

Content Management Bootcamp

Supercharge Your Content Results with a Focused
System and Strategy



Course Book

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Introduction

In today's digital world, content is king. Your online content is essential to generating awareness of your business. Content can be used to educate and attract leads, build relationships with them, and eventually make sales.

But content creation is a challenge for many small business owners. It's often difficult keeping up with the demand for regular, fresh content. You can't see how your content is impacting your business, so you're not sure if you're achieving the results you want. Often, small business owners aren't clear enough about the areas of expertise they want to showcase through their content.

If any of these issues sound familiar to you, you're in the right place. You need to find ways to take the useful information you already have and turn it into powerful content that creates leverage for your brand. You will find it takes much less time to update or repurpose content, rather than creating it from scratch. But before you can get started, you need to get organized.

In this course, you'll get down to creating a comprehensive inventory of all your existing content, both published and non-published, so you have a database to draw on when you need it. You'll identify the core areas of expertise you want to focus on with your content, building thought leadership in those areas. You'll examine time-saving methods to repurpose content to engage visitors so that, at last, your content will be working for you and not against you.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Clarify the core areas of expertise you want to be known for so you can be sure of the topics you want to focus your content on
- Make an inventory of the unpublished content in your system so that you have a database of useful content you already have and know where to find it
- Take stock of the existing online content about you and your business and remove what's not in line with your core areas of expertise so that the brand you show to the world is consistent
- Ensure you have appropriate tracking methods in place so you can see how well your content is performing and make tweaks to attract more visitors
- Plan your priorities for managing your content efficiently so you're clear about the topic areas you need to focus on to achieve your content goals
- Verify that you have the relevant content to promote paid offers and point to opt-in forms for lead magnets so that your system conveys potential customers smoothly through their buying journey
- Decide what content is worth updating or repurposing so that it gets more visibility and traction and helps you build your brand
- Make sure all your content is optimized so it can be found by searchers on the web who are looking for the solution that you provide
- Identify opportunities to create different series from existing content so you can engage visitors for longer to become potential brand ambassadors
- Create your own step-by-step process for streamlined content creation so that you have a logical process to follow when you need to create new content

- Plan timelines for the content you want to create, update, or repurpose so that you have a calendar to follow which will ensure regular publication of new and exciting content
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course and develop further.

This course is broken down into 12 modules to take you step-by-step through the process of organizing and leveraging your content for maximum results.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Choose Your Core Areas of Expertise

When you're searching for content to create, it needs to reflect your business focus. If you don't have a clear focus, you can end up with content that isn't current or relevant to you and your business.

In this first module, you will take the important step of choosing the core areas of expertise you want to put on display so you attract the customers you can help.

Decide What You Want to Be Known For

Having great digital content is important for all businesses, from solo entrepreneurs to enterprises. You've heard time and time again that you need to publish content, so you've probably compiled some already.

But perhaps you started your business with different objectives which have shifted over time. This might mean that after a while in business, your business focus has changed, but your content has not.

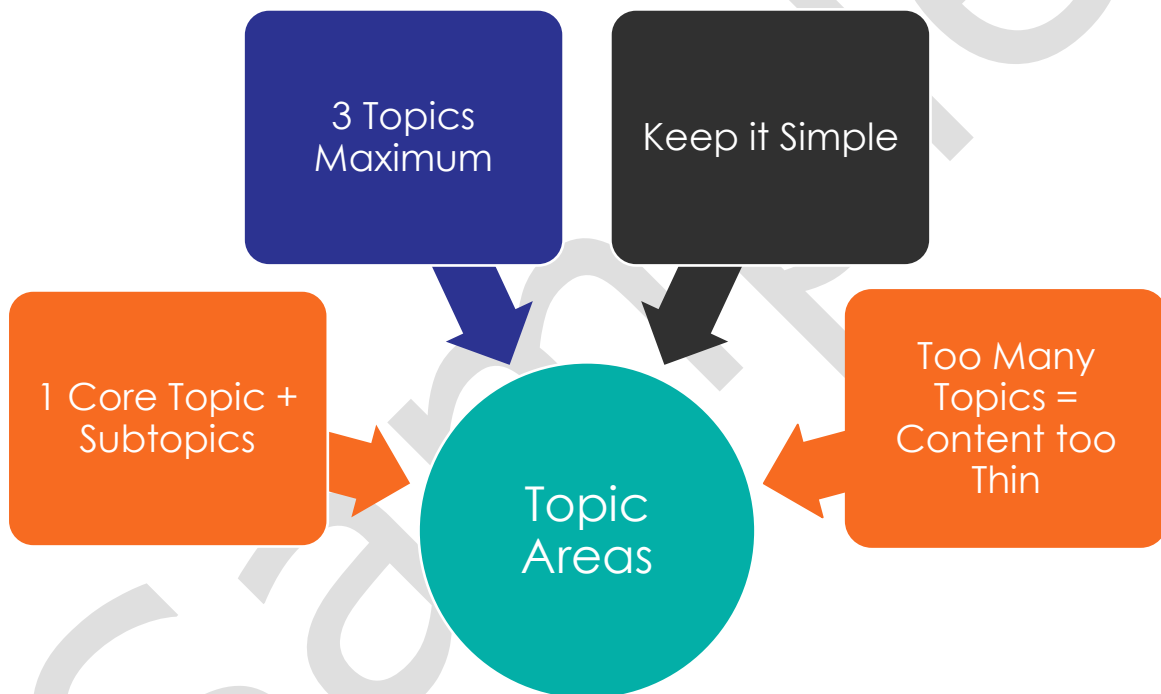
Before you can ensure that your content is aligned with your core areas of expertise, you need to decide what these areas are. That's where many business owners stumble, as they fail to take the time to check that the business is going along the lines they want.

To help you focus on the issue, ask yourself:

- Is the content I publish in line with the message I want to get across?

- Is it in line with the offers I make?
- Do I want to be the go-to person in my industry for something specific?

Choose Your Core Topic Areas



You need to decide exactly what the core areas of expertise are that you want to be known for, as these will become the main categories of content you create.

Brainstorm your ideas to help organize your thinking. The choice may not be as obvious as it seems. For example, you run a coaching business and have always taken a range of clients to keep the diary full. Do you still want to work with business and executive clients as well as those looking for

relationship advice? Are you as skilled in coaching on career choice as you are on business development? Even if you have decided on your category of coaching as 'business and executive' in which areas do you have the most expertise? Leadership? First-line managers? Fast track recruits? CFOs?

Once you've brainstormed your ideas, select a maximum of three main topic areas. Don't go for more than that, and use subtopics if you need to.

You could also choose to focus on one core topic only with several subtopics.

Keep it simple or you'll confuse your reputation and your audience. Your brand will not be able to shine clearly. You will end up spreading yourself and your content too thin. If you're feeling frustrated because your content isn't producing the results you want, this might be due to the fact that you're trying to be all things to all people and ending up appealing to no-one.

These core areas of expertise will be the areas around which you will build your content. Each article and blog will be in sync with your brand message, and your social media content will be in line with these topics as well.

Key Takeaways:

- Build greater clarity around your brand by choosing the core areas of expertise you want to be known for.
- Don't try to be known for everything, or you'll end up diluting your brand and won't be known for anything.

Action Steps:

1. **Quick Win:** Brainstorm the areas of expertise you want to be known for. Make a list in the Action Guide.
2. Review the list and divide it into categories where there are similarities in topics.
3. Choose a maximum of 3 core topics (your areas of expertise) that you really want you and your brand to be known for. This can be one main area with 3 sub-topics or separate, but related, areas.

ATTENTION:

This is only an excerpt from our full course Content Management Bootcamp. The full, customizable course contains 12 modules and an introduction module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, tweets, and other resources.

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