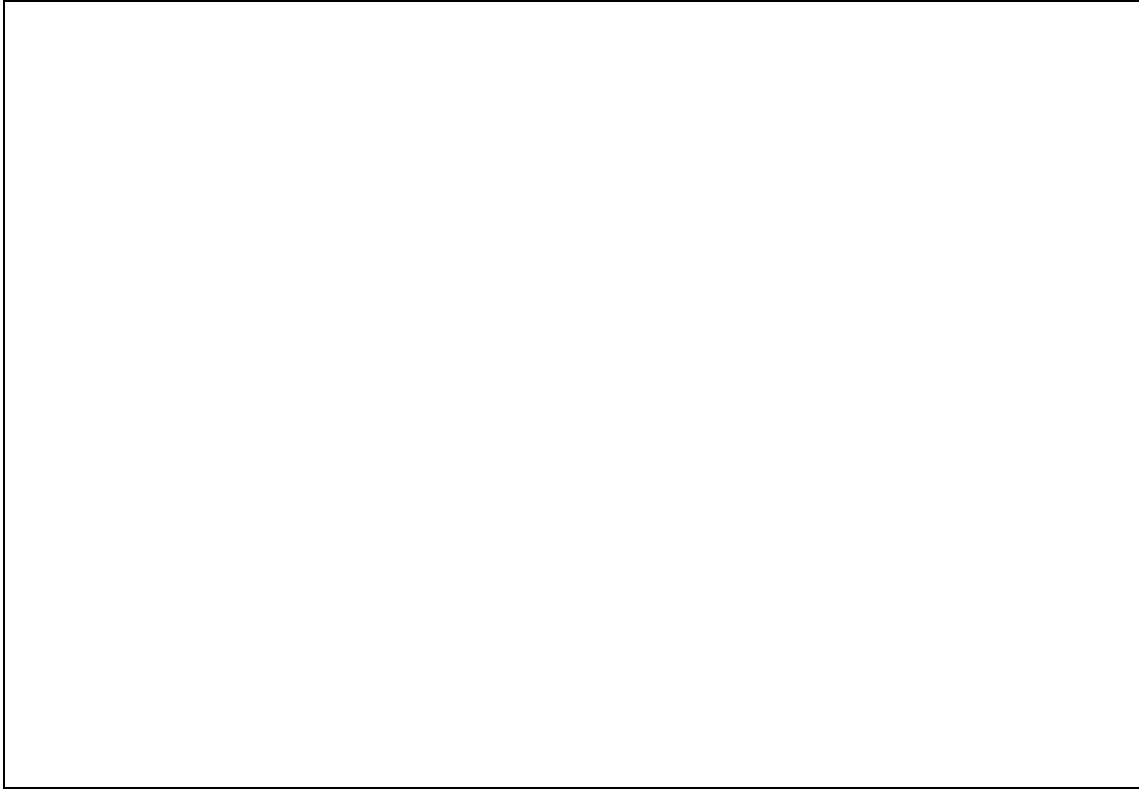
Brain dump: what does my audience WANT?



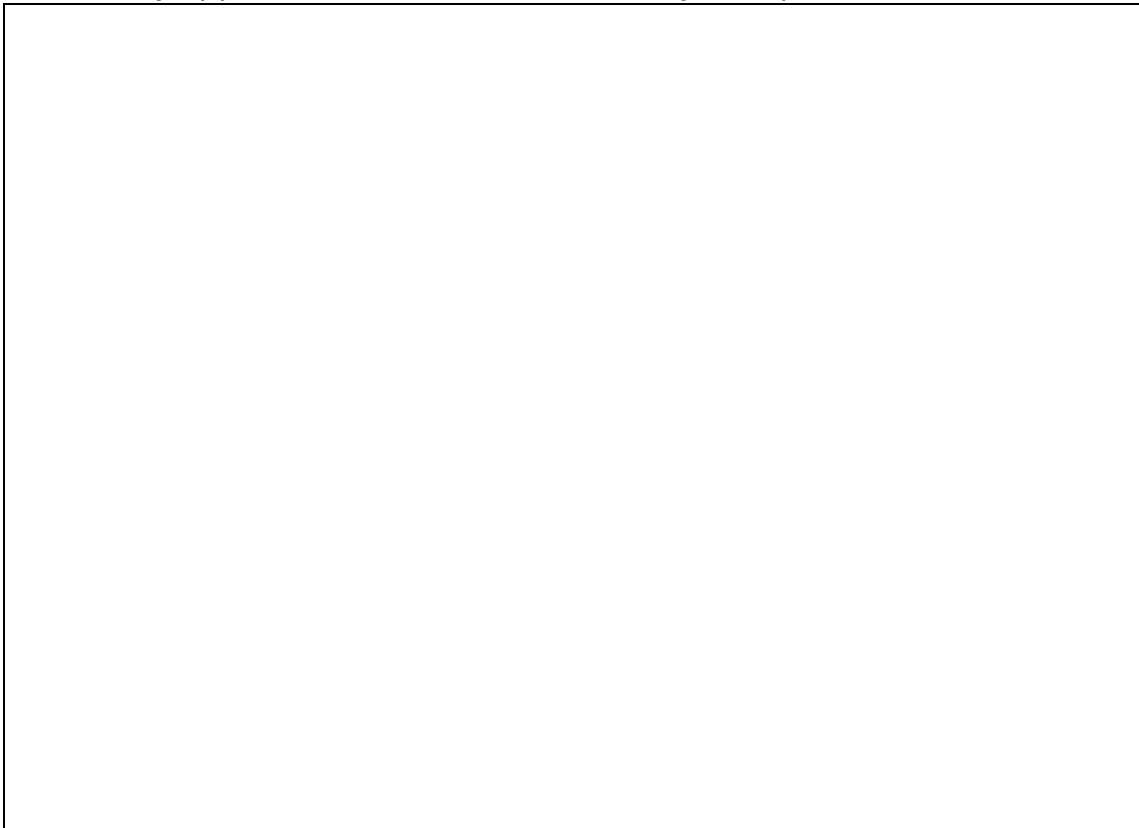
Brain dump: what does my audience NEED?



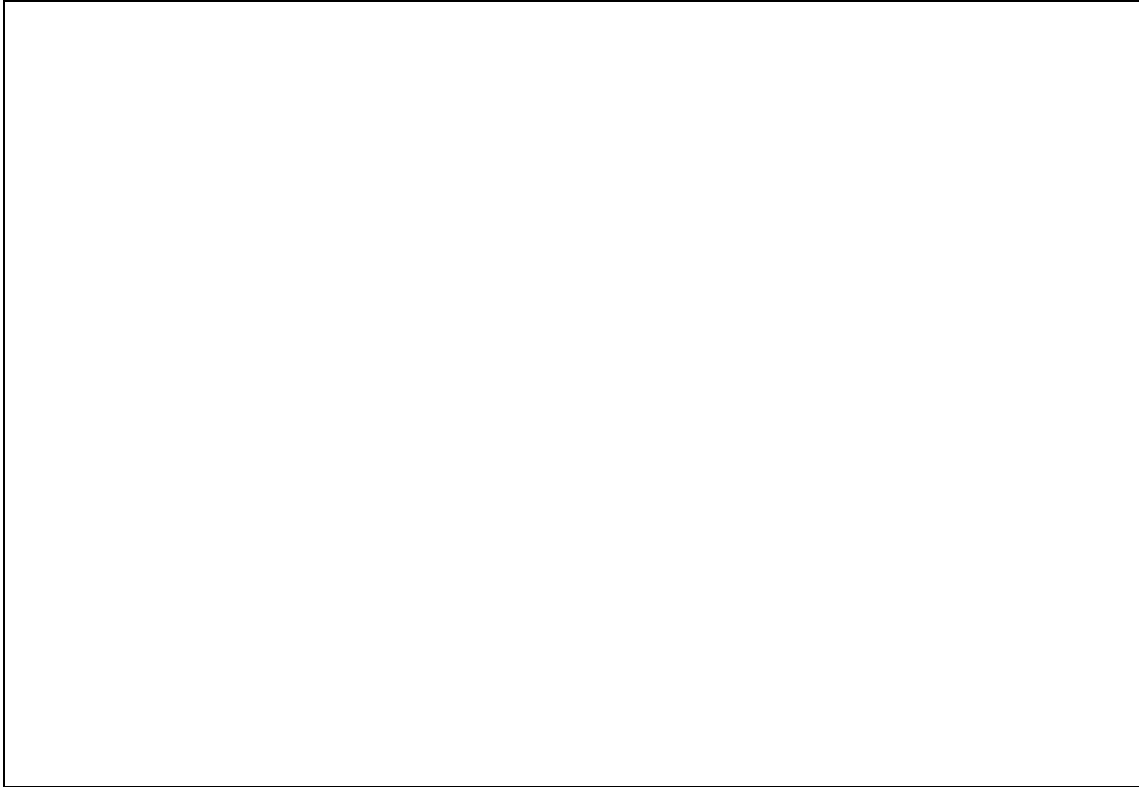
What do I know that my audience doesn't yet?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above.

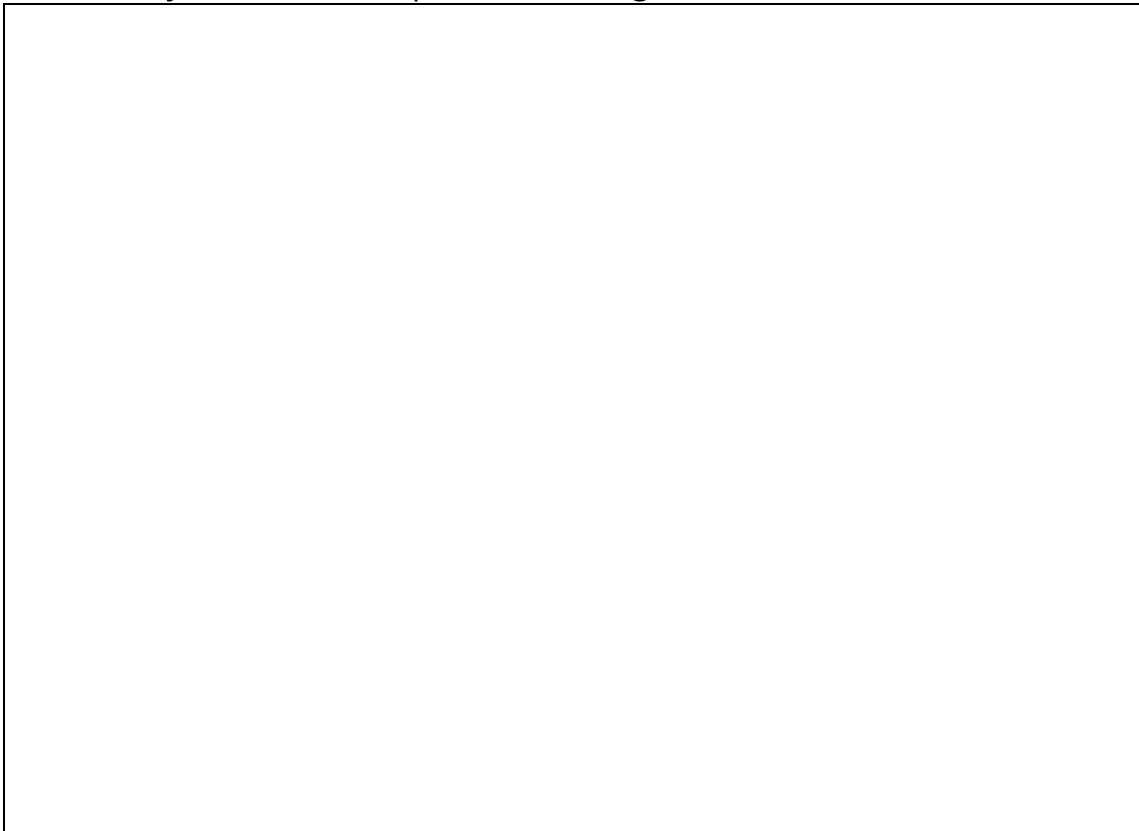
How is my approach different from what they've experienced before?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above.

What are my audiences' challenges & pain points on a day-to-day basis?



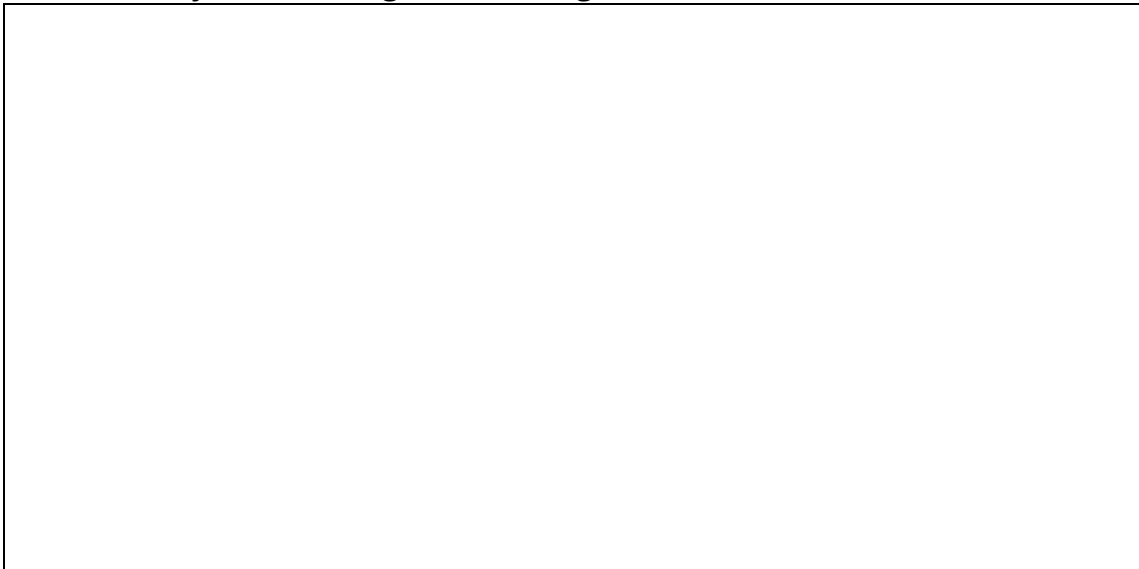
What is my audiences' deepest desire long term?



What is the answer/solution my audience is desperate for right now?



What are my audiences' goals and targets?



What is their *reason* for wanting what they desire? i.e. what will change once they've got it?



Get the “Inside Scoop”:

Find someone who fits the criteria of your ideal client – circumstance-wise and personality-wise. Take them for coffee – find out about their wants, frustrations, and what they’re striving towards. The more specific, the better. Take notes and be sure to cover the following questions (you can fill these in in the boxes provided to keep all your niche connection work together for quick and easy referencing).

What are the most pressing problems your ideal client is facing?

What is the thing they are most stuck with right now?

What keeps them up at night?

What would they pay money to have the solution/answer to right now?

Use all of these notes and answers to create at least 10 hot topic ideas of videos you'd love to share with your followers. To help you perfect the titles, we've added a few structuring options (as suggestions only) below...

Great templates for creating engaging titles for your videos:

How I...

i.e. How I Signed My First 50 Clients

From X to Z

i.e. From Burnout To Booming Business - My Insider Tip That Made All The Difference

The Number 1 Thing You Need To...

i.e. The Number 1 Thing You Need To Do To Double Your Business This Quarter

3 Secret Steps...

i.e. 3 Secret Steps To Overcome Any Business Freakout

7 Secrets To Help You _____

i.e. 7 Secrets To Help You Attract More Clients Without Spending Any More Money On Marketing

How To...

i.e. How To Set Up Your Online Marketing So You Can Attract Customers While You Sleep

Stop X Until Y...

i.e. Stop Spending Money On Marketing Until You Get *This* In Place

Stop X To Achieve Y Without Z...

i.e. Stop The 'Hustle' Mentality To Grow Your Business Without Sacrificing Your Family Life

Until X, You'll Never Y...

i.e. Until You Do The Inner Work, You'll Never Earn 6-Figures Working For Yourself

VLOGS/SOCIAL MEDIA VIDEO SIMPLE STRUCTURE

Introduce yourself: Hey I'm Vicky Murgatroyd from Life Empowerment Project and in this *blog* we'll be talking about XYZ.

Introduce your topic: *why* your audience need to know this and how they will benefit – i.e. why stick around!

Content: main body of what you have to deliver. I find splitting this into pillars often works i.e. 3 Simple Steps To...

Recap: this is what we've learned today

REHASH: (Remember Everyone Has A Sale Hidden) – i.e. if you've enjoyed this *blog/video* today, please share it so we can reach even more women with this powerful message!

This is also called a Call To Action (CTA) – telling the viewer or reader what you want them to do next.

Close: i.e. Thanks for watching today guys, I'll see you in next week's blog – in the mean time, live empowered and be inspired.

MONTHLY PLANNER!

Theme your month/weeks/days to help the content ideas flow.

i.e. some months, our blogs might be focused around mindset and common issues people come up against in terms of this, other months it might be around client attraction.

You don't have to announce what your theme is to your audience, it's more for your ease of creation.

Example:

Week 1: 29th January 2018

Day: Monday

Type: Live video on Facebook

Theme: Mindset

Title: "You can't be a victim and a coach"

Split your own table with the number of columns representing how many videos you'd like to do per week.

Example:

Week 1:	29 th January 2018		
Day:	Monday	Wednesday	Friday
Type:	Live video on Facebook	Blog	Live video into Facebook group
Theme:	Mindset	Marketing & tech	Q&A interaction
Title:	"You can't be a victim and a coach"	"7 Steps to Make Epic Videos Even If You're Shit Scared"	"Live chat for Rock Videos For Your Business Challenge"

Your turn...

Week 1:			
Day:			
Type:			
Theme:			
Title:			

Week 2:			
Day:			
Type:			
Theme:			
Title:			

Week 3:			
Day:			
Type:			
Theme:			
Title:			

Week 4:			
Day:			
Type:			
Theme:			
Title:			

Prior planning will help hugely in your consistency and the amount of time you spend creating ideas – but it only matters if you follow through and execute on your plan!!

Make sure you post another video up into the group today and out to your own networks...

Can't wait to see what you create!

Vicky xx