



90 Day Continuity Workshop

Week 3 of 13



What we are going to cover today...

1. What should you have done
2. Formula for content creation that gets impact
3. Entertainment value
4. Actionable Content and Takeaways
5. Pitching
6. Impact Over Length
7. Homework
8. Q&A

WHAT SHOULD YOU HAVE DONE?

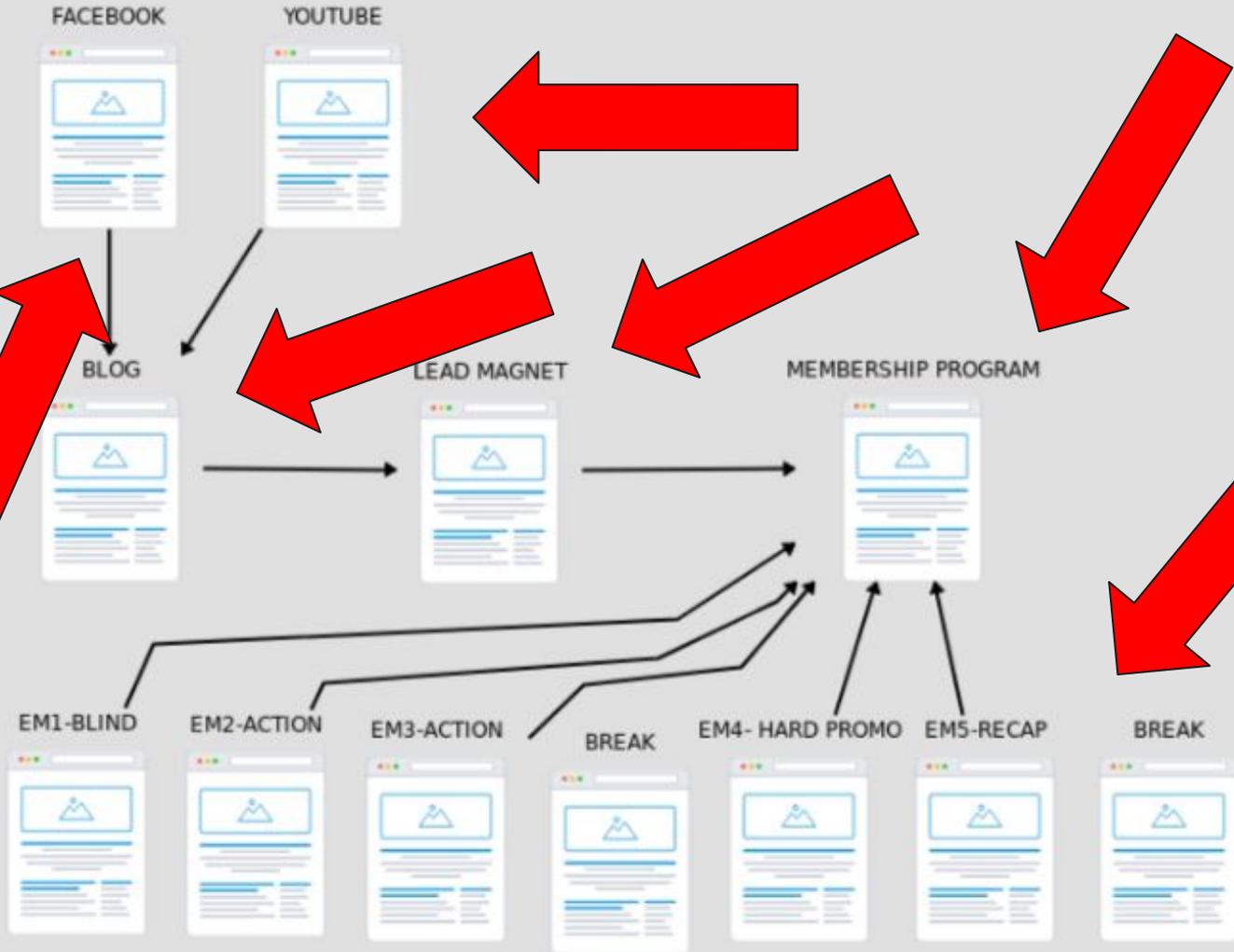
1. Your website up and running
2. Your logo done
3. Your Legal Pages done and on website
4. Your About me Page done
5. Install blog and first blog post

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Week 3

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

— Dale Carnegie



IMPACT
CONTENT

overview

CONTENT IS KING.



Content.

Even if content is not our product, and many times these days it's not always, content is still the number one way we get people to buy our stuff.

- Emails.
- Sales pages.
- Blog posts.
- Various Social Media outlets
- Youtube content
- Forums



Content = attention.

It's how we get attention, build trust, rapport and get people buying our stuff. It's how we stay top of mind in the eyes of our audience and potential audience. Our brands audience.

Section 1: Formula for content creation that gets impact!



THE FORMULA

ENTERTAINMENT VALUE + ACTIONABLE CONTENT + PITCH = IMPACT CONTENT



THE FORMULA

$E+A+P=IC$

This works on all platforms. In all mediums.

Blog posts. Youtube videos. Facebook posts. Reddit. Quora. Everywhere. Respect the market of the niche of course.

Section 2: Entertainment Value



Entertainment Value of Impact Content (example)

2 Parts:

1. Hook - Hit them in the mouth
2. Story - Tell them why you had to do it

Keep in mind that the magic of marketing content is that it is never about you. It's always about your customer. Even if you spend the entire story talking about yourself...it will always swing back to them. It's important to know that going in.



Entertainment Value of Impact Content

Hook:

1. 3 reasons nobody is opening your emails...
2. My wife thinks I'm an idiot...
3. Guess what I just bought...

Story:

1. Small story about why nobody was opening your emails and that leads into actionable content
2. Story about how your wife thought you were going to fail at something that leads into a takeaway about niche related subject
3. Story about something niche related that you just bought which leads into a review about the thing



Sparking story...

The story and the hook can start from anything

1. What you did today
2. A blog post you read
3. A dumb argument you saw on facebook
4. A youtube video you saw
5. A show you watched
6. A horrible movie
7. Draw from past
8. Story a friend told you
9. A magazine article

Rules for success:

Don't lie

Work from the goal backwards.

Example: Goal: convey importance of email marketing

Whats something important to you or someone else? Tell that story and them pivot it to a lesson about email marketing.



Sparking hook...

The story and the hook can start from anything

1. How to Get People To Care About What You Have to Say More than Anyone Else...
2. Welcome to the Launch Game...
3. How to Get People To Care About What You Have to Say More than Anyone Else...
4. How to go from ZERO to LEVEL 60 DRAGON SLAYER when your wife hates you, your kids ignore you, and your family laughs at you!!! (or 23 steps to running with the big dogs)

Rules for success:

Hooks create impact. It needs to catch someone's attention. "Hit them in the mouth." Think words that don't get used as much. Think shock value. Think intrigue.

Section 3: Actionable Content



Actionable Content comes in 2 main ways

1. Step by step (how to)
2. Takeaway (lesson)



Actionable Content comes in 2 main ways

Step by step (how to)

So that's why I couldn't get anyone to open my emails. Now let me give you 3 ways to absolutely explode your own open rates...

Takeaway (lesson)

So that's why she thought I was an idiot and what I ended up doing that changed her mind. But why am I telling you this? What the heck does that have to do with marketing?

Well, the point is if someone doubts you...



Sparking Actionable Content

Step by Step (how to)

1. PLR
2. Conveying others story
3. Adding to the conversation
4. Personal Experience
5. Personal Failure and takeaway
6. Interview

Lesson or Takeaway

Takeaways and lessons are about personal opinion. This is valuable because people do not follow didactic information. They follow opinion.

Leadership is related to decisive opinion.
Not information.

Section 4: Pitching



Art of Pitching

1. The first thing I want to say about pitching is that you are always pitching. Sometimes you are pitching yourself and your brand with the content. So an indirect pitch.



Art of Pitching

When pitching you are looking for the natural segue. Remember this is marketing content and it is always about the customer. So after story and actionable content the natural progression is to:

1. Let them know what the next step is
2. Let them know where to get started



Art of Pitching

So now that you have these 3 killer ways to get more people to open your emails, you might be thinking, that's great Kam, but I it's just three tips. What is the best way for me to get started? I eman what if I don't even have an email list?

Well I'll tell you...

So now you know the story of how I convinced my wife once and for all that I am not an idiot. YOu also know the exact way I learned to trust myself a little more and build some confidence.

But let's say you are trying to build that same confidence...You are trying to find some success for yourself. Where is the best place to get started?

I'll tell you the exact next step you should take...



Art of Pitching

Okay so you now have the exact 5 step process to put more people on your email list. I wish that was the whole story. The truth is once you get people on that list, you are going to face more obstacles.

So follow these five steps, and then step 6 is start improving your email marketing. Product A by Joe Smith is an excellent resource to start that process. So be sure to grab your copy while it's on sale.

Section 6: Impact Over Length



It's not about how much content you have or how epic it is...

1. How can you make the most impact?
 - a. Story
 - b. Action or Lesson
 - c. Consistency
 - d. Targeting with your core influence

Example:

<http://epicconversions.com/2018/07/17/how-to-go-from-zero-to-level-60-dragon-slayer/>

HOMework

1. Write and post 3 blog posts any length with hook/entertainment value/actionable content

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Q&A!

