



CONTENT CREATION

Mar 2023





Your ideal client

B2C

What gender is your ideal client?

How old are they?

What do you know about their demographics?

What are their family circumstances?

Do they have children?

Where do they live? What do they do for a living?

How much do they earn?

What do they love to do in their spare time?

What do they actually do in their spare time?



Your ideal client

What do they watch or read?

What are their values?

What keeps them awake at night?

What is their biggest problem or frustration?

What is their greatest fear?

What do they want less of in their life?



Your ideal client

What do they want less of in their life?

What is their highest dream?

What aspirations do they have for the future?

Are they ready to make that change and invest right now?

What motivates them?



Your ideal client

What are your client's problems?

What are they thinking?

What are they saying to themselves?

What are they saying to others?

How can you make their life better?

What pain, problem or difficulty will your service help or eliminate?

What will it give them?



Your ideal client

B2B

What type of people do you love being around?

What type of organisation is ideal to work with and why?

What sector are they in? What ethical standards do they follow?

How many employees do they have?

What distinguishing features do they have (turnover etc.)?

Where are they located?

Is there anything else you need to think about?

What are the company's values/vision/mission?



Your ideal client

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notes

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Define your topics

WHAT INTERESTS YOUR AUDIENCE?

WRITE DOWN TOPICS THAT INTEREST YOUR AUDIENCE



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Resources for content creation

SOME LINKS FOR YOU

<https://www.helpscout.com/blog/psychology-of-color>

<https://colors.co/>

<https://blog.snappa.com/free-stock-photos/>

<https://optinmonster.com/best-visual-content-creation-tools/>

<https://www.canva.com>



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Tone of voice

HOW DO YOU SPEAK TO YOUR
AUDIENCE?

YOUR TONE OF VOICE



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AIDA

Attention

Interest

Desire

Action



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Your benefits

YOUR 3 MAIN BENEFITS

BENEFIT 1

BENEFIT 2

BENEFIT 3



More benefits

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Distributing content

Scheduling posts:

<https://influencemarketinghub.com/social-media-posting-scheduling-tools/>

Links to Marketing mail systems:

<https://www.wpbeginner.com/showcase/best-email-marketing-services/>

<https://madmimi.com/>

<https://www.mailerlite.com/>

Going live on social media:

streamyard.com

Podcast hosting:

anchor.fm



notes

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