

The Easy Content Creation *Masterclass*

MELISSA LOVE



LIVE BONUS:

themarketingfix.co/human



Melissa Love created a poll.

Admin



+1

· 2h



How do you feel about content creation? 🧑



Added by you

I hate it and would outsource it in a heartbeat.



9 votes



Added by you

It's a necessary evil.



7 votes



Added by you

I love it. Telling stories about my business gives me joy.



7 Easy *Steps*

- Conducting emotion-based research
- Finding your content pillars
- Creating your foundation content
- Creating your content plan
- Writing with structure
- Developing your voice
- The ultimate content creation workflow





What do we mean by content?

- Blog posts
- Website copy
- Lead magnet
- Ad copy
- Social media captions
- Instagram
- Facebook
- Linked In
- Pinterest
- YouTube
- TikTok

It's not about having different content for every platform.

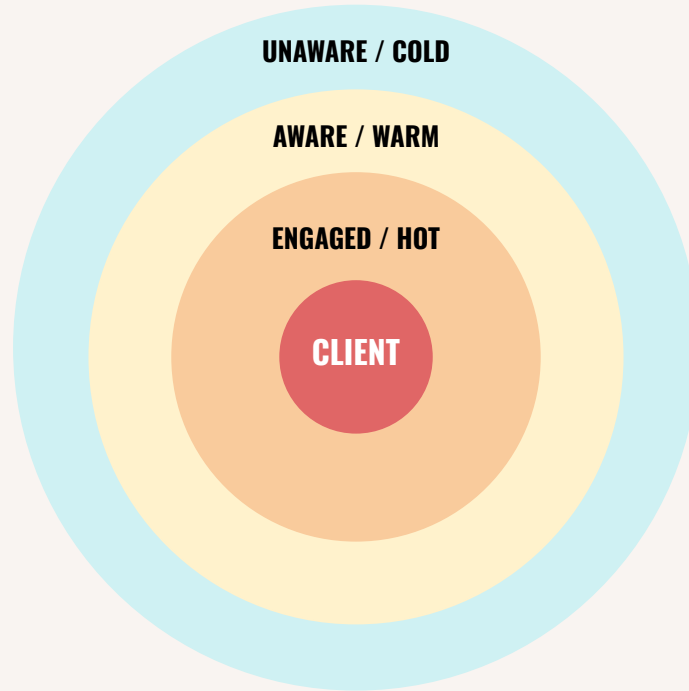
It's about having different content for every stage of the relationship with your ideal client.

Communicate your USP / hook

- Cornerstone blog posts for SEO
- Lead magnet
- Hashtagged / optimised content on social media
- Content in paid ads

Reduce risk

- Organic social media
- Social proof
- Facebook group
- Email content



Stages of the relationship

Establish trust / expert status

- Organic social media
- Expert blog posts that deliver value
- More of your best content from your genius zone
- Email content sequence
- Retargeting ads

Make the offer

- Conversion event

Two Types of Content

Regular Social / Blog Content + Foundation Content

**(You might already have it.
You can use the one to create the other.)**



1

Conducting
Emotion-based Research

"I struggle to believe that people will WANT to hear what I have to say, and that leads to all sorts of problems like procrastination, taking too long to write things, perfectionism, and then topped off with a nice sprinkling of imposter syndrome."



Emotion-based *Research*

Why do it?

- It will give you the confidence to know that you are helping your audience
- It's easy to make assumptions
- It will give you a rich foundation of language to draw from
- It will give you the content pillars you need to focus on



Emotion-based *Research*

Knowing your data and knowing your client

- Where are they hanging out?
- How did they search?
- How were they feeling before purchase?
- How do they feel after purchase?
- What pressing problems or pain points can you solve for them?
- What will happen if they don't solve the problem?



Identifying the *pain points*

3-4 Content Pillars

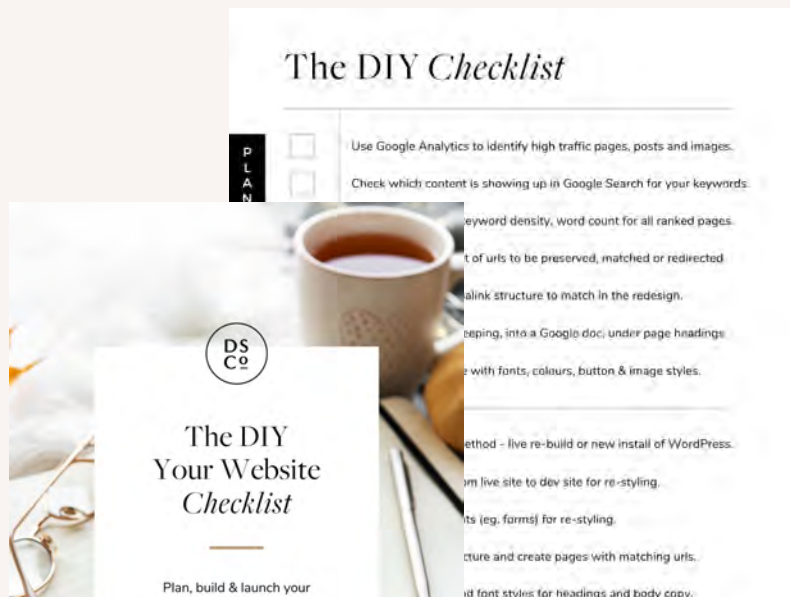
- Ease of use / installation / support
- Worry about 'doing it right'
- Adapting for mobile
- SEO & speed

Prewritten pages	Drag and drop	It has every kind of page or layout that I need... It looks amazing on mobile... it works with a platform I know how to use.	Sharp names	Integrated sales options
More time!...and a bit more! ("")	Easier, always easier...for clients & myself. The world of web builder apps is stupid & has made things harder IMO, especially for the D'Wers, which is not what web is about!..IMO!! We are on an edge of change though, and we now have better builders, yet they're little known vs' the big guys! "Sorry, I forgot question but my closing thought. BIG marketing sucks a lot of folk into all sorts- 'platforms', 'templates', 'themes' etc. etc. The problem is how try that destroys people who could actually be better contributors to the eco system of web! At origin, the web is open and for everyone, sadly that's not what we see and of ("".	It has to be designed with SEO in mind... I trust the company selling it will support me... it works with a platform I know how to use.	Support! ("".	lol...As a web dev, my site is shite!...the whole thing frustrates me! (It's a whole other story! But comes back to 'time', especially the time to implement 'stuff' or by new 'stuff'... TIME!) ("".
Header and footer designs	Integrating eCommerce from emails to layouts to checkout, fit the design of the website.	It works with a platform I know how to use... It looks amazing on mobile... I trust the company selling it will support me.	Easy install of dummy content and licensed images	The design
Making the little problems go away that shouldn't be there in the first place. I read so much about how to do this or how to set up that as a website and in reality it just won't work out half way and I have no one to ask why it is not working or how to fix it. The difference in reading about a thing and learning the hard way that websites behave differently in the wild is frustrating and the number 1 reason why I gave it up for too long instead of caring for my website since I first sat it up.	Making all pictures I want to open in a lightbox and being able to customize the picture layout in a gallery with having different picture sizes. I work on that problem on and off for months now.	It works with a platform I know how to use... it looks amazing on mobile... I choose a template mostly based on how it looks.	Making the layout flexible to work with... Many templates look all the same.	I can't make the layout work because the things I want to do are not working properly in real life. And I don't mean fancy things. For example I have four pictures I want to display with rounded corners and the fourth has straight corners - despite having the same settings for all 4 (I use Divi). But I realized meanwhile how much slower the website loads with too many bells and whistles in CSS so I think I will leave many things out I planned to implement to make the website load faster.
Perfect SEO	Independence from GDPR, so all files hosted locally. No Google captcha but no typography, etc.	It works with a platform I know how to use... it has to be designed with SEO in mind... It looks amazing on mobile.	In my case as I work with Rapidweaver I would love to have less scripts (so one library instead of several)	I need a Tester for SEO. Perhaps you can join with an SEO company to offer such services for a moderate monthly plan?
Copy, I am awful at articulating what I am trying to say	More informational videos	It has to be designed with SEO in mind... I choose a template mostly based on how it looks... It has every kind of page or layout that I need.	More integrations with web galleries and stores	Making it look professional and slick but still being able to look good on all platforms
A live session with walkthroughs of individual how to and 20k+ looking at individual DS website themes because you can learn relevant info about you're own website (as previously).	A better understanding of Developer in Chrome	I choose a template mostly based on how it looks. It works with a platform I know how to use... it looks amazing on mobile.	A more comprehensive walk through at installation time which is up to date	Not understanding why something doesn't work - and whether it's the theme, the builder or my ignorance!
Best practice methods, Troubleshooting guides & hints and tips	Page Loading time	It works with a platform I know how to use... It has every kind of page or layout that I need... It looks amazing on mobile.	More choice with page layouts	Page loading time
Onboarding and getting the necessary files	The process, a faster way	It has to be designed with SEO in mind... It looks amazing on mobile... It has every kind of page or layout that I need.	How to make sure I get exactly what is shown in the demo	None I can think of now except for content
A package of all the best standard plugins	A quick way to get all the info needed back from the client before I start	It has to be designed with SEO in mind... I trust the company selling it will support me... it works with a platform I know how to use.	I love your themes but find it hard to envisage them for my own clients because of the romantic images they include - sorry! Want to choose one of yours for my own rebuild but struggling!	That with Divi building within the mobile version is not correct for this more recent iPhones
A guide how to create myself and someone keeping me accountable and check in on me and then the website?	Me?	I choose a template mostly based on how it looks... I trust the company selling it will support me... It has every kind of page or layout that I need.	For me it's understanding the terminology and what goes with what. I probably should just pay an expert to do it but even that it's the unknown of what I will be asked for... If it isn't already, to make it easier to do to mobile and tablet	it's do not actually have one With other websites I use it's having to go to desktop if rubbish on my phone. Never knowing how other people will take it and whether I've done enough for the SEO
Constant new ideas and some help along the way	Quicker	It works with a platform I know how to use... It looks amazing on mobile... I trust the company selling it will support me.	Less fuff- this isn't my strength or interest so give me a format for review and send	I spent hours self learning how to build it, find it and it still isn't live - something
SEO optimisation in from the start - there's so much to think about visually when setting up the website that this takes my	That it doesn't become something pretty that just sits there. If I could combine a	It has to be designed with SEO in mind... I choose a template mostly based on how it looks. It has		

Something that I would find helpful, and others might too, is a loong checklist of all the things I need to do in order to create a decent website.

I need a crib sheet with what order to build it in. I think because there is so much, it is knowing I am doing it right or have I missed something?

I would be most concerned about the support available to me - how reliable, patient and available it was.



Step-by-step guides & unlimited, *patient* support

We believe that everyone can build a beautiful website that they feel empowered to edit, grow and control. The secret is knowing what order to do things in, and having someone in your corner.

I find it almost impossible to choose a template based on how it looks. I need to know if it's going to work with my content and my portfolio. I wish someone could just tell me!

I'm rebuilding a new website, and the amount of work ahead of me is daunting. Trying to find the easiest way to redesign behind the scenes and keep my SEO.



Can't *choose a theme?*

WE GOT YOU.
OUR STYLE SELECTOR QUIZ WILL RECOMMEND THE RIGHT THEMES FOR YOU AND YOUR BUSINESS

TAKE THE QUIZ

How To Redesign Your Website Behind The Scenes

WEBSITE DESIGN



Thinking about redesigning a live website can be daunting, even if you're handing the whole process over to a professional. If you're not daunted -- great -- but make sure you know how to protect your content and all of the hard work you've put into SEO on your site.

Here are the things you absolutely need to protect at all costs:

- On-page SEO, like heading tags
- Keyword content
- Page calls
- Images attached to pages and blog posts
- Blog post content
- Essential plugin settings & content

Before you do anything at all, make sure you're fully backed up, content, files, database and all. If you aren't 100% sure about your backup process, or don't have a backup process at all (eye-bleeches with anxiety), then you need to **read my blog post** right now.

REDESIGN OPTIONS

When it comes to redesigning, you have four basic options and we're going to explore all of them.

1. Redesigning on your live site 'behind the scenes' using a page builder.
2. Redesigning on your live site 'behind the scenes' using a test-drive plugin.
3. Creating a second fresh install of WordPress in use as a development or 'dev site'.
4. Using the staging site option via your hosting (if available).



The *Magic* Questions

(Pick up the phone!)

1. When you were first looking for a [insert profession], where did you look?
2. If you used Google, what kind of phrases did you search for?
3. If you used Instagram, what kind of hashtags did you follow?
4. If you were to buy [insert product], what specific problem would it solve for you?
5. If you could wave a magic wand and get the the perfect [insert product name or outcome], what would it be / look like or feel like?
6. If you didn't buy [insert product], what negative consequences would there be for you?



The *Magic* Questions

(Pick up the phone!)

7. Thinking about buying [insert product], what are your most pressing worries about buying it and why?

8. Before we worked together, what were you most worried about and why?

9. What do you wish you had known before starting your search for a [insert profession]?

10. Is there anything about working with me that surprised and delighted you? Did I bring anything unique to the party?

11. Is there anything about working with me that you wish had happened differently?


Using Google Forms

Or any form plugin or survey platform

- Easy to complete
- Easy to compile the results

Questions Responses Settings

Emotion Based Research Template



Emotion Based Research Survey

Welcome! Thanks so much for taking the time to complete this quick survey. I really appreciate it.

If you were looking for a [insert profession], where would you look?

Google

Search #hashtags on Instagram

Speak to friends

Read blogs

Other

On Google, what kind of phrases would you search for?

Long answer text

On Instagram, what kind of hashtags would you search?

Long answer text

If you were to buy [insert product], what specific problem would it solve for you?

Long answer text

Sharp names

Integrated sales options

very kind of page or layout that I need... it means on mobile, it works with a platform how to use.

o be designed with SEO in mind. I trust the ty selling it will support me, it works with a n I know how to use.

Support! ("

id as it will do, my site is shiel'...the whole thing frustrates me!

(It's a whole other story! But comes back to time, especially the time to implement stuff or try new stuff... TBD)

("

a with a platform I know how to use... it means on mobile, I trust the company it will support me.

s with a platform I know how to use... it means on mobile, I choose a template based on how it looks.

s with a platform I know how to use... it has designed with SEO in mind, it looks g on mobile.

o be designed with SEO in mind... I choose late mostly based on how it looks... it has and of page or layout that I need.

as a template mostly based on how it looks... a with a platform I know how to use... it means on mobile.

s with a platform I know how to use... it has and of page or layout that I need, it looks g on mobile.

o be designed with SEO in mind... it looks g on mobile... that I need

o be designed with SEO in mind... I trust the ty selling it will support me, it works with a n I know how to use.

as a template mostly based on how it looks... the company selling it will support me... it any kind of page or layout that I need.

s with a platform I know how to use... it means on mobile... I trust the company it will support me.

o be designed with SEO in mind... I choose late mostly based on how it looks... it has

Easy install of dummy content and licensed images

Making the layout flexible to work with... Many formulas look all the same.

In my case as I work with Rapidweaver I would love to have less scripts (so one library instead of several)

More integrations with web galleries and stores

A more comprehensive walk through of installation time which is up to date

More choice with page layouts

How to make sure I get exactly what is shown in the demo.

I love your themes but find it hard to invite them for my own clients because of the romantic images they include - sorry! Want to choose one of yours for my own rebuild but struggling!

For me it's understanding the terminology and what goes with what. I probably should just pay an expert to do it but even that's the unknown of what I will be asked for.

If it isn't already, to make it easier to do for mobile and tablet.

Less fluff- this isn't my strength, or interest so give me a format for sellers art and

The design

I can't make the layout work because the things I want to do are not working properly in real life. And I don't mean fancy things. For example I have four pictures I want to display with rounded edges. Easy right? These pictures show rounded corners and the fourth has straight corners - despite having the same settings for all of it via Divi. But I realized meanwhile how much slower the website loads with too many bells and whistles in CSS so I think I will leave many things out I planned to implement to make the website load faster.

I need a Textor for SEO. Perhaps you can join with an SEO company to offer such services for a moderate monthly plan?

Making it look professional and slick but still being able to look good on all platforms

And understanding why something doesn't work - and whether it's the theme, the builder or my ignorance

Page loading time

None I can think of now except for content

That with Divi building within the mobile version is not correct for the more recent iPhones

I still do not actually have one.

With other websites I use it's having to go to desktop if mobile on my phone.

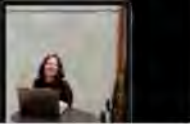
Never knowing how other people will use it and whether I've done enough for the SEO

I spent hours self learning how to build a head it and it still isn't live - something

Homework #1

Questions Responses Settings

Emotion Based Research Template



Emotion Based Research Survey

Welcome! Thanks so much for taking the time to complete this quick survey. I really appreciate it.

If you were looking for a [insert profession], where would you look?

- Google
- Search #hashtags on Instagram
- Speak to friends
- Read blogs
- Other

On Google, what kind of phrases would you search for?

Long answer text

On Instagram, what kind of hashtags would you search?

Long answer text

If you were to buy [insert product], what specific problem would it solve for you?

Long answer text

Sharp names

Integrated sales options

very kind of page or layout that I need... it means on mobile, I trust the company it will support me.

Support! (*

id as it was done, my site is shite!... the whole thing frustrates me!

(It's a whole other story! But comes back to time, especially the time to implement stuff or try new stuff... TBH!)

(*)

a with a platform I know how to use... it means on mobile, I trust the company it will support me.

Easy install of dummy content and licensed images

The design

s with a platform I know how to use... it means on mobile, I choose a template based on how it looks.

Making the layout flexible to work with. Many formulas look all the same.

I can't make the layout work because the things I want to do are not working properly in real life. And I don't mean fancy things. For example I have four pictures I want to display with rounded edges. Easy, right? These pictures show rounded corners and the fourth has straight corners - despite having the same settings for all of it (see Div). But I realized meanwhile how much slower the visible tasks with too many bells and whistles in CSS so I think I will leave many things out I planned to implement to make the website load faster.

s with a platform I know how to use... it has designed with SEO in mind... it looks good on mobile.

In my case as I work with Reptilelover I would love to have less scripts (so one library instead of several)

I need a Textor for SEO. Perhaps you can join with an SEO company to offer such services for a moderate monthly price?

o be designed with SEO in mind... I choose late mostly based on how it looks... it has and of page or layout that I need.

Moves integrations with web galleries and stores

Making it look professional and slick but still being able to look good on all platforms

a template mostly based on how it looks... a with a platform I know how to use... it means on mobile.

A more comprehensive walk through of installation time which is up to date

And understanding why something doesn't work - and whether it's the theme, the builder or my ignorance

s with a platform I know how to use... it has and of page or layout that I need... it looks good on mobile.

More choice with page layouts

Page loading time

o be designed with SEO in mind... it looks good on mobile... that I need

How to make sure I get exactly what I shown in the demo

None I can think of now except for content

o be designed with SEO in mind... I trust the company it will support me... it n I know how to use.

I love your themes but find it hard to invite them for my own clients because of the romantic images they include - sorry! Want to choose one of yours for my own rebuild but struggling!

That with Divi building within the mobile version is not correct for the more recent iPhones

a template mostly based on how it looks... the company selling it will support me... it n I know how to use.

s with a platform I know how to use... it means on mobile... I trust the company it will support me.

For me it's understanding the terminology and what goes with what. I probably should just pay an expert to do it but even that it's the unknown of what I will be asked for.

I still do not actually have one.

o be designed with SEO in mind... it looks late mostly based on how it looks... it has

If it isn't already, to make it easier to do for mobile and tablet

Never knowing how other people will use it and whether I've done enough for the SEO

s with a platform I know how to use... it means on mobile... I trust the company it will support me.

Less fuff - this isn't my strength, or interest so give me a format for sellers art and

I spent hours self learning how to build a head it and it still isn't live - something



2

Identifying Your *Content Pillars*

Identifying the *pain points*

Identifying 3-5 Content Pillars

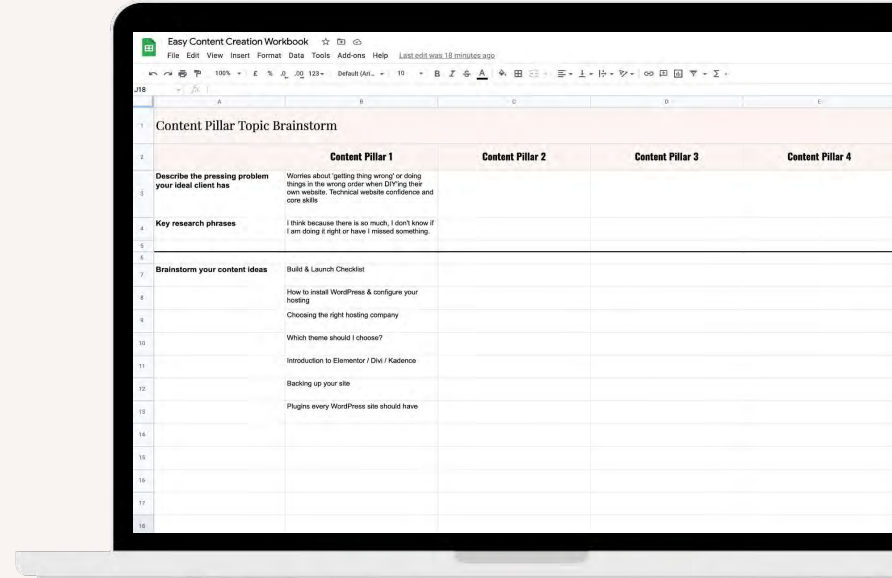
- Should be in your genius zone
- It's a decision-maker for your client
- Plays to your USP
- Tip of the iceberg

Prewritten pages	Drag and drop	It has every kind of page or layout that I need... It looks amazing on mobile... it works with a platform I know how to use.	Sharp names	Integrated sales options
More time!...and a bit more! ("")	Easier, always, easier!...for clients & myself. The world of web builder apps is stupid & has made things harder IMO, especially for the DIYers, which is not what web is about!...IMO!! We are on an edge of change though, and we now have better builders, yet they're little known vs' the big guys! "Sorry, I forgot question but my closing thought. BIG marketing sucks a lot of folk into all sorts- 'platforms', 'templates', 'themes' etc. etc. The problem is how try that destroys people who could actually be better contributors to the eco system of web! At origin, the web is open and for everyone, sadly that's not what we see and of ("")	It has to be designed with SEO in mind... I trust the company selling it will support me... it works with a platform I know how to use.	Support! ("")	lol... As a web dev, my site is shite!...the whole thing frustrates me! ("It's a whole other story! But comes back to 'time', especially the time to implement 'stuff' or try new 'stuff'... TIME!) ("")
Header and footer designs	Integrating eCommerce from emails to layouts to checkout, fit the design of the website.	It works with a platform I know how to use... It looks amazing on mobile... I trust the company selling it will support me.	Easy install of dummy content and licensed images	The design
Making the little problems go away that shouldn't be there in the first place. I read so much about how to do this or how to set up that as a website and in reality it just won't work out half way and I have no one to ask why it is not working or how to fix it. The difference in reading about a thing and learning the hard way that websites behave differently in the wild is frustrating and the number 1 reason why I gave it up for too long instead of caring for my website since I first sat it up	Making all pictures I want to open in a lightbox and being able to customize the picture layout in a gallery with having different picture sizes. I work on that problem on and off for months now.	It works with a platform I know how to use... it looks amazing on mobile... I choose a template mostly based on how it looks.	Making the layout flexible to work with... Many templates look all the same.	I can't make the layout work because the things I want to do are not working properly in real life. And I don't mean fancy things. For example I have four pictures I want to display with rounded corners and the fourth has straight corners - despite having the same settings for all 4 (I use Divi). But I realized meanwhile how much slower the website loads with too many bells and whistles in CSS so I think I will leave many things out I planned to implement to make the website load faster.
Perfect SEO	Independence from GDPR, so all files hosted locally. No Google captcha but hontypopt, etc.	It works with a platform I know how to use... it has to be designed with SEO in mind... It looks amazing on mobile.	In my case as I work with Rapidweaver I would love to have less scripts (so one library instead of several)	I need a Tester for SEO. Perhaps you can join with an SEO company to offer such services for a moderate monthly plan?
Copy, I am awful at articulating what I am trying to say	More informational videos	It has to be designed with SEO in mind... I choose a template mostly based on how it looks... It has every kind of page or layout that I need.	More integrations with web galleries and stores	Making it look professional and slick but still being able to look good on all platforms
A live session with walkthroughs of individual how to and 20As looking at individual DS websites themes because you can learn relevant info about you're own website (as previously).	A better understanding of Developer in Chrome	I choose a template mostly based on how it looks. It works with a platform I know how to use... it looks amazing on mobile.	A more comprehensive walk through at installation time which is up to date	Not understanding why something doesn't work - and whether it's the theme, the builder or my ignorance!
Best practice methods, Troubleshooting guides & hints and tips	Page Loading time	It works with a platform I know how to use... It has every kind of page or layout that I need... It looks amazing on mobile.	More choice with page layouts	Page loading time
Onboarding and getting the necessary files	The process, a faster way	It has to be designed with SEO in mind... It looks amazing on mobile... It has every kind of page or layout that I need.	How to make sure I get exactly what is shown in the demo	None I can think of now except for content
A package of all the best standard plugins	A quick way to get all the info needed back from the client before I start	It has to be designed with SEO in mind... I trust the company selling it will support me... it works with a platform I know how to use.	I love your themes but find it hard to envisage them for my own clients because of the romantic images they include - sorry! Want to choose one of yours for my own rebuild but struggling!	That with Divi building within the mobile version is not correct for this more recent iPhones
A guide how to create myself and someone keeping me accountable and check in on me and then the website?	Me?	I choose a template mostly based on how it looks, I trust the company selling it will support me... It has every kind of page or layout that I need.	For me it's understanding the terminology and what goes with what. I probably should just pay an expert to do it but even that it's the unknown of what I will be asked for... If it isn't already, to make it easier to do to mobile and tablet	it's not actually have one With other websites I use it's having to go to desktop if rubbish on my phone. Never knowing how other people will take it and whether I've done enough for the SEO
Constant new ideas and some help along the way	Quicker	It works with a platform I know how to use... It looks amazing on mobile... I trust the company selling it will support me.	Less fuff- this isn't my strength or interest so give me a format for review and send	I spent hours self learning how to build it, find it and it still isn't live - something
SEO optimisation from the start - there's so much to think about visually when setting up the website that this takes my	That it doesn't become something pretty that just sits there. If I could combine a	It has to be designed with SEO in mind... I choose a template mostly based on how it looks. It has		

Homework #2

Brainstorm one content pillar / pain point

- Brainstorm a list of content ideas to help solve that pain point
- Make notes or use the workbook





J18

	A	B	C	D	E
1	Content Pillar Topic Brainstorm				
2		Content Pillar 1	Content Pillar 2	Content Pillar 3	Content Pillar 4
3	Describe the pressing problem your ideal client has	Worries about 'getting thing wrong' or doing things in the wrong order when DIY'ing their own website. Technical website confidence and core skills			
4	Key research phrases	I think because there is so much, I don't know if I am doing it right or have I missed something.			
5	<hr/>				
6					
7	Brainstorm your content ideas	Build & Launch Checklist			
8		How to install WordPress & configure your hosting			
9		Choosing the right hosting company			
10		Which theme should I choose?			
11		Introduction to Elementor / Divi / Kadence			
12		Backing up your site			
13		Plugins every WordPress site should have			
14					
15					
16					
17					
18					

3

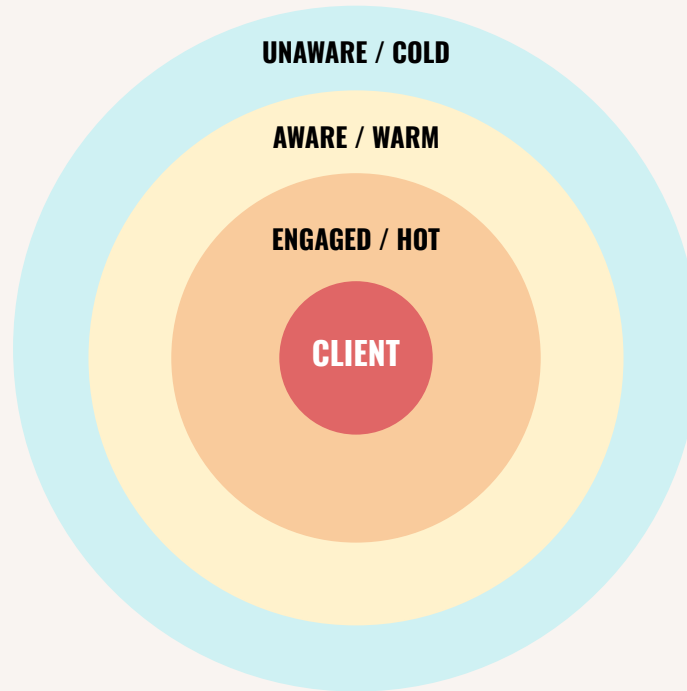
Planning Your
Foundation Content

Communicate your USP / hook

- Cornerstone blog posts for SEO
- Lead magnet
- Hashtagged / optimised content on social media
- Content in paid ads

Reduce risk

- Organic social media
- Social proof
- Facebook group
- Email content



Stages of the relationship

Establish trust / expert status

- Organic social media
- Expert blog posts that deliver value
- More of your best content from your genius zone
- Email content sequence
- Retargeting ads

Make the offer

- Conversion event

Homework #3

Create Your Foundation Content Plan

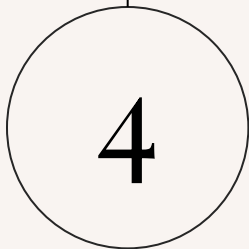
- Choose a content topic & brainstorm ideas for each stage of the ideal client relationship

	Content Pillar 1	Content Pillar 2	Content Pillar 3	Content Pillar 4
Name of Content Pillar	Technical website confidence and core skills			
Unaware / Cold	Easy-to-use templates and free education & training How to redesign your website behind the scenes How to DIY Your Own Website e-book Break down the e-book into Instagram guides			
Aware / Warm	The go-to WordPress specialist for creatives, with unlimited patient support 5 essential plugins for every WordPress site How to track up your website 5 ways to preserve your SEO when redesigning your website Email series covering hosting, plugins, backup, speed and security Sign post to The Design & Build checklist, 1 minute video tips on re-design			
Engaged / Hot	Proven templates with a one-click install process How to choose the right theme for you			

Foundation Content Matrix

	Content Pillar 1	Content Pillar 2	Content Pillar 3	Content Pillar 4	Content Pillar 5
Name of Content Pillar	Technical website confidence and core skills				
Unaware / Cold Communicate your USP / hook Cornerstone blog posts for SEO Lead magnet Hashtagged / optimising content on social media Paid ads to generate new leads	Easy-to-use templates and free education & training How to redesign your website behind the scenes How to DIY Your Own Website e-book Break down the e-book into Instagram guides				
Aware / Warm Establish Trust / Expert Status Organic social media Expert blog posts that deliver value Quick tips from your genius zone for social media Automated email sequence Retargeting ads to build trust	The go-to WordPress specialist for creatives, with unlimited patient support 5 essential plugins for every WordPress site How to back up your website 5 ways to preserve your SEO when redesigning your website Email series covering hosting, plugins, backup, speed and security Sign post to The Design & Build checklist, 1 minute video tips on re-design				
Engaged / Hot Reduce Risk Organic social media Social proof	Proven templates with a one-click install process How to choose the right theme for you Positive social media comments from the FB				





Creating Your *Content Plan*

Creating a *Content Plan*

Calendar-based but flexible

- Use the tool that suits you best
- Think about the seasonal demands of your business over a year
- Plan promotions & 'big rock' events
- Fill in the gaps as far ahead as you feel comfortable with foundation or expert content



Creating a *Content Plan*

Start with your promotional 'rocks'

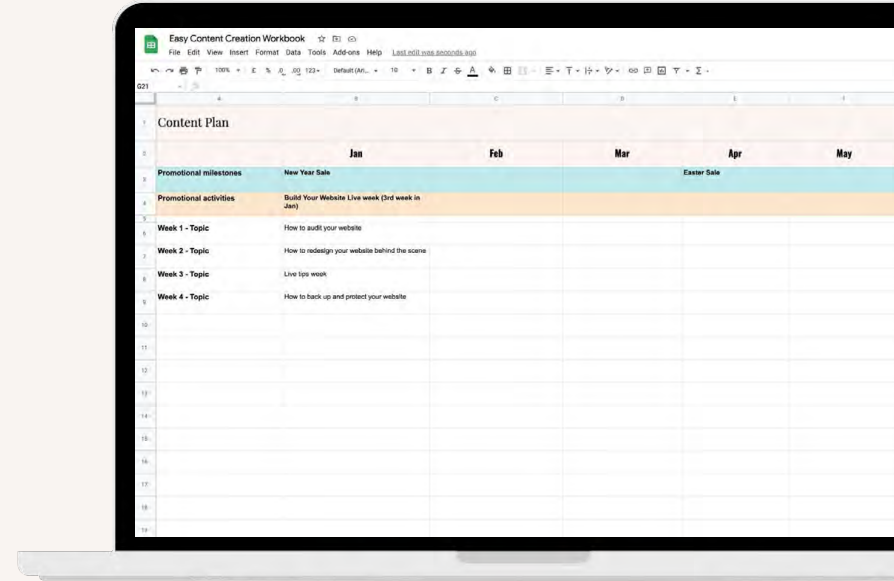
- Known commercial dates - Thanksgiving / Black Friday / Cyber Monday
- Festive dates - Christmas & New Year / Easter
- Seasonal dates - Back to school / Spring / Summer
- Your own milestone dates - business birthday / your birthday
- Productised dates - eg. International Dog Day



Challenge

Create Your Content Schedule

- Plan in your promotions & seasonal dates
- Add in foundation + expert content to support that
- Fill in the gaps with topic from your Content Pillar list
- Don't feel you have to go into detail too far ahead



Easy Content Creation Workbook

File Edit View Insert Format Data Tools Add-ons Help

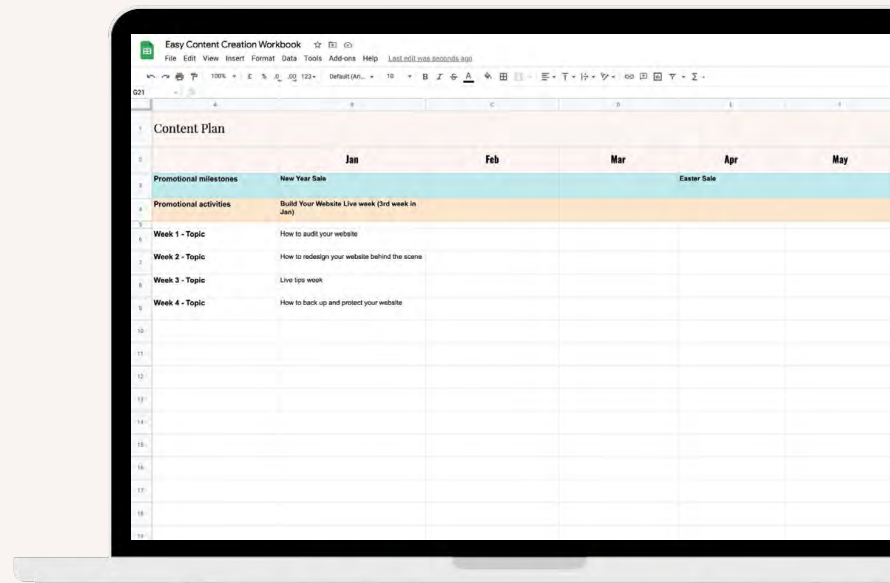
100% + E 0.00 123+ Default (Ar... 10 B I A

G21

	Jan	Feb	Mar	Apr	May	Jun	Jul
1	Content Plan						
2	Promotional milestones		New Year Sale		Easter Sale		
3	Promotional activities						
4	Build Your Website Live week (3rd week in Jan)						
5							
6	Week 1 - Topic	How to audit your website					
7	Week 2 - Topic	How to redesign your website behind the scene					
8	Week 3 - Topic	Live tips week					
9	Week 4 - Topic	How to back up and protect your website					
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							

Content Ideas

- Image-led
- Quotes
- How to
- Behind the scenes
- Ask me a question
- Top tip
- Portfolio showcase
- Product showcase
- Fun / outtakes
- Re-sharing valuable content



Weekly Plan

Monday

- Mindset / Confidence



Melissa Love

@thedesignspaceco

Building out your marketing funnel is the business equivalent of the Technical Challenge in the Great British Bake Off.

Tuesday

- Top tip / value bomb #1



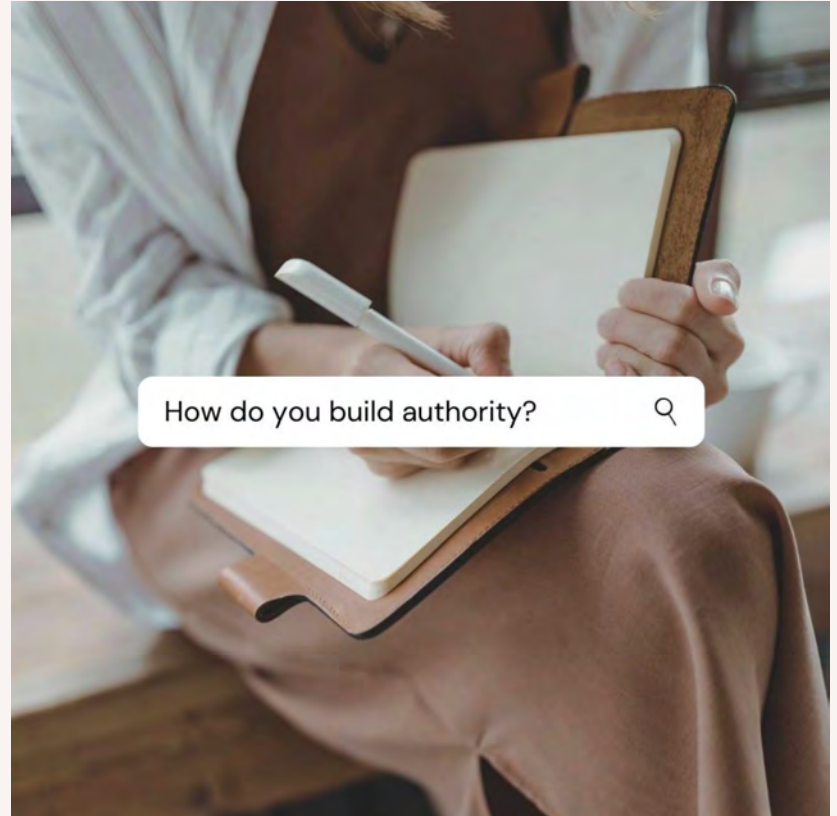
Wednesday

- Top tip / value bomb #2



Thursday

- Top tip / value bomb #3



Friday

- Mindset challenge / conclusion



Also Friday

- Signpost to blog post



How To Plan An Effective Marketing Funnel

READ MORE



5

Writing With Structure



Every piece of content needs to do one of the following...

- Communicate your USP / hook
- Establish trust / expert status
- Reduce risk
- Make an offer



Not bad...



mercedesevansphotography • Following



mercedesevansphotography

Sometimes when I am doing bridal prep, I just fancy doing something a bit different. This was one of those times. As Kelly sat by the window having her hair done, I saw the image in my mind before I took it. What do you think? Success or not?



Liked by sarahfishlockphotography and 15 others

OCTOBER 18, 2019



Add a comment...

Post

Better...



mercedesevansphot • Following ...



mercedesevansphotography Planning your wedding and umming and ahing about whether you should have a second photographer? One consideration is that it's not always logistically possible to photograph you both getting ready, if you aren't getting ready in the same place. Travel times need to be factored in.

. #planning2021
#planning2021weddings
#gettingmarried2021
#surreyweddingphotographer
#hampshireweddingphotographer
#churchwedding
#surreyweddingphotography
#surreyweddingphotography



11 likes

DECEMBER 9, 2020



Add a comment...

Post

BRACE YOURSELF

A NEW SYSTEM IS COMING...





Writing with a story structure

The hero's journey (hint, it's not you!)

Storytelling that showcases your USP and your expertise in a genuine way.

- The hook / catchy title (stop the scroll)
- The common problem
- The relatable experience (build trust & empathy)
- The big idea / solution (your USP)
- Highlight the risk (what happens if you don't...)
- Call to action

The Hook

Last week my cat caught a bat

Ted came strolling into my office with a bat in his mouth and it was very much alive. Cue horrified screams from the home-schooling daughters.

He placed it gently at my feet (lucky me!) and just stood there, at a complete loss, with no idea what to do next. Do cats eat bats? He clearly wasn't sure and I definitely didn't want to find out.

To cut a long story short, I threw a towel over the bat and we took it over to the local bat cave (yes, there really is one) and Ted didn't get the opportunity to try a bat snack.

Here's the thing. It should be impossible for a cat to catch a bat but Ted didn't know that. He saw an opportunity and he took it. In his furry little mind, he has the self-belief of an apex predator.

It was when he caught the bat that he didn't know what to do next. Instead, he came to me with total faith that I'd be able to help him deal with it.

Last week, someone I really admire, who has a huge audience approached me to set up a call about a collaboration. Unexpectedly, I felt completely paralysed by the opportunity.

Then it came to me. I need to be more Ted. To have complete self-belief, but also make sure that I have someone who I can go to when big opportunities come along.

So, I finally signed up to a year-long coaching programme I've had my eye on for a while. It's expensive, which is potentially risky, but I feel more excited than I have done in a long time.

And simply by choosing to be in this community, you have a whole team of people cheering you on and helping you make the most of any opportunities that you create.

If you don't place yourself in an environment which normalises success, you're more likely to 'settle' for where you are, rather than reach for what you secretly wish for.

A good test is to ask yourself if you'd be happy to be right where you are now, 5 years from now? If you don't like the answer, it's time to start taking some shortcuts that expert communities can give you.

Actually, that's what The Marketing Fix is all about. Community, Co-Working, Accountability and Action.

Bring us your bats and we'll work out what to do with them together!

The Solution

Highlight the Risk

Call to Action

The Common Problem

Relatable Experience

6

Developing *Your Voice*



Developing *your voice*

Absolutely no-one is a born writer

- It's ok to relax and have fun
- You need to stop the scroll
- Authenticity always wins
- Don't you tell people what you do, cause them to feel
- Remember who you're talking to - real humans!

Not bad...



mercedesevansphotography • Following



mercedesevansphotography

Sometimes when I am doing bridal prep, I just fancy doing something a bit different. This was one of those times. As Kelly sat by the window having her hair done, I saw the image in my mind before I took it. What do you think? Success or not?

•

•



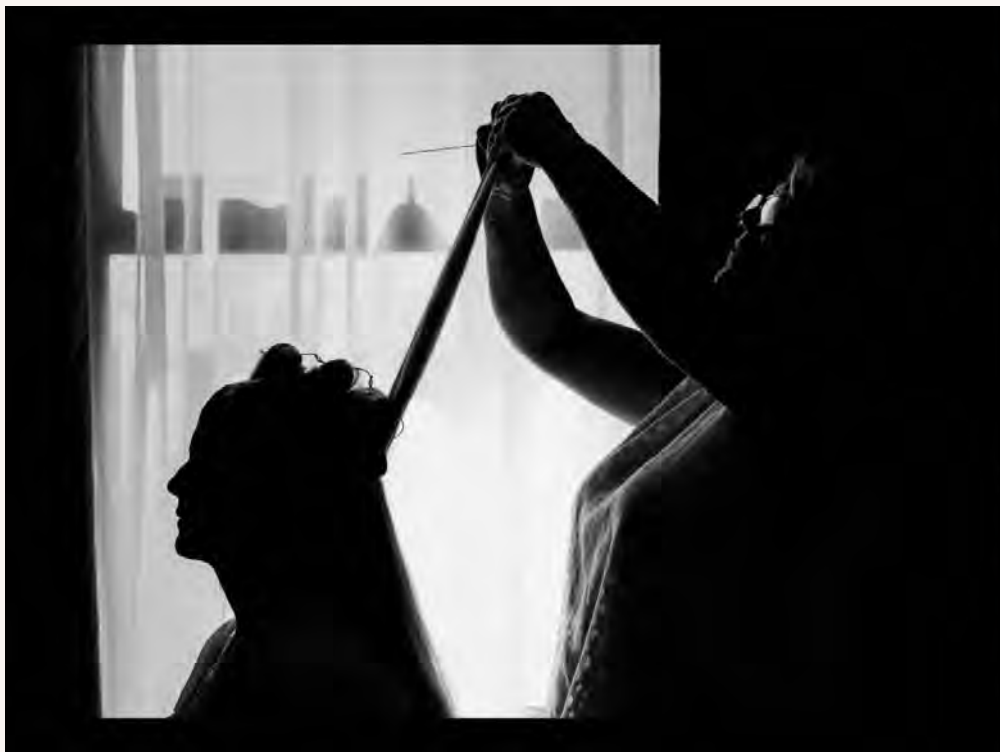
Liked by sarahfishlockphotography and 15 others

OCTOBER 18, 2019



Add a comment...

Post



Confession. When I'm at a wedding, my mind is ON FIRE!!
I can't stop looking for interesting frames, shapes and silhouettes.

It's because I don't want to miss even the most ordinary of moments, which have the potential to become works of art.

And yet often they are easily missed. Do you ever think about the photos you have that you really cherish? It's never the formal ones, is it? It's your friend laughing like a loon in the pub or your kids pulling a silly face.

Let me tell you...I am HERE for those extraordinary moments, because I know you'll be so busy having a good time that you might miss a few.

So don't worry. I got you. Whilst you enjoy one of the best days of your life, I'll be over here, quietly making magic that I know you'll want to look at forever.

Link in bio to view my fav spontaneous frames.

Don't panic! Not every caption has to be a masterpiece!

How to write social media captions that don't suck

- ✓ Lead with your hook
- ✓ Write with personality
- ✓ Use emojis to create structure
- ✓ Include a call to action every time

😬 Do you struggle to write social media captions that don't suck? It doesn't matter whether you're writing for Instagram, Facebook or somewhere else entirely, the secret is that every caption has to take your audience on a journey. The structure of that journey will depend on your goal. Are you trying to position yourself as an expert, provoke a response or highlight a problem they might not even know they have?

Whatever your goals, there are some key features you need to make sure you have, for every single post. Obviously, the first sentence needs to do some heavy lifting. On Instagram, for example, your post preview is shortened to 3-4 lines, so make them count.

✦ Lead with your hook in the form of a compelling statement or question that's going to get them clicking to read more

✦ Write with as much personality as you can. Use descriptive words that create a visual picture in the mind of your reader. No marketing speak or boring jargon.

✦ Use emojis to break up the text or to create lists of tips or ideas

✦ Include a call to action with every post. This will vary from platform to platform and Instagram has more limited options than Facebook or LinkedIn for example.

Essentially, you'll be asking people to either click through to your bio or to like, comment, tag or share. Be specific about what you want people to do.

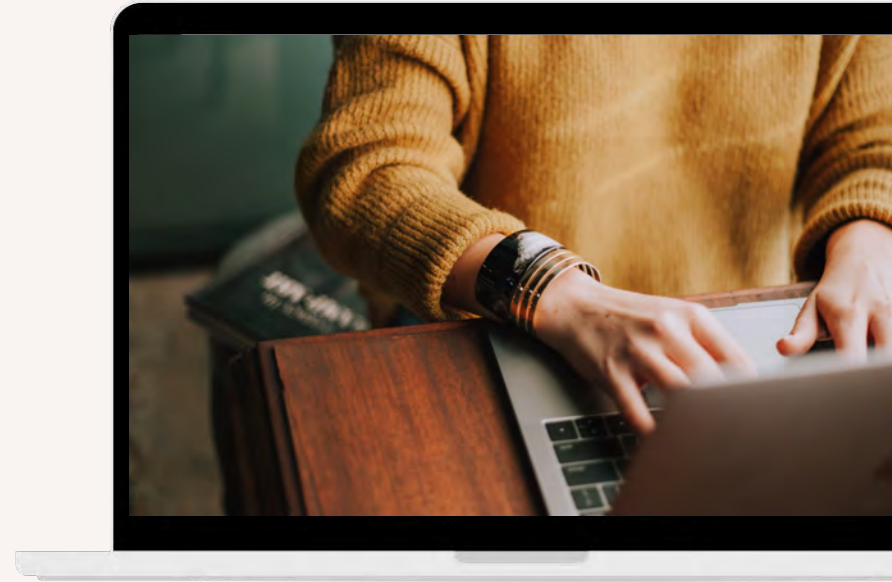
In terms of the graphics you create, pull out a key line from your copy and polish it up to make it as thought-provoking as possible.

👉 Follow the link in my bio to join my free Facebook group where I'll be announcing a copywriting masterclass next week.

Homework #4

Write a captivating caption

- Choose your content idea
- Choose your hook (bookmark life moments!)
- Focus on your content pillar
- Bullet point your caption / copy using the storytelling structure

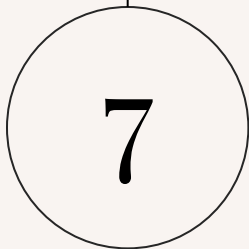




Writing with a story structure

The hero's journey (hint, it's not you!)

- The hook / catchy title (stop the scroll)
- The common problem
- The relatable experience (build trust & empathy)
- The big idea / solution (your USP)
- Highlight the risk (what happens if you don't...)
- Call to action



The Ultimate
Content Creation Workflow

The Daily Content *Generator*

- Allows you to create, test and improve any piece of content for your business in a manageable bite-sized way
- Creates consistent sets of themes in your social posts
- Generates traffic for blog posts
- Create 20+ pieces of content in 15 mins per day
- Or batch it in one go



The Daily Content *Generator*

- The Intro section is where you set out your USP (I use my Monday 'story' caption)
- Use as many points as you need to cover your topic
- Bullet point your content
- Wrap it up at the end of the week with a call to action & optionally turn it onto a solid piece of content
- Create daily or batch it (I do both)

Weekly Content Generator

TOPIC / BLOG NAME:

Daily talking points

- 1.
- 2.
- 3.
- 4.
- 5.

Blog Intro: (complete at beginning or end of week)

POINT 1:

POINT 2:

POINT 3:

POINT 4:

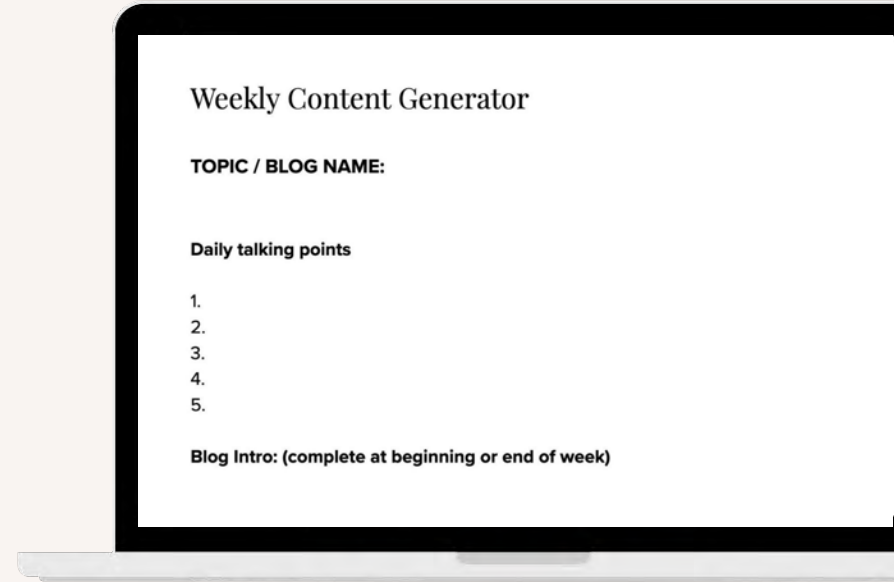
POINT 5:

Blog Outro: (call to action)

Challenge

Plan a week of content

- Choose your content idea
- Choose your intro / hook
- Bullet point your content
- Choose your call-to-action



The Daily Content Generator



Repurposing *Everything!*

- 6 x Instagram posts
- 6 x Facebook posts for my groups & page
- Monday Mindset email (storytelling post)
- Friday email (blog post)
- Friday live video or reel (Insta or FB)
- Save video to Insta TV or YouTube
- 6 x graphics to repurpose onto Pinterest all driving traffic to the blog post

Weekly Content Generator

TOPIC / BLOG NAME:

Daily talking points

- 1.
- 2.
- 3.
- 4.
- 5.

Blog Intro: (complete at beginning or end of week)

POINT 1:

POINT 2:

POINT 3:

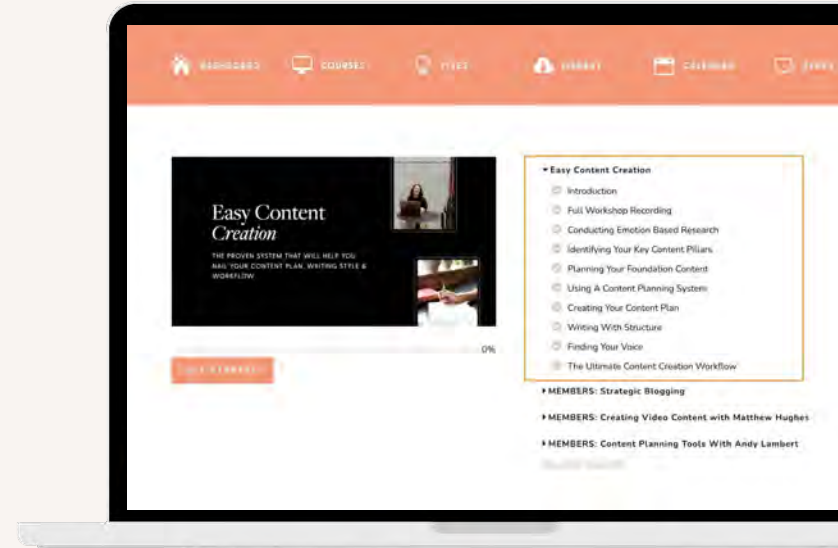
POINT 4:

POINT 5:

Blog Outro: (call to action)

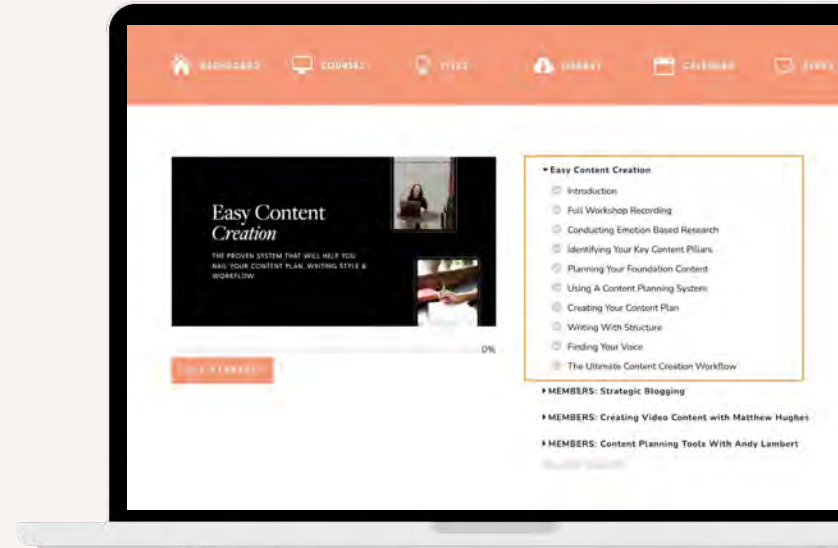
Free course

- Canva Lead magnet template
- Join my Free Facebook group



Free course

themarketingfix.co/human





Your
questions