

STEP 1

(Step one is about figuring out your UVP and identifying your niche customer)

**IDENTIFY UNIQUE
VALUE PROPOSITION**



**IDENTIFY
NICHE**

STEP 2

(Once you have that down, move into step 2 which is about creating the content that showcases your UVP and solves your ideal customer's challenge)

+

CREATE CONTENT

Pick idea/theme



CONTEXT

The meaning of the message delivered to the right people at the right time



5 E'S

Educational
Entertaining
Engaging
Emotional
Exclusive

FORMAT

Video
Photo
Audio
Written

ENGAGE

Comments
Shout Outs
Direct Messages



DISTRIBUTION



BUILD PHASE CONSISTENCY

- Doesn't mean daily
- Sets up expectations

GROW PHASE FREQUENCY

- Accelerates growth



+

STEP 3

(Step 3 is then how you need to work with algorithms and understand how to leverage them to get your content and your brand out there)

ALGORITHMS



ENGAGEMENT

REACH



♥ TRUST

ACTIVATE YOUR POWERFUL PERSONAL BRAND

“Personal branding is about managing your name—even if you don’t own a business—in a world of misinformation, disinformation, and semi-permanent Google records. Going on a date? Chances are that your “blind” date has Googled your name. Going to a job interview? Ditto.”

Tim Ferriss, Author & Podcaster

CREATE YOUR POWERFUL PERSONAL BRAND

Clarify your brand by answering these thought provoking questions:

WHAT BRINGS YOU JOY?

What are 3-5 topics that you are most passionate about? (does not need to be related to business)

PEOPLE ALWAYS ASK ME ABOUT...

- *What do you know more about than most others?*
- *Can you lean into those areas of expertise and incorporate them into your current role?*

WHAT ARE 2-3 THINGS THAT PEOPLE ARE ALWAYS SURPRISED OR DELIGHTED TO LEARN ABOUT YOU?

*Surprising talents? Awards? Accomplishments?
Can you incorporate or combine any of these into your professional brand?*

For example: You're a certified pilot - can you connect the talents used in flying to your current professional role?

WHAT IS YOUR #1 "SUPERPOWER"?

The thing that you do better than anyone else!

- *What feels easy to you that's hard for others?*
- *What are you doing when you feel the most confident?*

For example: I make hard things really easy to understand or I am really skilled at coming up with new ideas quickly, or People love my personality and always feel like they can trust me

3 WORDS THAT DESCRIBE YOU?

Create your own list and then ask a co-worker/friend/significant other what words they would use!

WHAT ARE YOUR BIGGEST WEAKNESSES?

Weakness> Turn into a **STRENGTH**



WHAT ARE MY NON-NEGOTIABLES?

Can you leverage these into your core values? Are these also your strengths?

For example: dishonesty, disloyalty etc

PAST CAREERS

What unique projects did you work on or what expertise did you gain in the past that can be applied to your current work?

WHAT "BAD HABITS" ARE IMPACTING YOUR PRODUCTIVITY?

Watching TV? Scrolling on Social? What will you put in place to ensure not getting distracted by them?

WHAT IS YOUR PERSONALITY TYPE?

Knowing your personality type helps you communicate effectively with others and understand which situations will help you perform at your best.

Check out these free online style tests:
www.16personalities.com/free-personality-test
www.123test.com/disc-profiles

WHO'S PERSONAL BRAND DO YOU ADMIRE?

What about their brand do you admire?

WHO CAN YOU ALIGN WITH, MEET WITH OR CREATE A MENTORSHIP WITH?

What will YOU offer to that person? Make a list and commit to connecting with them online and in person. Can you promote their content efforts? Can you make introductions and connect dots virtually and in person?

**WHAT SCARES YOU THE MOST ABOUT MAKING CONTENT?
ABOUT SOCIAL MEDIA? ABOUT MARKETING OR SALES?**

Not knowing what to say? Your on-camera presence?

WHAT KIND OF CONTENT FORMAT DO YOU PREFER?

To create? To consume? (written, audio, video?)



“We’re not selling bricks. We’re selling imagination.”
Lars Silberbauer, Global Senior Director of Social Media
and Video, LEGO



WHAT ARE YOU REALLY SELLING? WHAT PROBLEM DO YOU SPECIFICALLY SOLVE?

Hint: it's not your product or service

WHAT DO YOU GET IN RETURN WHEN YOU SOLVE THOSE PROBLEMS?

Prestige? Influence? Status? More security for family?

WHAT ARE 1-3 SHORT TERM AND 1-3 FUNDAMENTAL TRENDS IMPACTING YOUR INDUSTRY IN THE NEXT 10 YEARS POSITIVELY, NEGATIVELY OR BOTH?

How will they change the normal course of business? What can you or your company do to support your customers for both?

Examples for inspiration

- iBuyers
- Artificial intelligence
- Blockchain
- Commission compression

WHAT ARE THE ASSUMPTIONS THAT THE CONSUMER OR YOUR CUSTOMER BASE MAKE ABOUT YOUR ROLE/SERVICE?

Outline the positives and negatives. For the negatives, how can you change those?

WHAT IS YOUR CLOSEST COMPETITOR OFFERING THAT YOU ARE NOT?

*If you offer the exact same services, what can you create to make you stand out?
Why are you not currently offering this service/product?*

WHAT ARE SOME QUESTIONS THAT PEOPLE SHOULD BE ASKING YOU, BUT AREN'T?

In other words, they are focused on "X" but should be focused on "Y"

WHAT ARE THE NEEDS YOUR CUSTOMERS CONTINUE TO DISCUSS WITH YOU?

What are the most common questions your customers ask?

Review your emails, text messages, direct messages and calls for insights.

ARE YOU REGULARLY PARTICIPATING IN INDUSTRY NETWORKING EVENTS, MASTERMINDS OR CONFERENCES?

If you already participate in these, can you create and lead your own?

HOW ARE THINGS DONE IN YOUR INDUSTRY, COMPANY OR PERSONAL BUSINESS PLAN?

What would it look like if the way things have been done were the complete opposite tomorrow?

WHAT ARE YOUR 3 MOST SUCCESSFUL METHODS OF GAINING NEW BUSINESS?

Can you change or modify all three? How so? Can you eliminate them and make 3 new ones?

HAVE YOU INTERVIEWED YOUR BEST CLIENTS AND IDENTIFIED THEIR BEST PRACTICES?

Can you compile those into a list or template to share with future clients/prospects?

WHAT ARE THE TOP CHALLENGES FOR A NEW PERSON IN YOUR INDUSTRY?

Can you create a step by step framework for success for both?

TO WHAT OR WHOM DO YOU LISTEN, READ OR WATCH THAT INSPIRES YOU?

*Are there specific pieces of content that have inspired you or changed the way you look at your business?
What are they and why did they change your perspective?*

WHAT DO YOU WANT TO LEARN MORE ABOUT THAT COULD HELP YOU IN YOUR SPECIFIC BUSINESS OR YOUR NICHE CUSTOMERS?

Focus on skills that can help YOU and your customer's business goals. Create this list and research books, courses and events to help you achieve them.

Examples

- Social Media Advertising
- Email Marketing
- Public Speaking
- Video Marketing

WHAT IS A UNIQUE VALUE PROPOSITION (UVP)?

A Unique Value Proposition, or UVP, is a simple, one sentence statement that identifies who you work with, what value you provide and HOW that impacts your customer.

Why do you need one?

A UVP differentiates you from the competition and provides you with the clarity you need to create content that connects with your ideal audience. Your UVP makes you and your content relevant to the consumer you want to serve.

Your UVP becomes the foundation for all of your content - social media posts, email and website copy. It becomes the heart of your business motivations and empowers you to share WHY someone should work with you over someone else.

When you know who you are and what specific value you provide you can create content that exemplifies these points.

UVP GUIDELINES:

A UVP is NOT a slogan, tagline or catchphrase. It is not a multi-paragraph mission statement. This section will help you develop your own one sentence UVP. Give yourself permission to take on this challenge with an open mind, understanding that your UVP may take weeks or months to evolve as you refine, edit and tweak it.

- One sentence (short and sweet)
- Specific (riches in niches)
- Easy to understand (jargon & industry-lingo free)
- Memorable & repeatable
- Identifies your ideal customer
- What benefits your service provides

THE UVP FORMULA

I DO
WHAT

+

FOR
WHOM

=

THAT
RESULTS IN

HERE'S A FEW OF MY OWN UVPS:



For whom

I do what

Results in

"I share real estate marketing tips that help you grow your business and make more money doing what you love."

For whom

I do what

Results in

"I teach mortgage professionals how to use the camera on their smartphone to build a powerful personal brand"

For whom

I do what

Results in

"I help title professionals leverage free social media platforms to increase marketshare and mindshare."



QUESTIONS TO HELP YOU GET STARTED

- Do you offer extreme specialization or serve an ultra-niche?
- Do you have incredible results for ecstatic clients?
- Do you have a unique customer experience? Marketing method?
- Do you have a compelling background story?
- Do you have complimentary expertise (luxury homes and an expert in horse property?)
- Do you have a unique guarantee?
- Do you have specialized skills from another industry that enhances your current role?
- Have you endured a major pivot in your life?

POSITIVE ACTION VERBS TO USE IN YOUR UVP:

Empower	Cheer	Impact	Produce
Share	Connect	Inspire	Propose
Teach	Delight	Invent	Respond
Help	Deliver	Launch	Revamp
Activate	Demonstrate	Leverage	Train
Adapt	Design	Map	Accelerate
Advance	Engineer	Motivate	Sprint
Amplify	Excite	Navigate	Support
Boost	Execute	Organize	Eliminate
Build	Explain	Overhaul	Expedite
Cause	Generate	Plan	Reduce
Challenge	Go Guide	Present	Streamline

Additional lists of verbs: <https://boompositive.com/pages/list-of-positive-verbs-a-to-z>

FORMULA:

I DO WHAT:

+

FOR WHOM:

=

THAT RESULTS IN:

261 DAYS OF CONTENT IDEAS

One idea for every **week day** of the year

100
real estate
topics

EDUCATIONAL

- 1.** SERIES: "Best Of" the neighborhood (top 5 coffee shops, pizza, gyms etc)
- 2.** SERIES: "Battle Of" (restaurants, area, schools)
- 3.** SERIES: "Meet the Experts" - interview or review local area experts (pediatricians, dentist, specialists)
- 4.** SERIES: "How Much Does It Cost" (remodeling, movers, building a pool)
- 5.** Best places for a staycation in your neighborhood
- 6.** The benefits of working with an iBuyer and how an agent can help
- 7.** Do you really need to hire a real estate agent?
- 8.** Create a "How To" or "Explainer" video about the home buying/selling, mortgage and escrow processes
- 9.** Should you short sell your home?
- 10.** First time home buying mistakes
- 11.** The biggest myths about home loans/down payments/iBuyers
- 12.** What is wire fraud and common scams you need to know about
- 13.** New home construction – do you need an agent?
- 14.** What happens if you still haven't sold your home but have to relocate?
- 15.** What is a contingency?
- 16.** Yikes! You sold your house faster than you had planned, now what?
- 17.** What to do if you receive multiple offers
- 18.** What to expect during your corporate relocation process
- 19.** What to expect during your Permanent Change of Station (PCS) [military relocation]

- 20.** Do you really need a home warranty?
- 21.** Do you need title insurance?
- 22.** New construction homes: is the price negotiable?
- 23.** How to buy a foreclosed home
- 24.** How to sell your own home for the best price without an agent
- 25.** Beware of these common real estate scams
- 26.** Neighborhood resource lists (utility companies, local schools etc)
- 27.** What is a due diligence period?
- 28.** Are open houses really worth it?
- 29.** Should you use a lockbox for your property?
- 30.** Do you need flood insurance?
- 31.** How to win a bidding war in a hot market
- 32.** How to find a qualified General Contractor/Interior Designer etc
- 33.** # questions to ask your potential Realtor at your first meeting
- 34.** Market Update for your area

- 35.** Top # mistakes you don't want to make with your rental property
- 36.** # steps every homebuyer must take before looking at properties
- 37.** SERIES: "Best thing on the menu" at local restaurants
- 38.** How to challenge a low appraisal
- 39.** How to clean the smell of smoke/pet dander from a home
- 40.** Can you rent to own?
- 41.** When to turn on/off your utilities when moving
- 42.** Do you need an appraisal before listing?
- 43.** Can you take back your offer? (Can you get out of your contract)
- 44.** Should you write a letter to the seller?
- 45.** Renovation loans/VA Loans/FHA Loans – how do they work?
- 46.** SERIES: Best places to eat if you're health conscious or on a specific meal plan
- 47.** Best pet sitter/kennel in the neighborhood
- 48.** My Story: why I became a realtor/mortgage/title professional

- 49.** Interview your team members or industry partners
- 50.** Design trends for the coming season/year
- 51.** Share info on FREE local events – farmers markets, holiday lights, pumpkin patches
- 52.** Solar panels – What you need to know
- 53.** What are liens and judgments and how do they affect your transaction?
- 54.** New home model home tours
- 55.** What is a transfer tax?
- 56.** Meet your local mayor/city employee/local official
- 57.** Best hotels/vacation rentals in your area for visiting family and friends
- 58.** The # biggest deal killers
- 59.** The # mistakes that sellers make
- 60.** Short term / vacation rentals, are they allowed?
- 61.** What do you need to know if you purchase a home and don't reside in the US?

- 62.** Do videos sell homes?
- 63.** Should you get professional staging for your listing?
- 64.** How much value does (new feature) add to your home?
- 65.** How to sell vacant land
- 66.** How to sell a home with a specific style/decor/location
- 67.** Should you do “coming soon” marketing?
- 68.** # reasons to list your home before the holidays/during the holidays
- 69.** How to show your home with kids/pets
- 70.** What is a “smart home”?
- 71.** How quickly can you close?
- 72.** Who pays for what?
- 73.** Pre-qualification vs pre-approval
- 74.** How to find the right mortgage/real estate/title professional
- 75.** Should you remodel or just drop the price?
- 76.** Zero down payment loan options

- 77.** How to save big with end of the year tax credits
- 78.** What happens down at the county recorders office?
- 79.** Buying a condo: what you need to know
- 80.** Why your house isn't selling?
- 81.** Does being self employed negatively impact your ability to get financing?
- 82.** FHA Loans and condos: what you need to know
- 83.** How is the luxury market different?
- 84.** Is the market shifting?
- 85.** Is Zillow's Zestimate accurate? Why or why not?
- 86.** Inherited property sales tips
- 87.** # questions to ask before moving into assisted living
- 88.** What *exactly* do you have to disclose as a seller?
- 89.** Moving soon? Don't forget these last minute tips!
- 90.** Rent back agreements: What Sellers/Buyers need to know

- 91.** What is pre-occupancy?
- 92.** Showing etiquette - what not to do
- 93.** What conveys in the sale of your property?
- 94.** Flipping houses: what you need to know
- 95.** How to evict a tenant
- 96.** How to repair your credit
- 97.** Can you get a special loan for a "fixer upper"?
- 98.** Can you buy a home after bankruptcy?
- 99.** (CITY NAME) Jobs: Top # Employers
- 100.** How to prepare your home for a natural disaster

161
non-industry
specific topics

ENGAGING, EXCLUSIVE, ENTERTAINING, EMOTIONAL

- 101.** What is your Unique Value Proposition?
- 102.** What is one thing about your job that would surprise most people?
- 103.** Has this ever happened to you? (forgetting shoes, 4 flat tires, etc)
- 104.** Are you a technophobe?
- 105.** Did you have a Blackberry? Do you miss it?
- 106.** Have you ever felt like...
- 107.** Share a perceived failure and what you learned from it
- 108.** One thing that people would be surprised to learn about you
- 109.** The book you're reading now or one that's inspired you
- 110.** A podcast you're listening to - ask for recommendations
- 111.** Bloopers and outtakes videos
- 112.** Most embarrassing moment
- 113.** What apps are on your home screen?
- 114.** Best apps for meditation/productivity/photo editing
- 115.** The purchase under \$100 that has most impacted your life
- 116.** Poll: Ask your audience for advice or recommendation ex: "What Netflix show should I watch next?"
- 117.** Your hidden talent or superpower?
- 118.** Thank someone who has been a mentor in your life
- 119.** Share your morning/night routine
- 120.** Biggest obstacle or challenge you've overcome
- 121.** Do you play an instrument - can you show an example in a video?
- 122.** Do you meal plan? Keto? Gluten Free? Tips or Recipes you can share?
- 123.** Unboxings!
- 124.** Life Hacks - tips for parents or pet owners?
- 125.** What's on your bucket list?
- 126.** Do you have a recurring dream?
- 127.** Favorite family fun night location or date nite idea
- 128.** Social media, phone or email scams warning

- 129.** What's the weirdest thing in your purse? Trunk? Gym Bag? Glove box?
- 130.** The best thing to do everyday to become a better (spouse, parent, employee etc)
- 131.** What's your best tip to get "unstuck"
- 132.** These # books will change your life
- 133.** What sticky note do you have on your mirror/computer?
- 134.** Guilty Pleasures – do you watch reality tv shows? Eat in bed?
- 135.** Best tip for getting your kids to do chores/read
- 136.** How many states have you lived in?
- 137.** What are your favorite conferences to attend?
- 138.** Top takeaways from a recent event
- 139.** What's your #1 goal for the year?
- 140.** What's the last movie you saw in the movie theater?
- 141.** What makes your mom/sister/ brother/dad better than others (tag them!)
- 142.** If you could replay one moment from your life what would it be and why?

- 143.** What's your go-to, easy-to-make quick dinner recipe?
- 144.** What song describes you/your spouse to a tee?
- 145.** Confession: I collect/I'm afraid of/ I haven't ...
- 146.** What's the best wifi name you've seen
- 147.** Looking for the best ____ restaurant in ____ - GO!
- 148.** Do you still read the newspaper?
- 149.** I'm afraid to ask, but iPhone or Droid?
- 150.** Best epic movie of all time?
- 151.** Share a weird habit & ask if others do it too (ex:talking to yourself)
- 152.** Do you wake up with a song in your head?
- 153.** What would you say to your 20 year old self?
- 154.** "Caption this" (Use this call to action along with a funny or interesting photo post)
- 155.** Trivia posts
- 156.** Funny memes
- 157.** Positive Quotes

- 158.** One food you cannot live without?
- 159.** What was the last thing you got really excited about?
- 160.** What's the one movie you can watch over and over?
- 161.** If you could only have one app on your phone what would it be?
- 162.** What are you thankful for today?
- 163.** At what age do you think kids should learn to (cook/get a phone)
- 164.** Work with a charity - Talk about it!
- 165.** "Foster Friday" – feature adoptable pets from local shelters
- 166.** Share the history of different neighborhood landmarks or locations
- 167.** Time to get deeeeeep... what does [.....] mean to you?
- 168.** What's the next car you're going to buy?
- 169.** Share someone else's content and tag them (Always include your opinion or original content describing why you are sharing!)
- 170.** What's happening in your industry?
- 171.** Product reviews

- 172.** What are your most used emojis?
- 173.** What emoji do you wish they had in your keyboard?
- 174.** Host a giveaway or contest
- 175.** Favorite Disney character?
- 176.** Team cat or team dog?
- 177.** Coffee or tea?
- 178.** Netflix in pjs or late night on the town?
- 179.** Facebook or Instagram?
- 180.** Mountains or Beach?
- 181.** Margaritas – frozen or on the rocks?
- 182.** Pepsi or Coke?
- 183.** If you could retire tomorrow what would you spend the rest of your life doing?
- 184.** If you could only eat one thing for the rest of your life, what would it be?
- 185.** What is the 1 thing you can't live without (can't be family or phone!)
- 186.** What's the best thing to do in your hometown?
- 187.** How many houses have you lived in?
- 188.** TV has become nothing but ___

- 189.** I wish they made ___ like they used to
- 190.** You went to the University of _____
- 191.** Your favorite blog is _____
- 192.** Your all time favorite book is _____
- 193.** You're going to _____ today if it kills you!
- 194.** Your Monday/Sunday morning must have is _____
- 195.** Share a boomerang or time lapse video
- 196.** Share your favorite "dad" or "mom" joke
- 197.** National "Day" posts ex: National Donut Day
- 198.** Interview your parent, child or spouse
- 199.** Ask others what 3 words describe you
- 200.** Do you believe in ghosts?
- 201.** Ever lived in a haunted house?
- 202.** Do you regret your tattoo
- 203.** Go-to cold/flu remedies
- 204.** Best resources to keep you motivated
- 205.** Favorite meditation or mental health tips
- 206.** "Ask Me Anything" post
- 207.** Insider tips to (Disney/cruising/Europe)
- 208.** Favorite place to shop for _____
- 209.** Best activities in your area for kids by age group
- 210.** One bad habit you want to break this year
- 211.** Do you vision board/journal?
- 212.** What lesson did you learn this week?
- 213.** Where is the strangest place you've ever fallen asleep?
- 214.** 2 truths and a lie (post 2 true things and 1 lie and see who can guess correctly!)
- 215.** What's the one word you constantly misspell?
- 216.** How to get over the fear of _____
- 217.** Favorite coffee mug (or other common item)
- 218.** What's the most unusual thing you eat for breakfast?
- 219.** How long is your commute?
- 220.** What's on your Audible/nightstand?
- 221.** TV: on or off at dinner?

- 222.** Are social media platforms violating your privacy?
- 223.** Is social media making the world better?
- 224.** Your biggest pet peeve is _____
- 225.** The last thing you bought was_____
- 226.** Do you still have a land line?
- 227.** Do you still have a printer or are you all digital?
- 228.** How do you get your news?
- 229.** What was the most unique college course you've ever taken?
- 230.** How many countries have you been to and which was your favorite?
- 231.** It's hard to get up and work out in cold weather, any ideas for motivation?
- 232.** Back to school: Best advice for kindergarten/jr high/high school freshmen
- 235.** Time to take a trip: best carry on packing tips
- 236.** Which musician's death has had the biggest impact on the music industry?

- 237.** What's the strangest thing in your room (you're not allowed to explain why it's there!)
- 238.** What was your favorite childhood toy (can you find a photo of it?)
- 239.** Where was your favorite place to hang out as a kid/teen?
- 240.** What was the first car you remember your parents driving?
- 241.** What was your first car?
- 242.** What was your first concert?
- 243.** Share a throwback photo of prom
- 244.** Did you eat at a popular restaurant that is no longer around? What did you order?
- 245.** "Remember this?" post (share photo of old landmark that isn't there or old tech)
- 246.** Video or board games from your childhood
- 247.** What did you want to be when you grew up?
- 248.** Best song of the (70s, 80s, 90s)
- 249.** Did you play sports as a kid?
- 250.** The worst haircut or outfit you had as a kid (bonus if you can find photo!)

- 251.** Where were you when “x” happened?
- 252.** The best advice your parents ever gave you
- 253.** What’s the one thing you hated eating as a kid but you love to eat now?
- 254.** How far do you live from the place where you were born?
- 255.** Which item from your childhood do you wish your parents had saved for you?
- 256.** What was your first job? How old were you?
- 257.** What was your high school mascot?
- 258.** Which character in Breakfast Club (or another movie) describes you in high school?
- 259.** Do you still talk to your high school best friend/boyfriend/girlfriend?
- 260.** Who was your favorite teacher in high school and why?
- 261.** Did you marry your high school sweetheart? How old were you when you got married?

TAKE ACTION



- Select 5 Content Starts (one for each “E” category)
- Post to the social of your choice (Facebook, IGTV, LinkedIn) one per week for 5 weeks or two per week for 3 weeks

BONUS CHALLENGE:

Create a short, 1 minute vertical video live or recorded as your post format!

THE “3 T” METHOD

A fail-proof method for creating content
on a consistent basis without ever
running out of ideas

Creating original content can feel a bit intimidating, even with examples and templates!

Some of the best content created has been inspired by *someone* or *something* else in our environment. Rest assured that virtually all content creators have been inspired by someone else’s original idea or work.

This doesn’t mean it’s okay to plagiarize, steal, rip-off or even share someone else’s content without giving them credit! Simply stated, content is all around you and has been created by someone at some point, all you have to do is consume it and become inspired!

Think about the content you already consume throughout the day: *Television, newspaper or newsblog, social media, movies, podcasts etc.*

There is at least one topic, tidbit or golden nugget you can glean from the content you’re already engaging with on a regular basis.

Sharing an interesting fact, a helpful tip or your opinion is the easiest way to create your own original work.

For example, a non-fiction business book can provide you with helpful tips and when you implement them, you have fresh experiences and results that you can then turn into content.

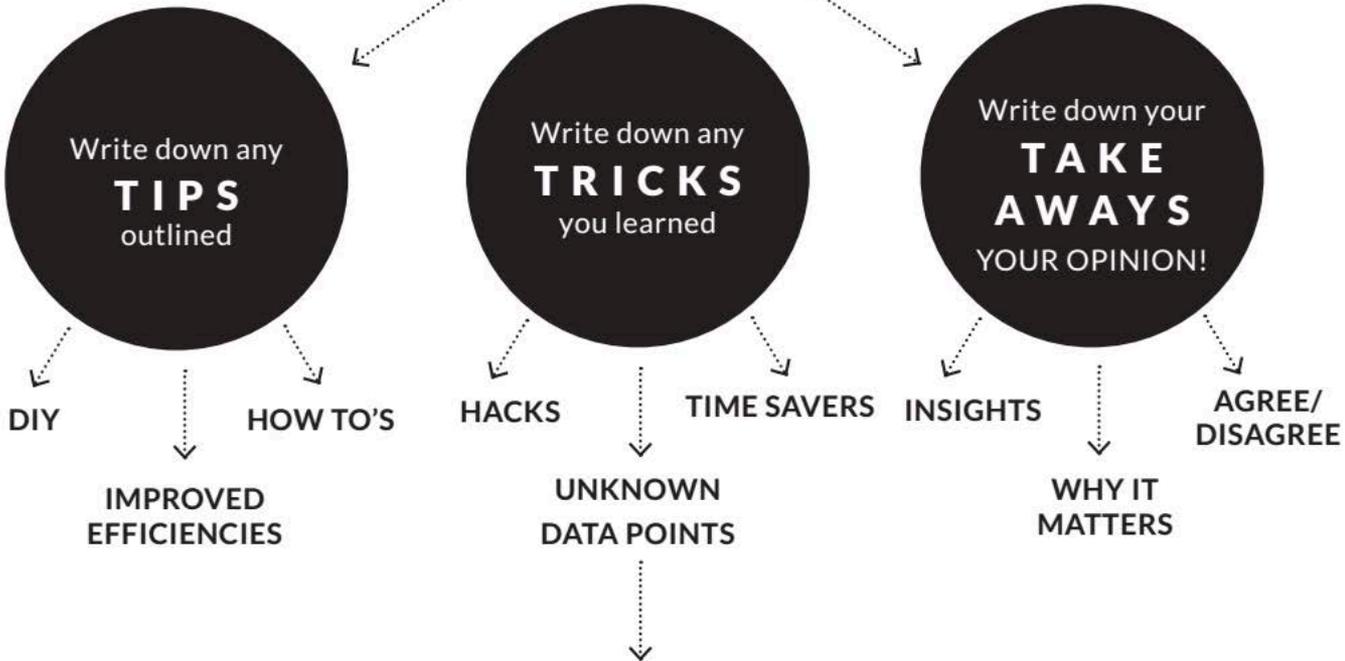
Now you can enjoy the peace of mind that you will never run out of ideas or be required to create the original idea.

Let's get started! 

STEP 1

Find an article, podcast, blog post, news item, video or article. Read, watch or listen to it and then apply one (or more) of the following 3 T's

STEP 2



STEP 3

Now create your own written, video or audio content piece from one of your 3 T's!

PRO TIP

Always credit the original source of the content piece you are referencing in your own content, provide a link if needed and @tag the author.

EXAMPLE OF THE "3 T" METHOD

To show you how to utilize the 3T Method we are going to use this article as an example...

STEP 1
Find inspo
content source,
read take
notes

3,719 views | Feb 20, 2019, 06:45am

3 Productivity Experts Explain Why Doing Less Actually Accomplishes More



Brianna Wiest Senior Contributor @
ForbesWomen



STEP 2
Apply the
"3 T" method

- T1. Focus on a specific number of activities per day (Referenced "The One Thing" book)
- T2. Why multi-tasking doesn't work (ask people if they multi-task)
- T3. Not about doing more; it's about focusing less (give an example of this)

STEP 3
Create your
own content.
Tag/Link



Chelsea Peitz

October 29 at 10:57 AM

⚠️ IC RULES THAT SELLING FOLLOWERS, LIKES & POSTING FAKE REVIEWS IS ILLEGAL!

\$2.5M fine for selling "fake indicators of social media influence"

🚫 Don't buy fake followers... See More



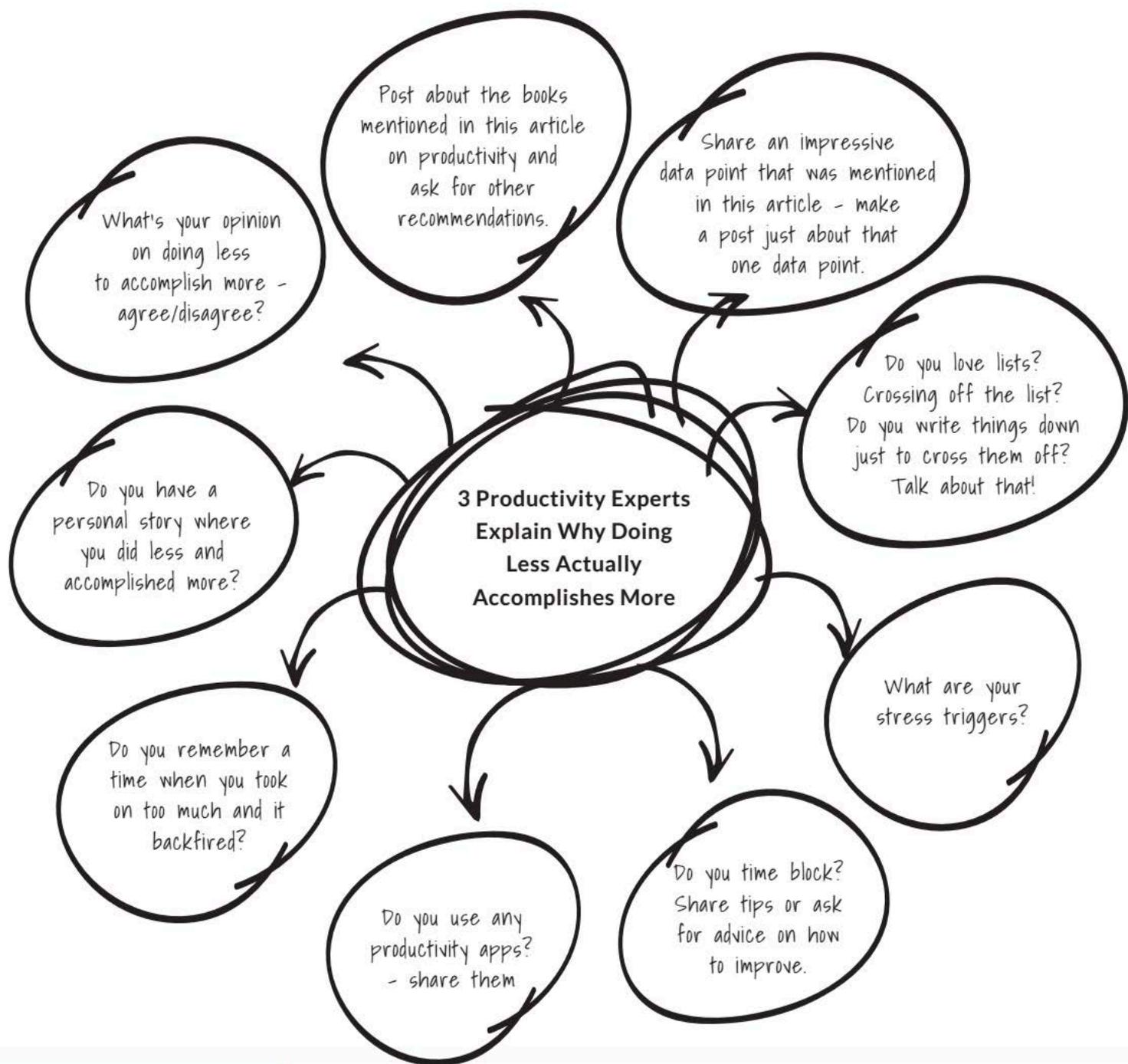
Lastly, apply the "Deep Dive" Content Process to create additional topic starters from the above article:

Deep Dive
this way

THE DEEP DIVE METHOD OF CREATING ENDLESS CONTENT IDEAS

Once you've gone through the 3T process, create even more content ideas by taking a "Deep Dive" into your topic. Write down your main idea in the center of the page and brainstorm related topics.

EXAMPLE OF "DEEP DIVE" IDEA LIST



Back to Library

Your turn



ORIGINAL SOURCE CONTENT

YOUR T'S

DEEP DIVE IDEAS:

THE ANATOMY OF A GOOD CAPTION

1. **Headline/Hook:**

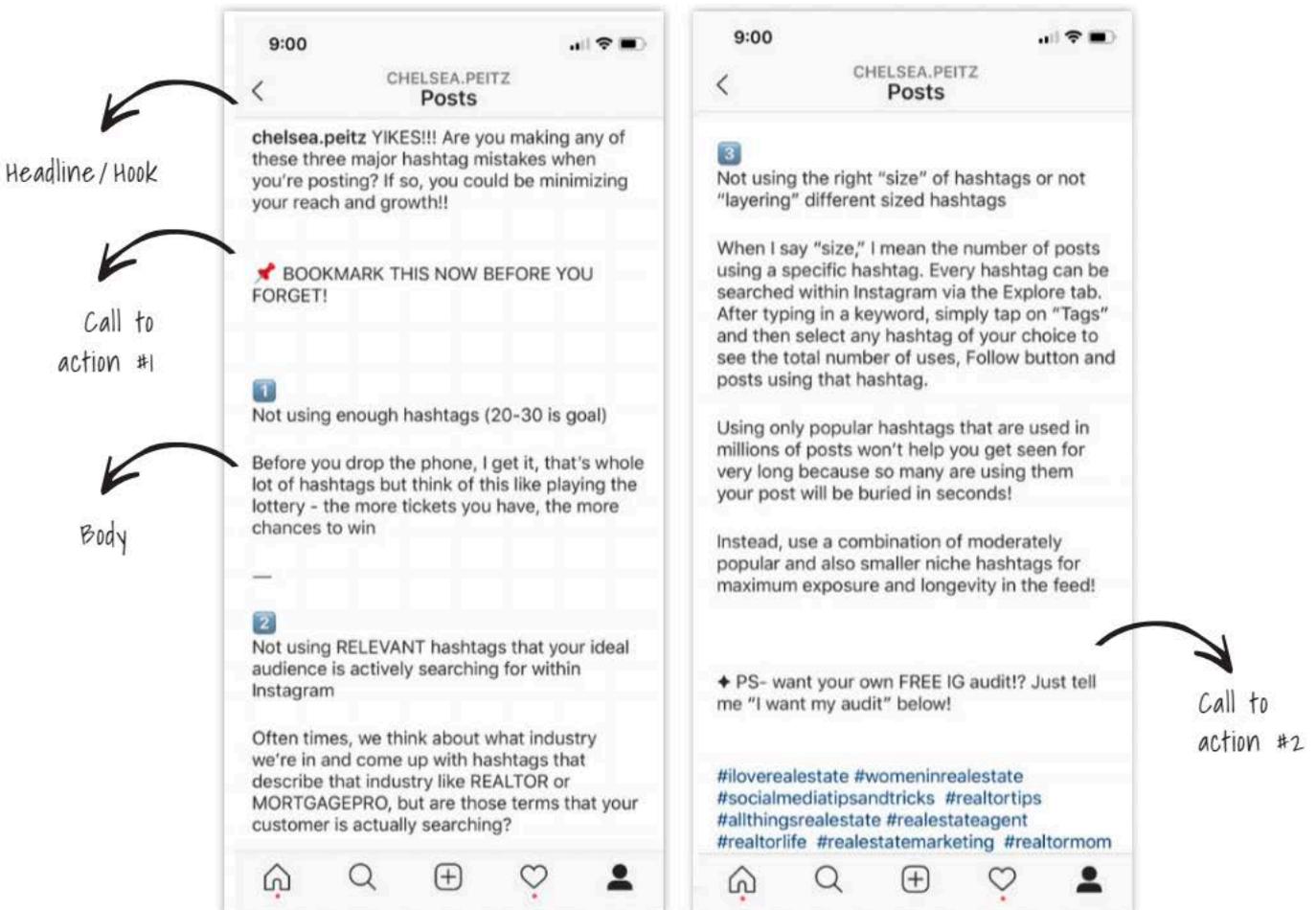
An opening statement that grabs attention and hooks someone in to read further. Your goal should be to stop the scroll and entice the reader to read and take action.

2. **Body:**

The body of your caption describes your content (the image or video) and gives it context. It's the main story, lesson, or conversation. It's where you show your brand personality and communicate the meaning of your images and message.

3. **Call to action:**

A statement or question designed to get the reader to engage or take action - a direct command or a question.



1

CREATE ATTENTION GRABBING HEADLINES

YOUR HEADLINE IS THE FIRST, AND PERHAPS ONLY, IMPRESSION YOU MAKE ON A PROSPECTIVE READER.



Without a compelling promise that turns a browser into a reader, the rest of your words may as well not even exist. So, from a copywriting and content marketing standpoint, writing great headlines is a critical skill. 80% of readers never make it past the headline.

- Copyblogger



According to some sources, on average, eight out of 10 people will read headline copy, but only two out of 10 will read the rest.

Your first sentence or headline has two goals:

1.

Grab attention

2.

Entice people to read the next sentence

Writing headlines doesn't have to be intimidating! Luckily, there's tons of examples and templates used by professional copywriters that you can use as a guideline.

Let's get to it!



EXAMPLES OF "I" VERSUS "YOU" CAPTIONS

"I" EXAMPLE



"My favorite song is Happy by Pharrell and I blast it every time I need to shake off a mood and get into the groove!

Last week I was speaking at a conference in Las Vegas and had the opportunity to pump up the crowd and of course played this song!"



The caption doesn't invite the reader into the story. It's a statement about your experience and your favorite song.

"YOU" EXAMPLE



This caption immediately asks the reader to participate by sharing their favorite song. The caption intros with a question and also tells the reader to comment below with their song. Two calls to action in this caption.

“ I ” EXAMPLE



I'm crossing off one of my bucket list items! I can't wait to visit Italy and see all the things!!

This caption can be considered inspirational and sharing a personal story is an excellent way to create connections with your community, however, this caption could be improved

“ YOU ” EXAMPLE



This caption kicks off with a question nearly every reader has an answer for! It invites readers to join in and share.

CALLS TO ACTION (CTA)

Every piece of content you make (regardless of format) should include a call to action. It can be in the form of a simple question designed to elicit engagement or a command directing your audience to take action. Your audience needs to be told what to do and why to do it! I don't mean that offensively – by giving them a prompt to take an action, you're increasing your chances for more engagement which means more reach or possibly moving a potential lead into action.

TAKE ACTION, URGENCY, EXCLUSIVITY AND QUESTION CTAS

- Learn more
- Build
- Grow
- Discover
- Find
- Download
- Subscribe
- Click here
- Stop
- Try
- Join free/now
- Explore
- New Post
- Schedule a
- Enter now
- Pre-register
- Pre-order
- Talk to us now
- Get your free
- Become an expert
- Start
- Sign Up
- Let's connect
- Launch course
- Create account
- I'm ready!
- Let's chat
- Yes, Please!
- Find out more
- See what I'm up to
- Save time/money by
- Do you want more ?
- Immediately
- Instant
- Hurry!
- Last chance to
- Limited supply
- Only a few left
- Ends tomorrow
- Only available up to
- Limited time only
- One-time offer
- Expires soon
- Urgent
- Deadline is tonight
- While supplies last
- Special offer
- Invitation
- Limited Spots
- Members only
- Tell me
- What do you think?
- Do you agree with ...?
- Do you do this too?
- Tell me why you agree/ don't agree
- Which one of the above are you guilty of
- Why do we do this ...
- Would you rather ...?
- What is your favorite ...?
- True or false?

EXAMPLES

- *Download FREE list of homes now*
- *Discover how to save 10% on your purchase*
- *Start your home search here*
- *Click here to get your home valuation*
- *Get your FREE market update*
- *Last chance to grab your spot at our community Fall Festival this Friday!*
- *Hurry! Grab your FREE.....*
- *Instant home valuation*
- *Know someone who needs to know about?*
- *What do you think about?*

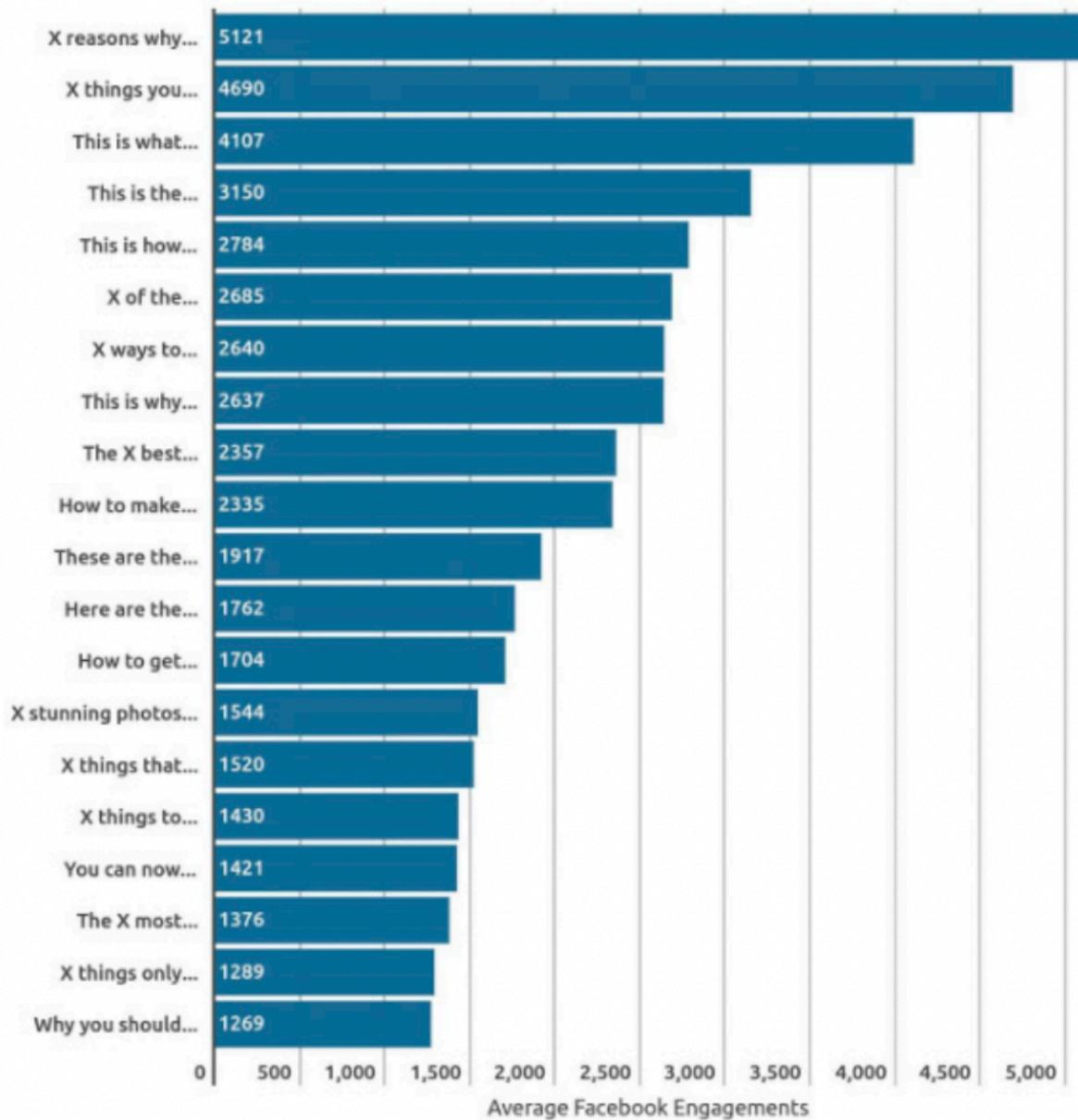
PRO TIP:

Your audio and video content should also include a verbal call to action.

Example: Subscribe to this podcast, Click the link in the description to grab your FREE download

Top Phrases Starting Headlines

Measured by average Facebook Engagement



Top Phrases Ending Headlines

Measured by average Facebook Engagement

