COACHYU

CONTENT MARKETING

CONTENT MARKETING COURSE

CREATE CONTENT THAT INFLUENCES AND CONVERTS

DENNIS YU
Chief Executive Officer

GUIDE VERSION
coachyu_content_marketing_v8.2_2021_1110

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A Letter From Dennis Yu

People talk about content marketing and how you need “great content”. But how, exactly, does one create “great content”, especially with limited resources, and often in competitive and unsexy industries?

What works for a professional sports team, car dealership, or celebrity might not work for you, any more likely that their clothes would fit you or that you’d heal from taking the same medication someone else has.

Outsourcing “content marketing” to a third party is just as bad, since they don’t know your business or strategy, or your unique combination of goals, content, and targeting. Nothing is as authentic as the voice of a happy customer. That’s the solution to your content marketing: to collect and amplify this voice at scale.

The sum of the stories being told by your customers, staff, and partners is your content marketing. This course gives you a step-by-step process to harness the power that you already have. Discover the 6 phases of “Authority Collection”, which is the key to content marketing efforts that drive traffic and sales, not merely X posts per day.

Dennis Yu
CEO of BlitzMetrics

Content Marketing One-Pager

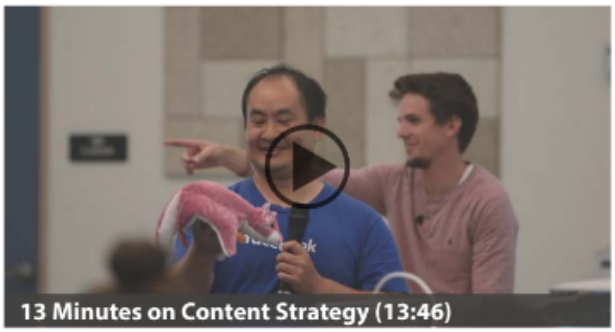
Content Marketing Phase 1

- ☐ Set up your *blog and website*. ***2-4 hours for a basic site***
- ☐ Choose topics that interest you. ***10-15 minutes***
- ☐ Set up Google Alerts on each topic. ***5-10 minutes***
- ☐ Create your article library to keep track of where and when you post. ***15 minutes***
- ☐ Make a *content calendar* (see page 20) for your posting schedule. ***15-30 minutes***
- ☐ Find blogs to comment on with thoughtful insights to grow your network. ***30 minutes***
- ☐ Read the *Dollar A Day Course* and complete all checklist items. ***2 hours***

Content Marketing Per-Article

- ☐ Check Google Alerts for your topics, taking screenshots of interesting points for you to write about.
- ☐ ***10 minutes***
- ☐ Write a rough draft.
- ☐ Craft a killer headline. ***5 minutes***
- ☐ Place links to other thoughtful content throughout your article. ***10 minutes***
- ☐ Format/edit your article to make it easier to read. ***15-30 minutes***
- ☐ Create multiple variants of your content via the *4-1-1 rule*. ***30-60 minutes***

Watch Dennis run through Content Marketing ➡



➡ **Then continue on**

Content Creation Phase 1 Checklist

Content Operations Sub-Checklist

Your content machine is running smoothly and is ready to scale. You'll be using paid social advertising to get your articles noticed by influential people.

- ☐ Have your content quoted by a major newspaper/publication (EX: WSJ.com).
- ☐ Hire a content marketing minion-- virtual assistants and/or young adults.
- ☐ Build a content calendar and process

Content Creation Phase 1 Checklist

- ☐ Familiarize yourself with the core mechanics of internet marketing analysis.
- ☐ Choose some topics that interest you.
- ☐ Set up Google Alerts on these topics.
- ☐ Create an account on LinkedIn and do a search for your name.
- ☐ Comment on blogs and build your network.
- ☐ Write your article draft.
- ☐ Proofread/use an editing service to tighten up your article.
- ☐ Link to thought-provoking content with relevant anchor text.
- ☐ Dress up your article with formatting and summarize key points.
- ☐ Give your article a snappy title.
- ☐ Categorize your post and add keywords.
- ☐ Post and promote your article,keeping track of it in a ContentLibrary.
- ☐ Work out a posting routine and stick to it!

Blog Posting Process

Video Guide: Create a blog post using WordPress
https://www.youtube.com/watch?v=lbTxCGLrTBM

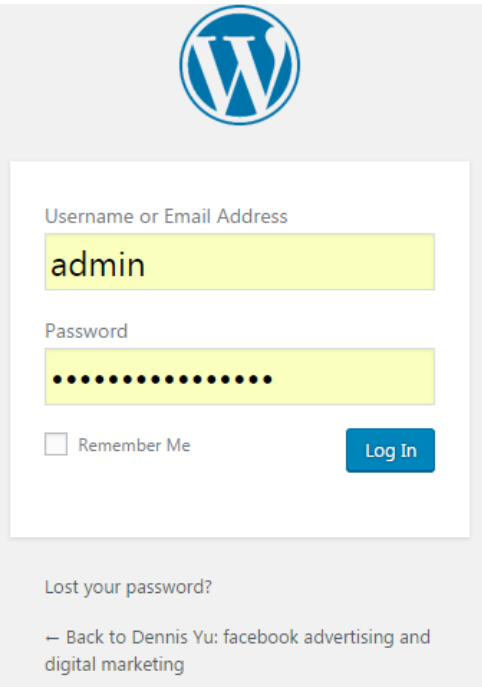
To write and publish a blog post,

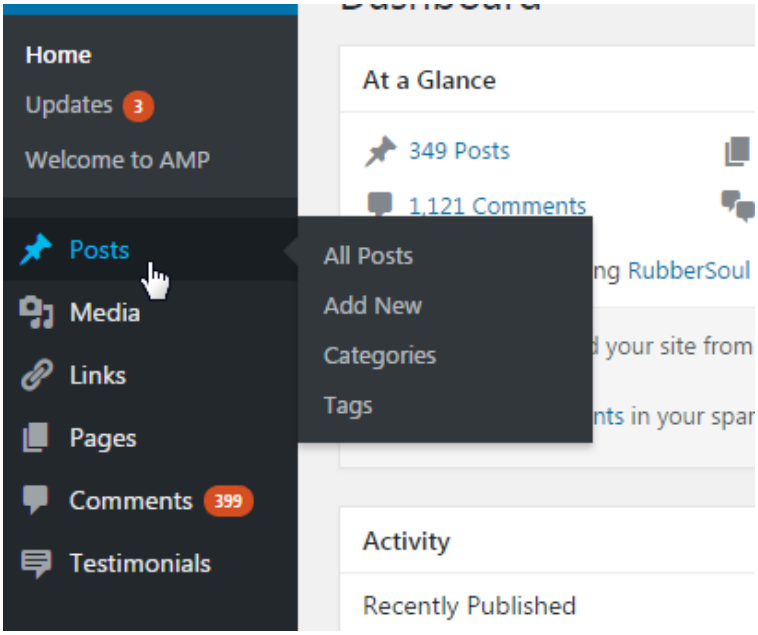
1. Collate the websites and accounts that you will be publishing to.
2. Obtain the proper login credentials for all websites and accounts in BlitzMetrics Access Spreadsheet.

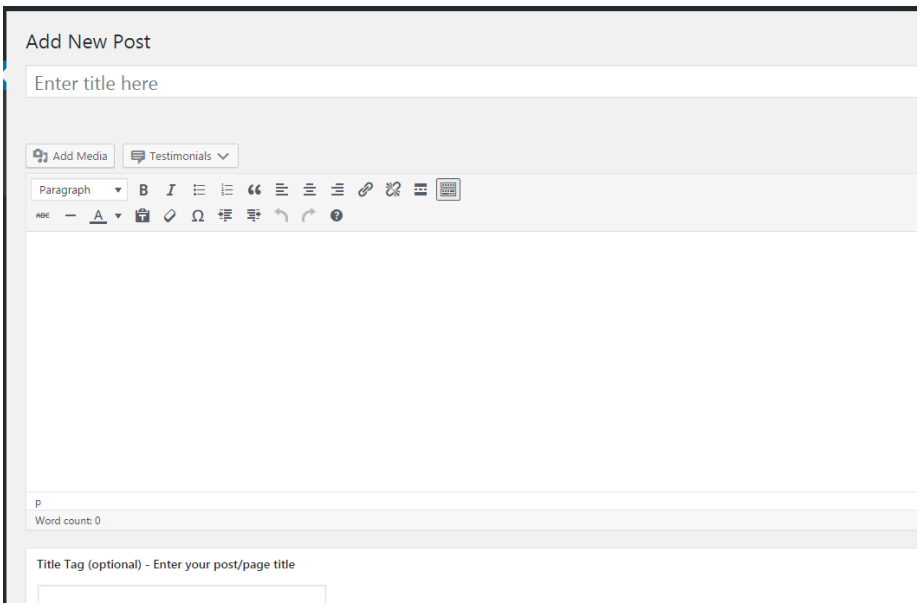
For this example, we will be posting to Dennis Yu's blog:

	A	B	C	D	E
1		Login URL	Username	New Password (Feb 13 or after)	Notes
2	Full Time Filmmaker	https://www.fullti	dennis@blitzmetrics.com	walrus1020!	
3	SnapChat	https://accounts.s	access@blitzmetrics.com	9KMiEpBS80M^	
4	TikTok	https://www.tikto	access@blitzmetrics.com	mkZI6LO3!Qhy	
5	Dennis-Yu.com	https://www.denr	access@blitzmetrics.com	fL$FA(UZq8WdHEB7jMFE1jlu	
6	Conversion.ai	https://www.conv	dennis@blitzmetrics.com	d*qR7%8hY3RI	
7	BlitzMetrics.com	https://www.blitz	PERSONAL ACCOUNT	PERSONAL PASSWORD	
8	Dennis-Yu.com		access@blitzmetrics.com	fL$FA(UZq8WdHEB7jMFE1jlu	
9	GoDaddy	https://sso.godad	8908264	9FHhLnX$(+!+eY?	
10	NameCheap	https://www.nam	blitzmetrics	9FHhLnX$(+!+eY?	

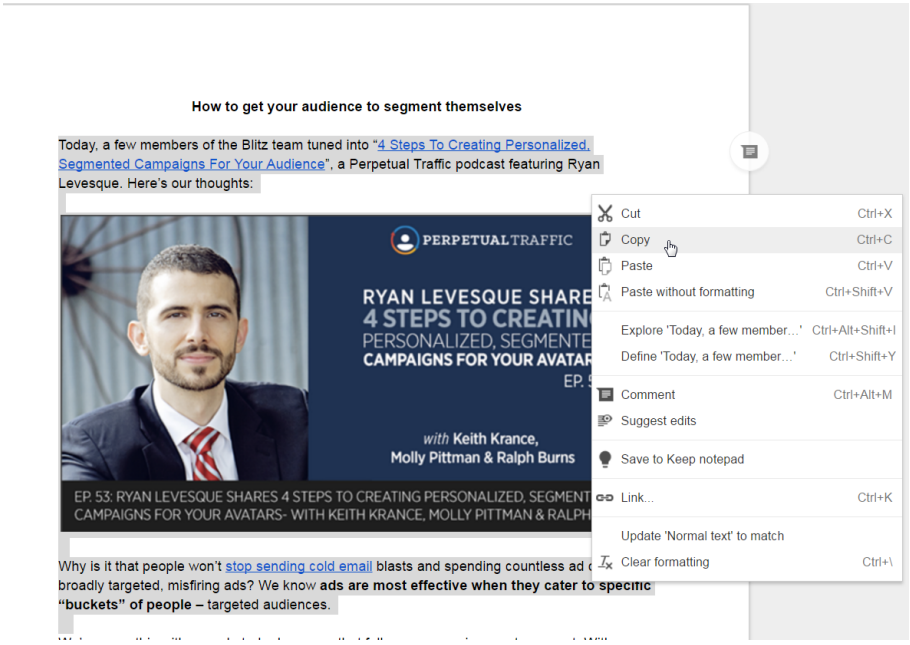
Visit the login URL, which should take you to the Wordpress user panel, where you can input the username and password:


Username or Email Address
admin
Password
Remember Me
Log In
Lost your password?
← Back to Dennis Yu: facebook advertising and digital marketing


Home
Updates 3
Welcome to AMP
Posts
Media
Links
Pages
Comments 399
Testimonials
All Posts
Add New
Categories
Tags
At a Glance
349 Posts
1,121 Comments
Activity
Recently Published



4. Enter the post title and then inside of the body, paste the draft in from the source you're editing from. For this example, we are using Google Docs.



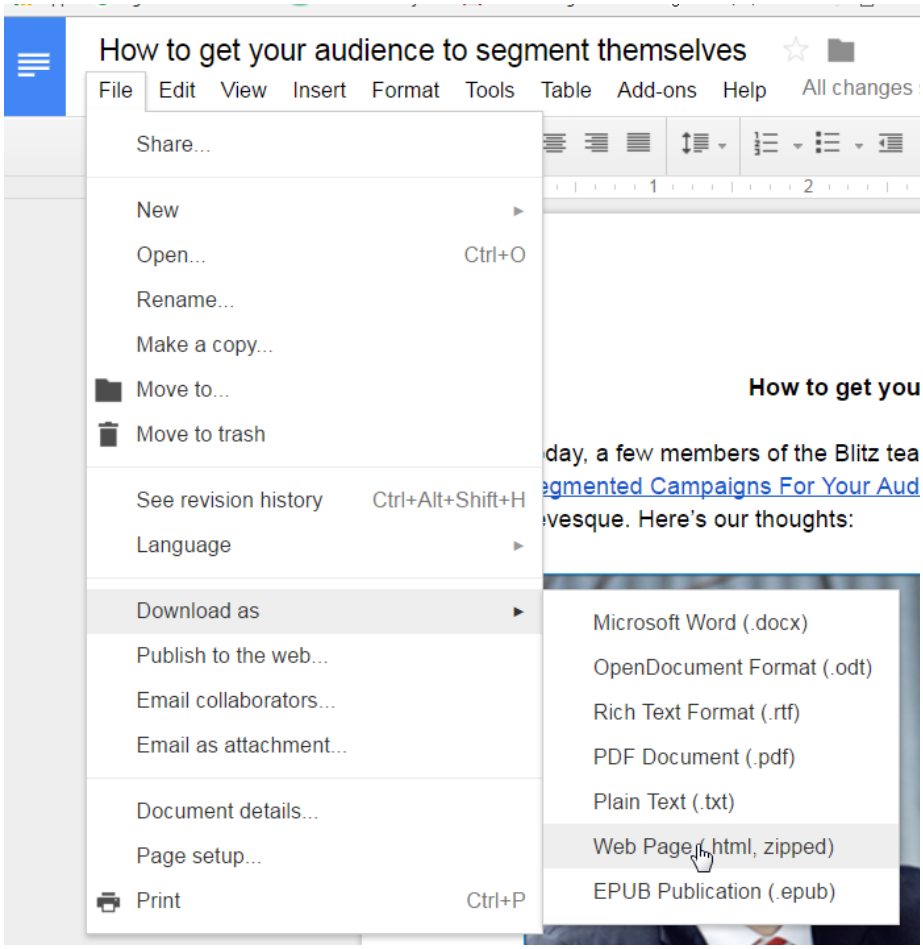
5. You will notice that pictures are not present after you pasted the draft in Wordpress.

Today, a few members of the Blitz team tuned into "4 Steps To Creating Personalized, Segmented Campaigns For Your Audience", a Perpetual Traffic podcast featuring Ryan Levesque. Here's our thoughts:

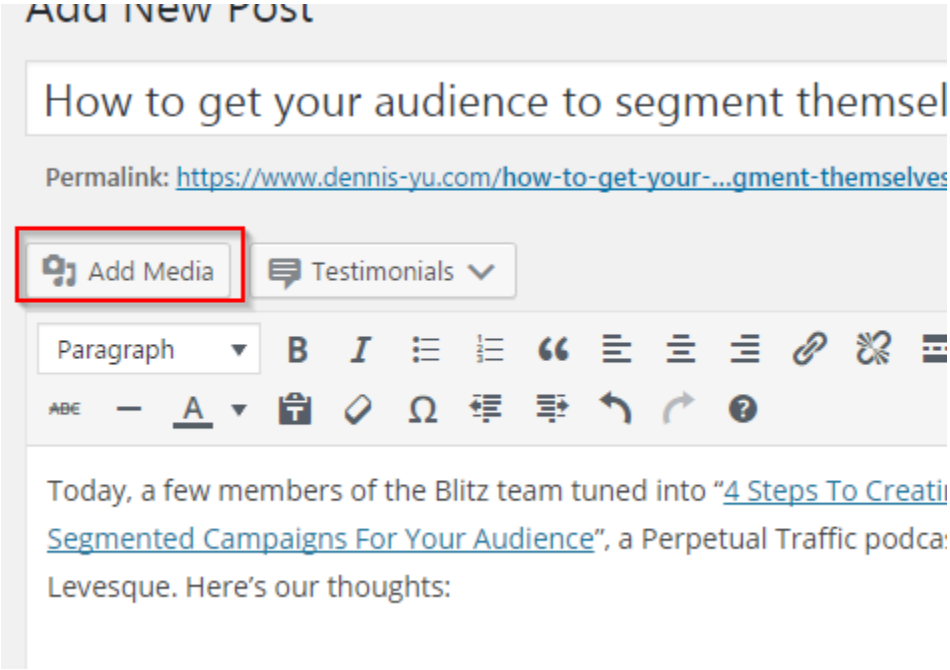
Why is it that people won't stop sending cold email blasts and spending countless ad dollars on broadly targeted, misfiring ads? We know **ads are most effective when they cater to specific "buckets" of people** – targeted audiences.

We've seen this with remarketed ads – ones that follow you, coaxing you to convert. With plumbing in place, businesses can track behaviors, like when you visited the Nike site and spent

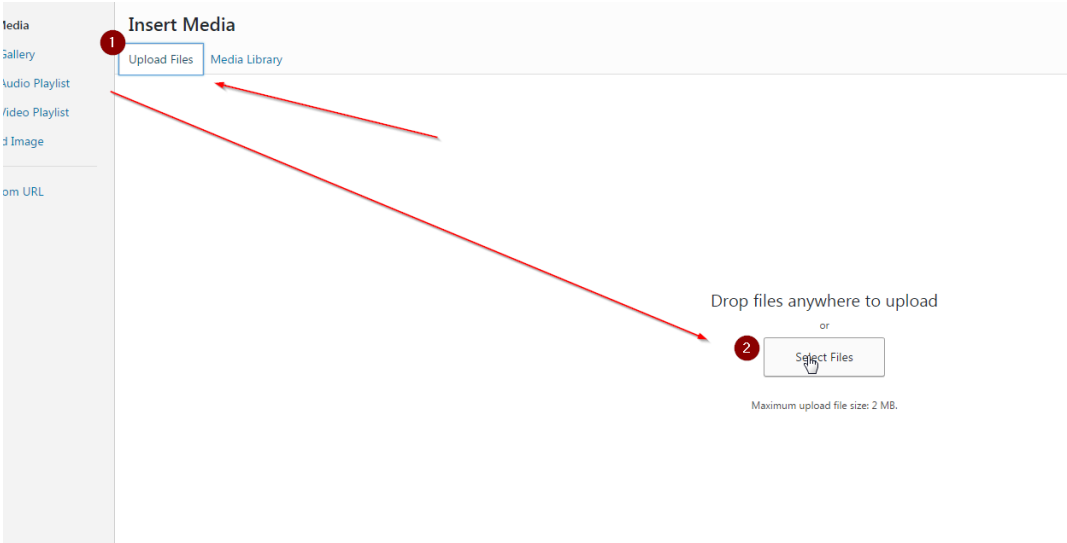
6. You will need to go back into Google Docs and download the file as a web page to get the images. This also works with Microsoft Word (.doc / .docx) files.



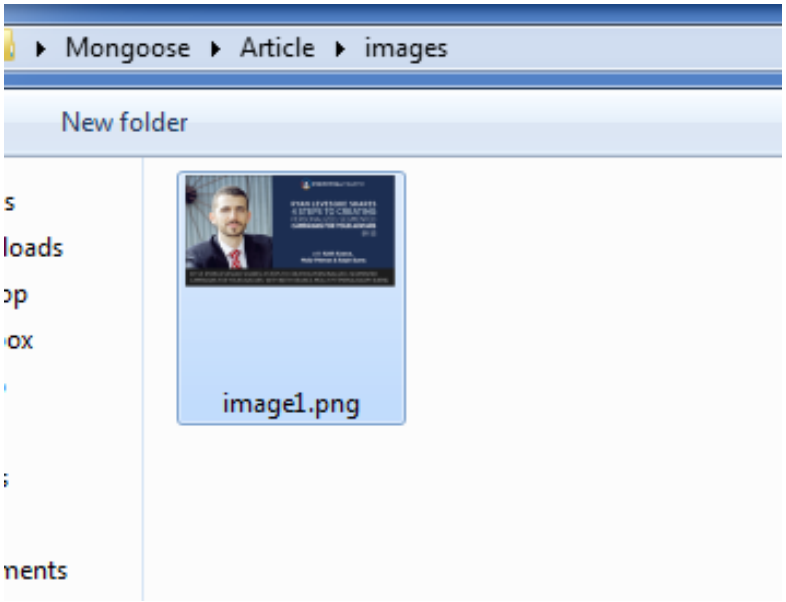
7. Download the webpage as a single .zip file.
8. You will need to extract the contents to a folder of your choosing.
9. To re-add the images into the article, click on the **Add Media** icon near the top left of the article in Wordpress.



10. Click on Upload Files at the top and then, Select Files.



11. Navigate to where you extracted the zipped webpage files and find your image.

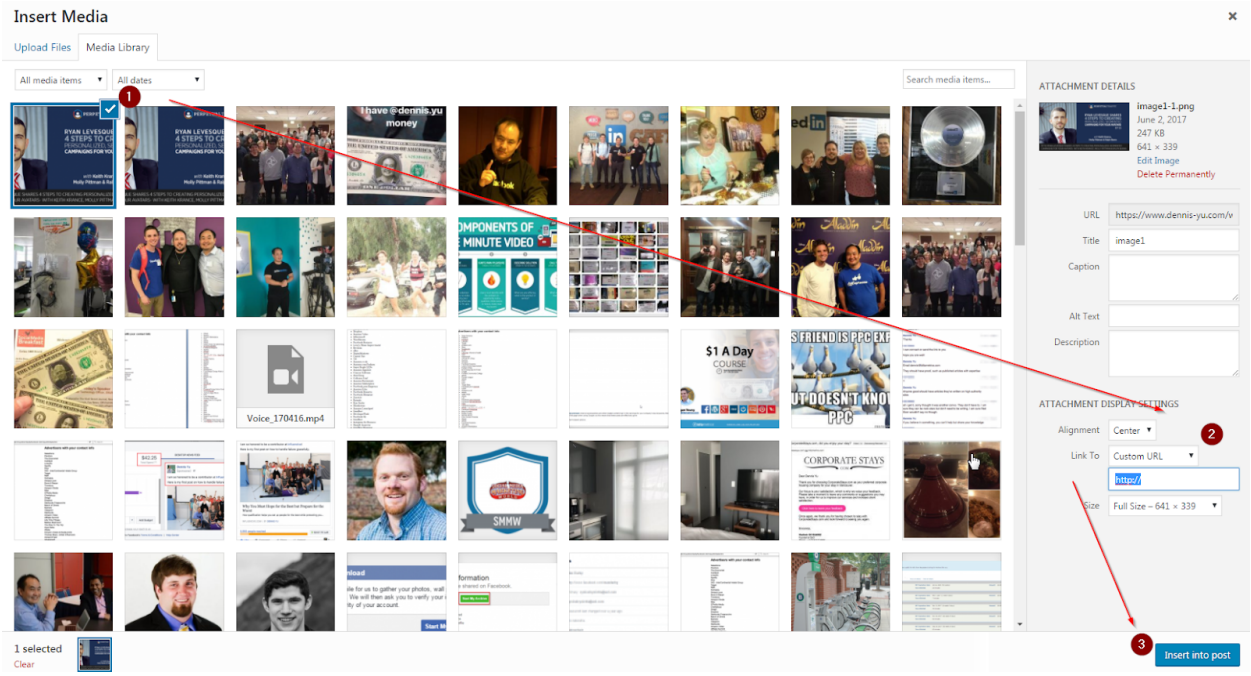


12. Once it is uploaded, it should be selected in the image mosaic.

13. Look over to the right-hand side for image options.

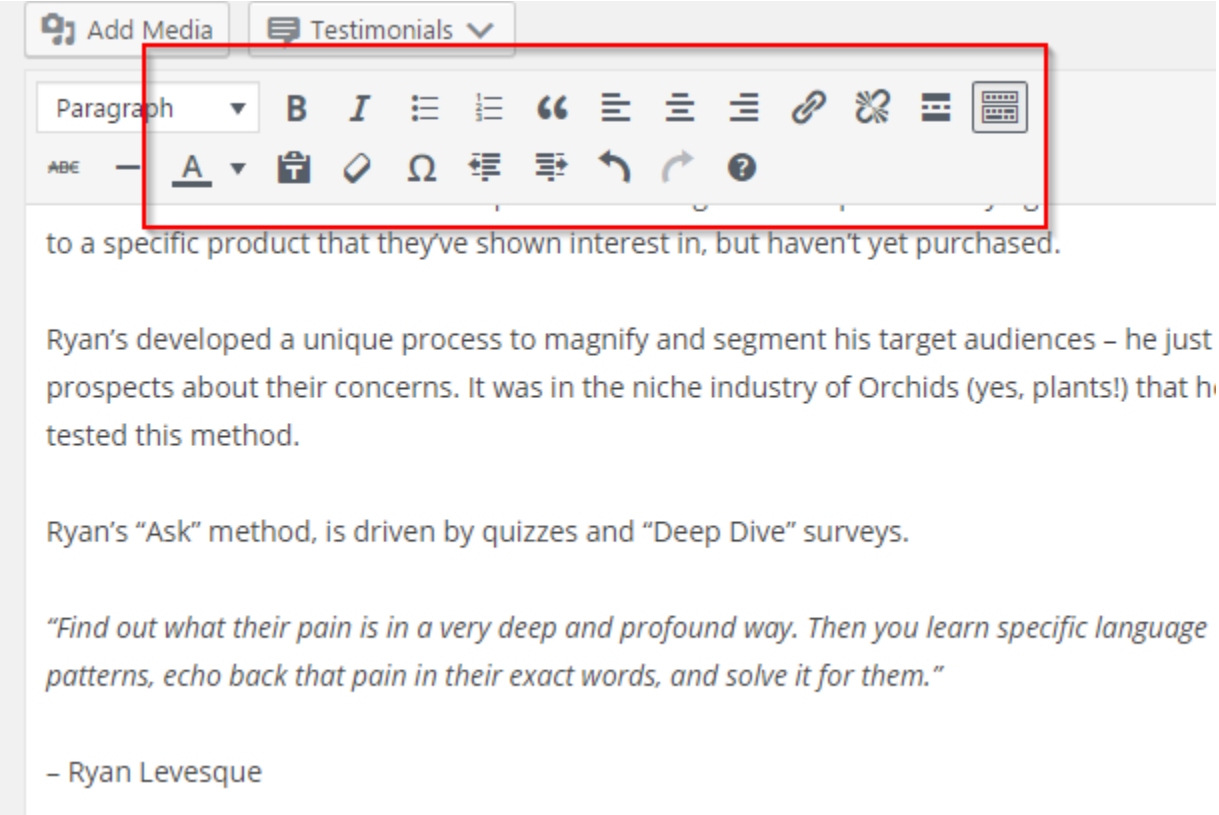
14. Adjust alignment and size, as well as linking options.

15. Then you can insert it into the post. The image should now be restored to the article. Do this for each image.Once it is uploaded, it should be selected in the image mosaic. Look over to the right-hand side for image options, where you can adjust alignment and size, as well as linking options. Then you can insert it into the post:



The image should now be restored to the article. Do this for each image.

15. Use the formatting bar to accentuate certain parts of the article; i.e., Bold, Italics, and other visual flairs. Use the formatting bar to accentuate certain parts of the article; i.e., Bold, Italics, and other visual flairs.



16. Then, add links by clicking on the **chain icon** near the top-right of the toolbar. Then, add links by clicking on the chain icon near the top-right of the toolbar.

When you've finished formatting, now you'll select a category for the post to fall under, and give it some tags.

Tags are usually proper nouns and other concepts to help categorize an article and give an idea of what it is about: When you've finished formatting, now you'll select a category for the post to fall under, and give it some tags. Tags are usually proper nouns and other concepts to help categorize and article and give an idea of what it is about:

Cross Posting To Wordpress

1. If you do not have an editor account for access to a content outlet, ask a content manager to create access with your name and email address.

2. If this is a guest author post, we will need a secondary author account for the person who will be using this. Tell the content manager the name and website of the person who contributed, otherwise, place a by-line that says “This is a guest post by [Author Name].If this is a guest author post, we will need a secondary author account for the person who will be for. Tell the content manager the name and website of the person who contributed, otherwise, place a by-line that says “This is a guest post by [Author Name]

3. Once you log in, look on the left-hand side for posts, click 'Add new'.

4. Paste the article inside and format/edit the article to meet standards according to the Content marketing course.

5. Include interesting pictures and links to other articles to support the content. DO NOT use stock images or ones lifted from Google Images.

6. On the right-hand side of the article editor, set your category and tags to match. A good rule of thumb for tags is to look for proper nouns and industry terms, but also think about if you were searching for this article. Stay relevant, and avoid tag bombing- think quality instead of quantity.

7. If this is a guest post, set the author to the contributors name.

8. Select an appropriate ‘Featured Image’ on the right-hand side.

9. Set your scheduled publishing times and then click 'Publish' in the top right corner.

10. Update the relevant content library article. Post the URL in the UPDATES thread on the clients project as well if this is a guest post.

11. Move on to the BOOSTING/PROMOTION phase.

If Thens

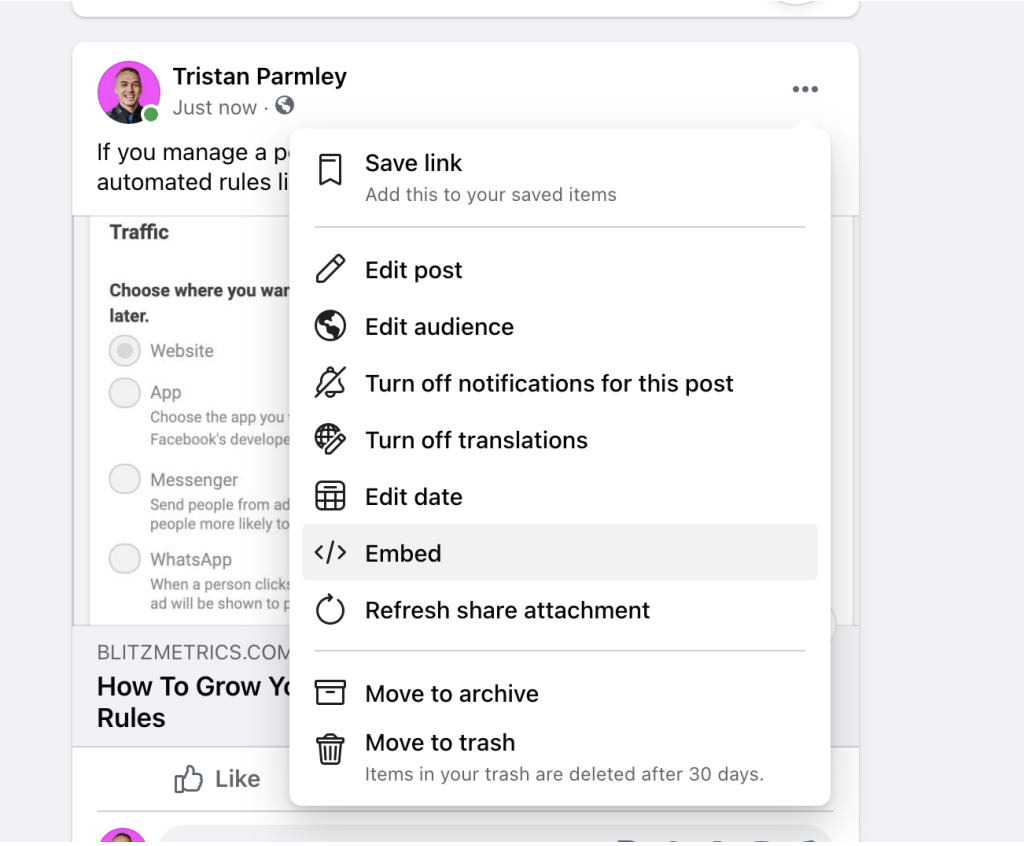
If	Then

Guest Contributor Post (3rd party thoughts/comments/snippet added to another author's article)	Include "Guest Written by [Author Name] as a by-line.
Guest Author Post (purely original content by [AUTHOR NAME] to be cross-posted)	1. Ensure [AUTHOR NAME] has an account on publication. 2. Set post author to [AUTHOR NAME]

Beware Of

Duplicate Content.
Low-value / Unrelated / Broken links.
Improper Author.
Miscategorization.

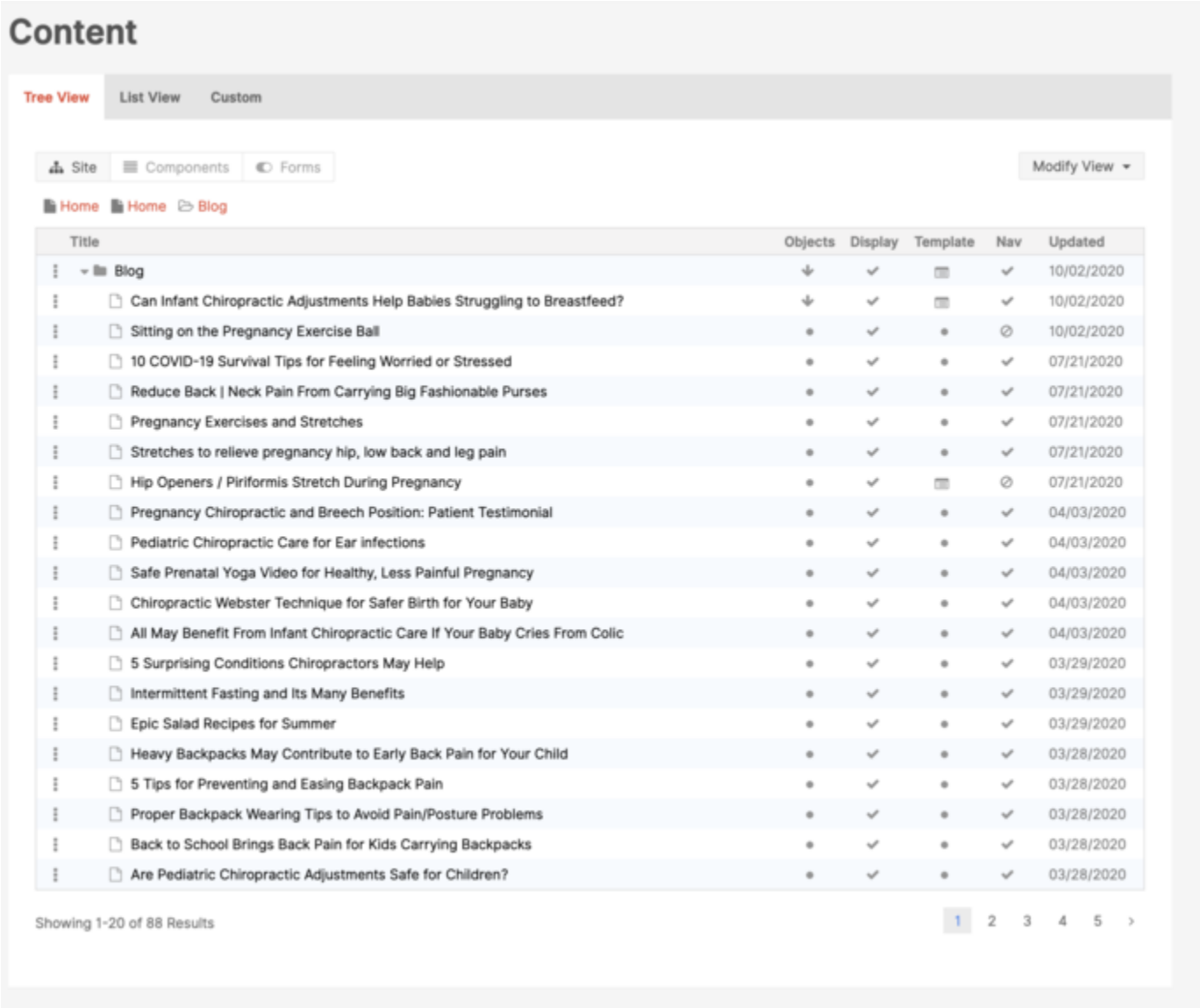
If you need to embed a post:



You'll need to go into **TEXT** mode to add raw code where you need it, but I tested it on the install for BlitzMetrics, and it SHOULD work.

When we embed a post, users can comment on the post we've embedded.

How to Blog with Mura



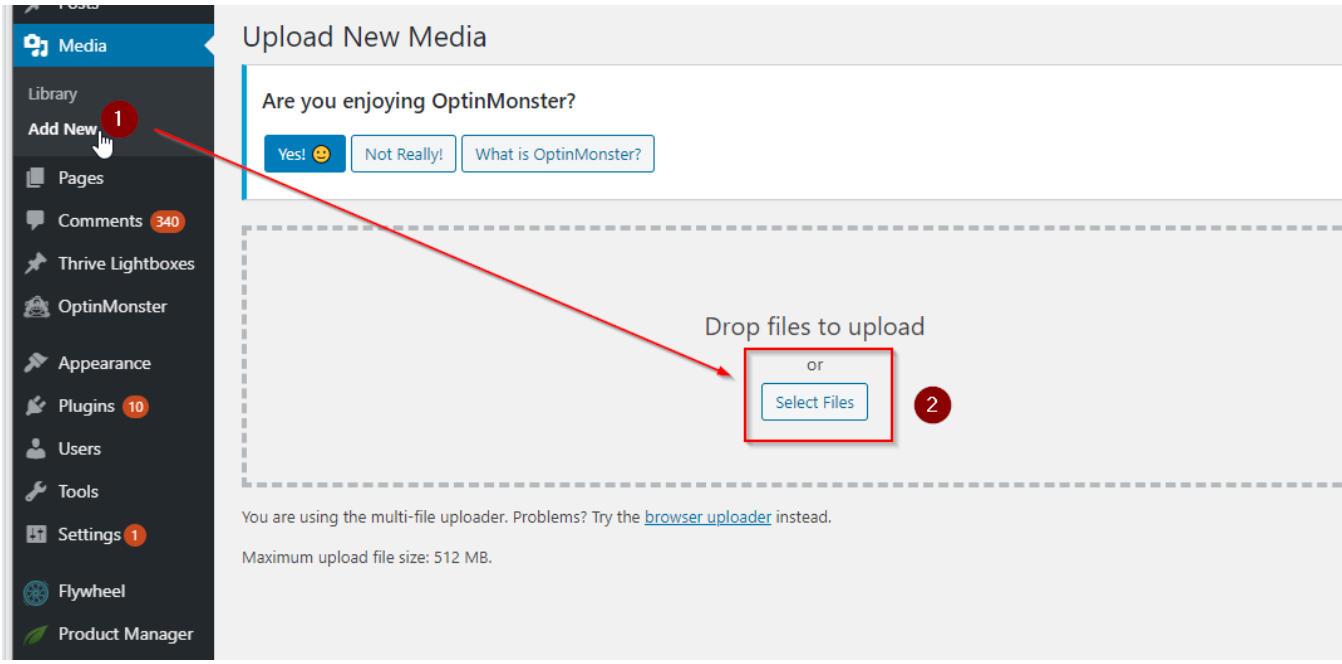
1. Click the three vertical dots to the left of the Blog folder.
2. Zoom Screen Shot 2021-03-02 at 2.35.18 PM.png
3. Mura Blog 471 KB View full-size Download
4. Click 'Add Content'
5. Select 'Page' as the type
6. Add a Title
7. Add a square image for the featured image
8. Take the first paragraph from the body and place it in the summary text box
9. Click the Publishing tab at the top
10. Adjust the Meta Description (SEO Meta)

11. Click the Layout Tab and select 'one_column_blog_article.cfm'
12. Click the blue Publish button at the bottom.

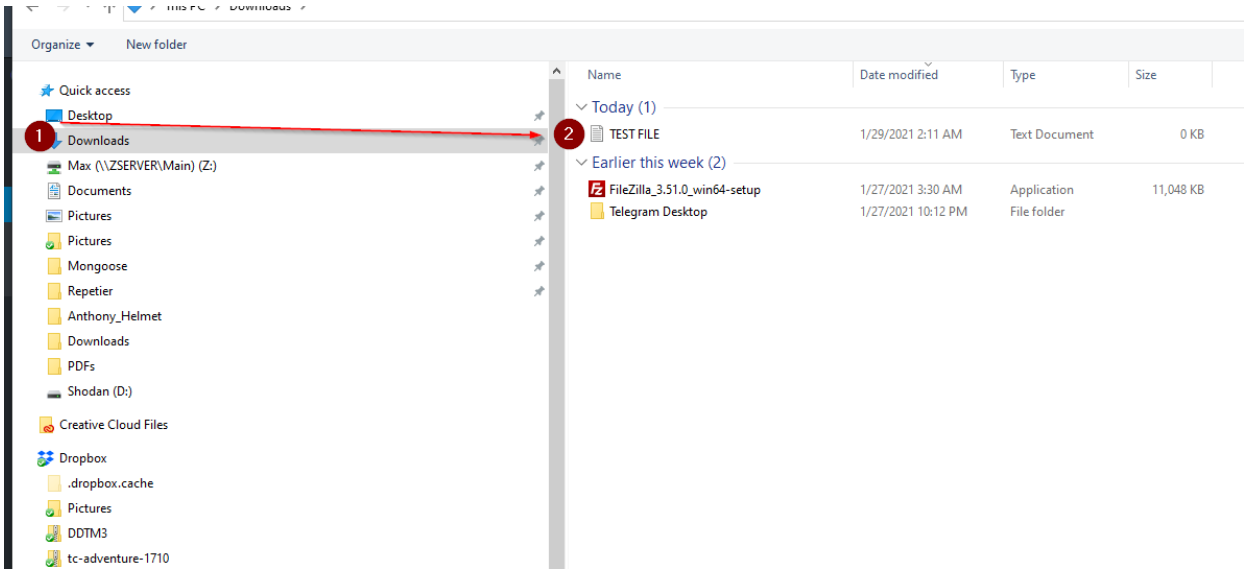
Creating and Updating Canonical Files

For these, don't sweat it-- but you know that Wordpress as a CMS has a MEDIA manager as well.. Here's the process to create a canonical file entry and update it:

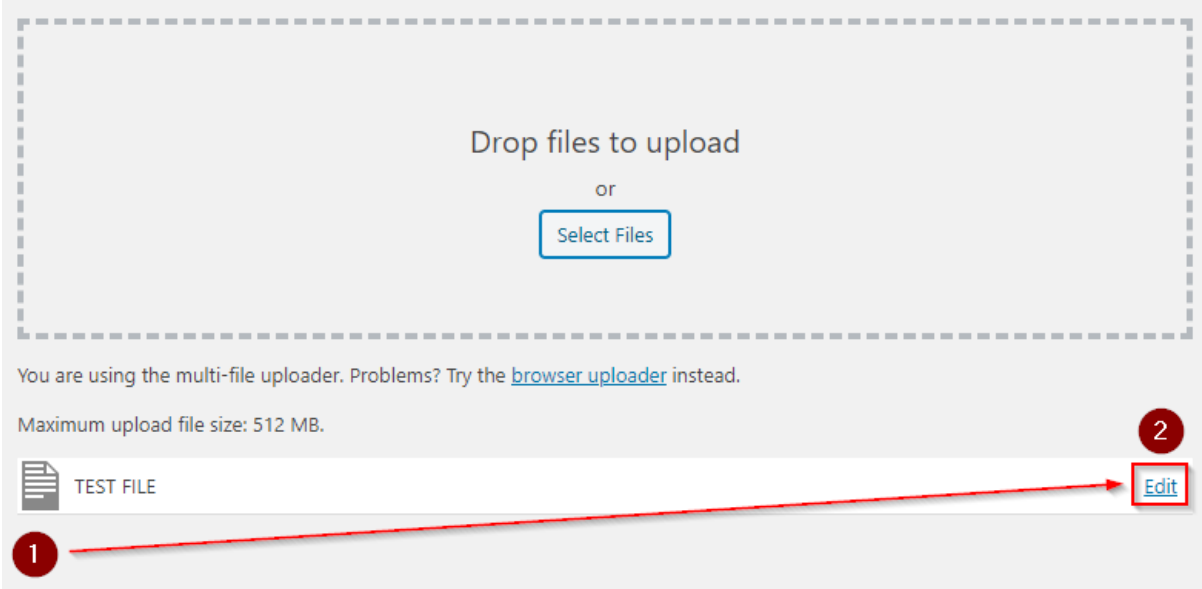
1. First, go into the backend and look on the left side for MEDIA. If you click ADD NEW, it will bring up a page with an UPLOAD box - Click SELECT FILES:



2. Find the file you want to upload. In this case, I just made a simple text document called TEST FILE.txt



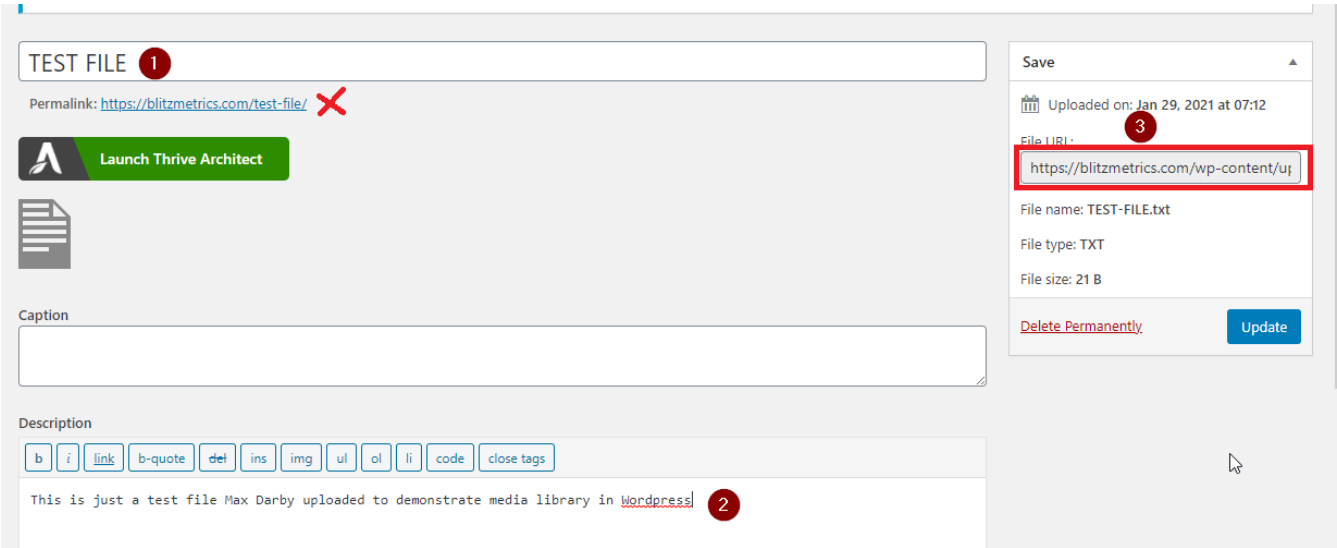
3. It will return back to the previous page, but show you upload progress at the bottom. When it is ready, click EDIT:



4. You'll come to an entry that looks like a blog/page post editor-- Wordpress creates a PAGE for the file to live on, but do NOT use the Permalink underneath the title as our canonical, as it will bring the user to a page-- unless we're building the page out to showcase the file (more on that some other time)

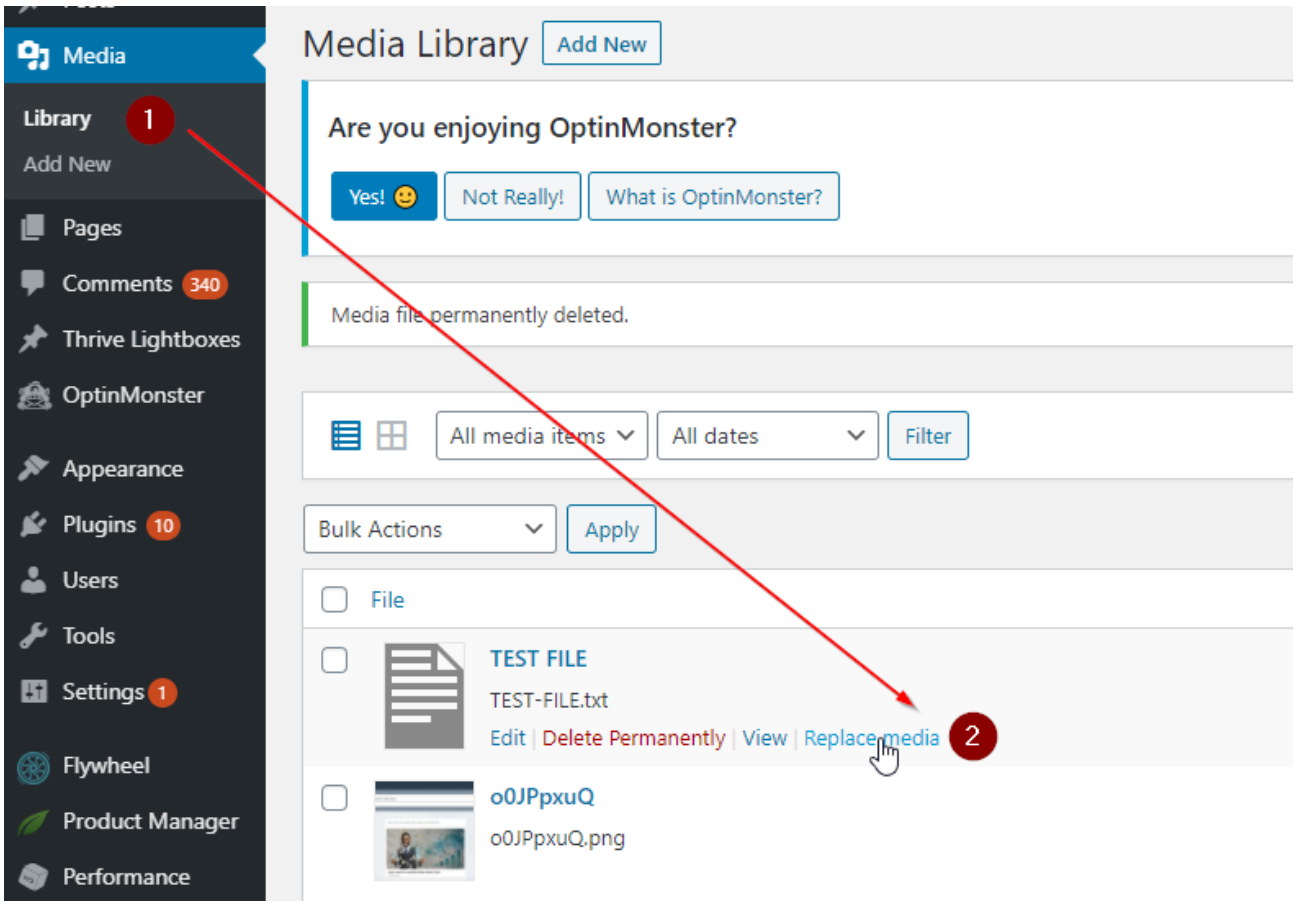
Instead, look at item 3 on the right-hand side in the below screenshot- which is the File URL.

It's also important to denote this page as a FILE page (I forgot to-- Oops!, but prefixing it with something like GUIDE - TEST FILE) keeps it from colliding with other pages on the domain.



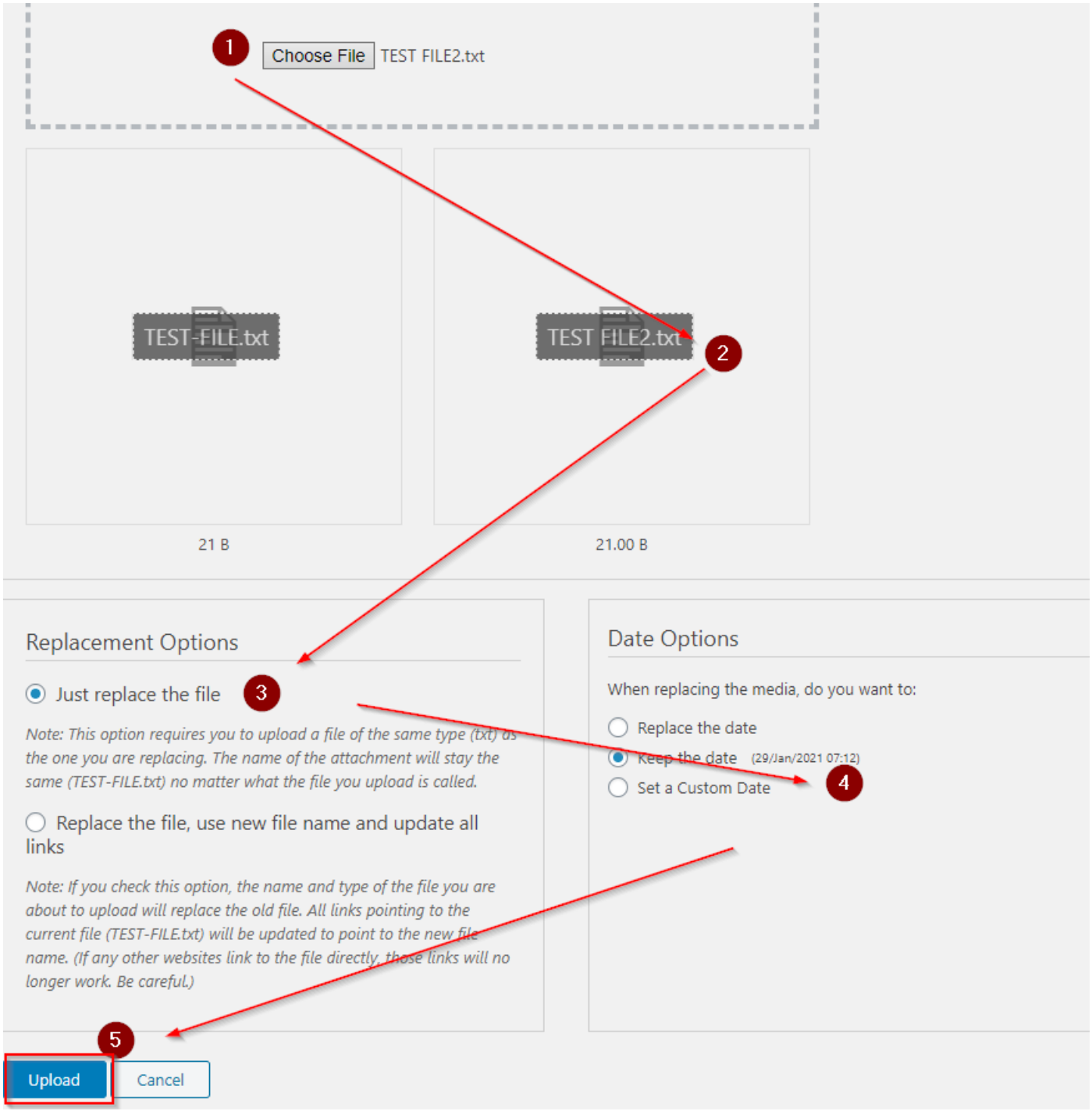
5. Now, you may be wondering-- what happens when we have to update with a NEW version of the item? Easy... You'll go back to the left-hand side of the Wordpress CMS under MEDIA, and choose LIBRARY this time

Inside the library, our file will be there, and you'll have an option to REPLACE MEDIA:

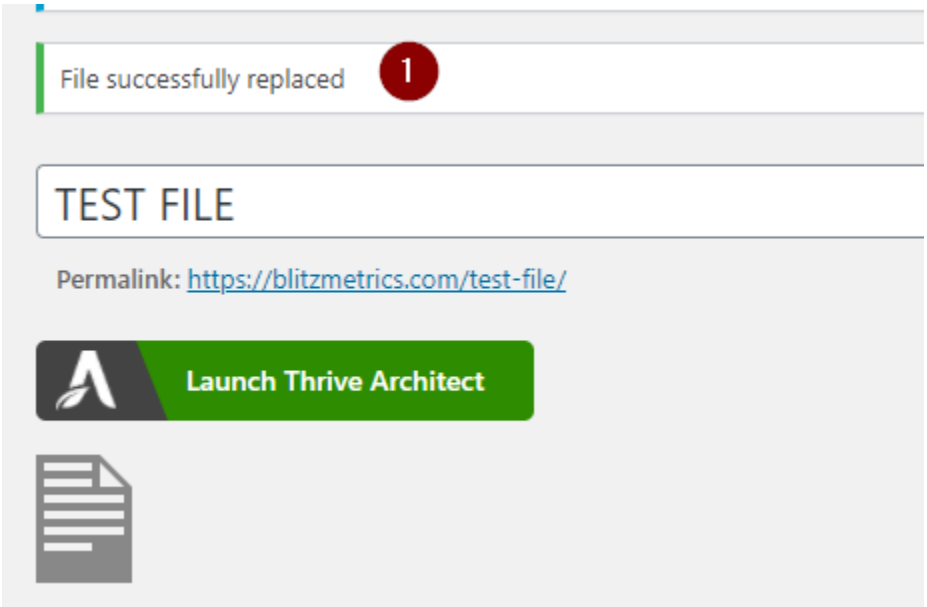


6. This will bring up a page showing the old file in a left slot, and give you an option to CHOOSE a file. For my demonstration, TEST FILE2.txt is newer / changed to test this theory.

Take note of the flow here, and the options. We always want to JUST REPLACE THE FILE, since the file format SHOULD match, and we keep the date so none of the URL structure to the file changes- which would invalidate any hard links to it:



7. You'll get a confirmation that it's been replaced.



!!!NOTE!!! - Keep in mind that we almost always want to **link directly to the file**, since it will directly download instead of adding a different step. There may be some times where we set up a landing page, but we'll touch on that.

And this is how we keep our files in ONE place, under our own domain, and easily updatable.

To create the page:

Login to WordPress Dashboard → Hover on **Pages** on the left side → **Add New** → **Add Title** → **Add Slug** → **Edit with Pro** → Click **Clone Existing** → then Select Page to Clone. → Under **Settings Cog** click the **'Page Template' Dropdown** and **Choose 'Blank - No Container | Header, Footer Update Page** then **Save.**
→ **Navigate back to WordPress Dash** → **Pages** → **Hove the Page** → **Quick Edit** → **Status to Pending or Published** → **Update**

Then you simply click the element to edit...but do it in the left panel.

For posts, I see it as a place to knowledge dump-- linking back to pages when a strategy or course is mentioned that relates.

On the new BlitzMetrics site, we also have two types of pages:

- Course Page [example 1] [example 2]

    - The two buttons, for now, direct the user to differing Infusionsoft purchase page-- in the future, we will build them to be more extensive.
- Package Page [example 1] [example 2]

Blog formats are very basic:

- *https://blitzmetrics.mysites.io/blog/* [click into any of the posts to check it out]

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Content Marketing Course Videos


Content Course Video is King (1:13)


Three Types of Content (2:28)

Three Types Of Audiences (1:56)

How, Why, and What (4:48)

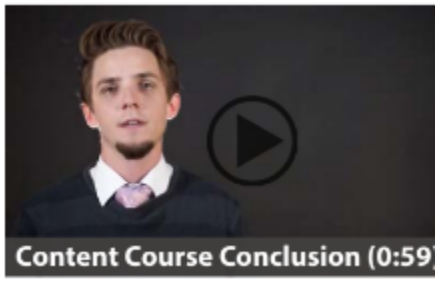

Content Course Example (Why) (0:


Content Course Example (How) (1:18

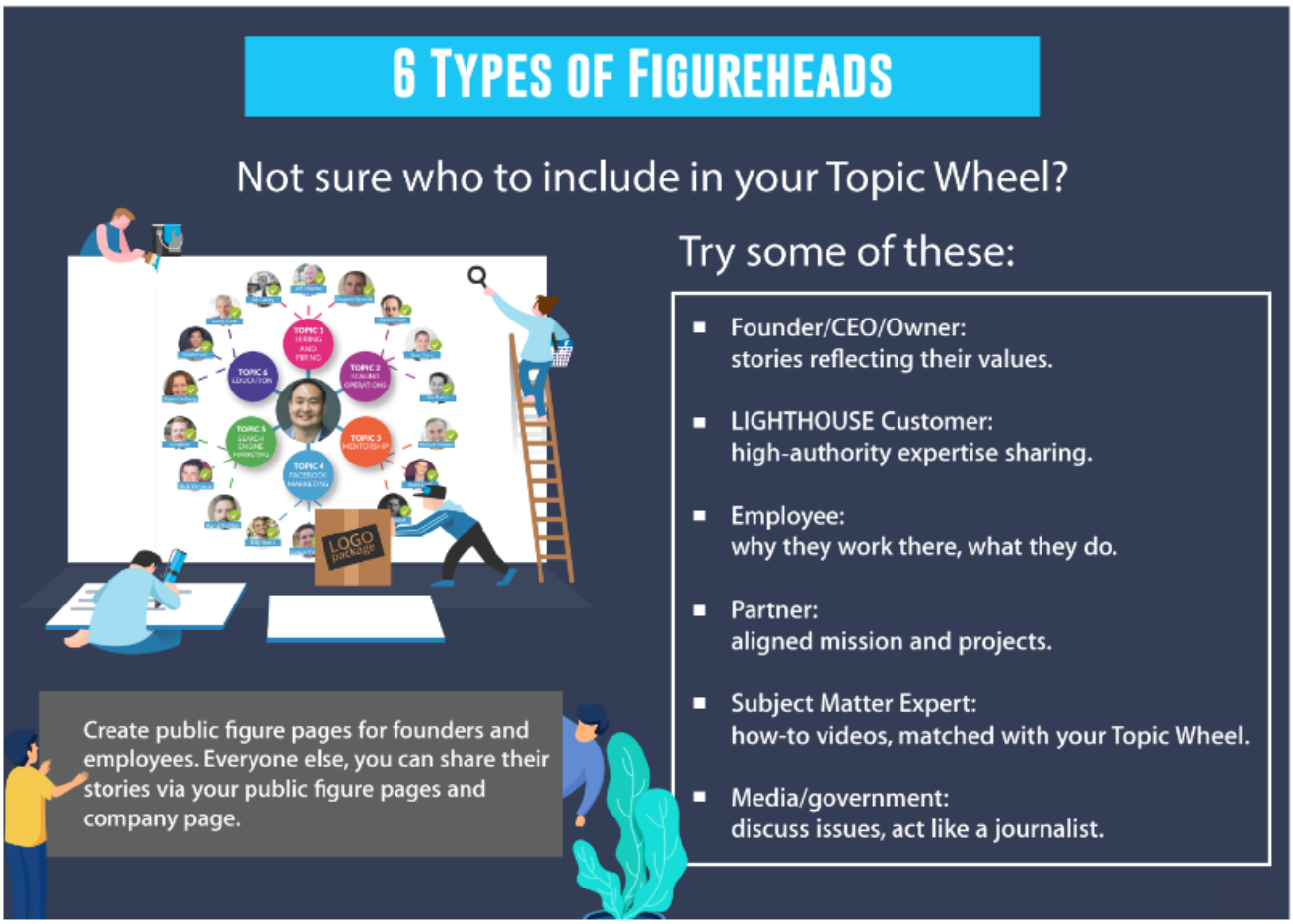
Content Course Example (What) (0:

Topic Wheel 2 Content Course (6:0

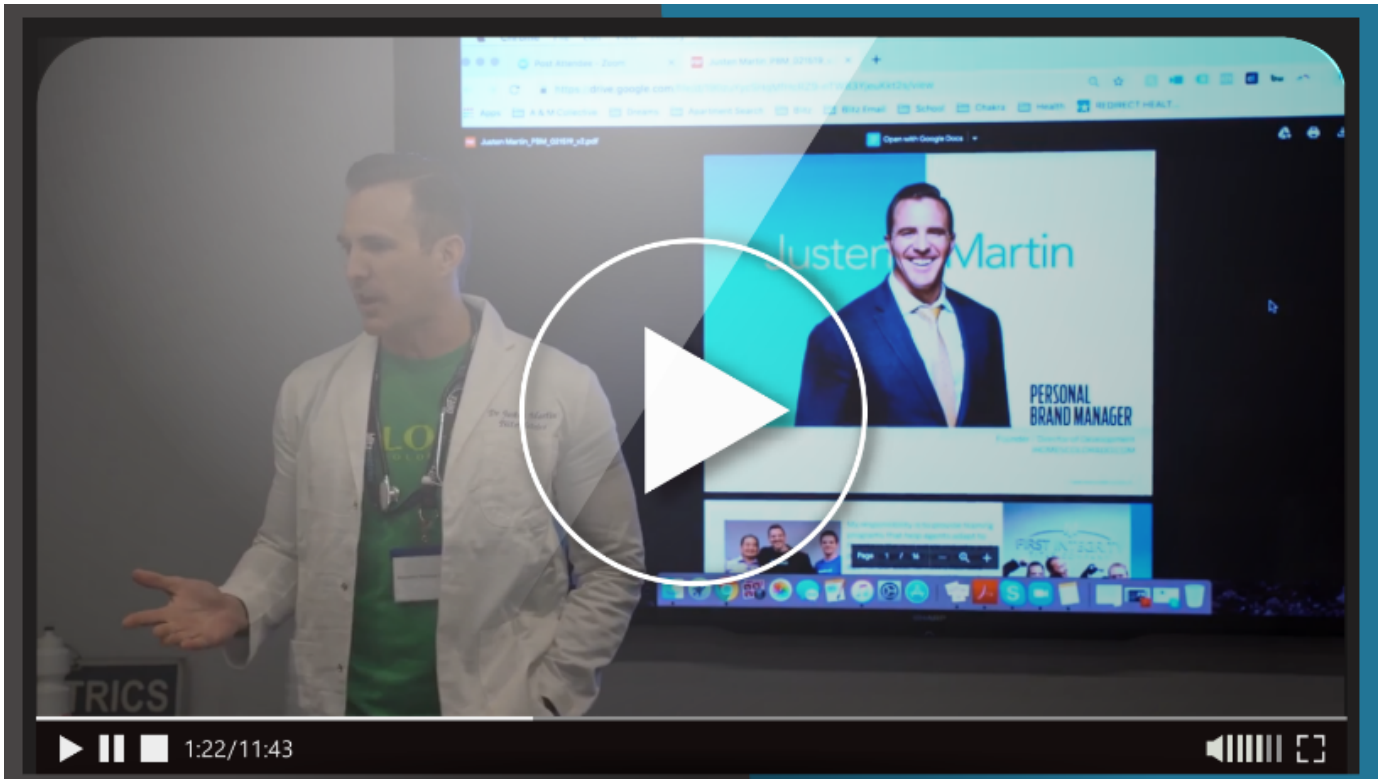
Components 2 Content Course (4:3


Content Course Conclusion (0:59

Core of Content Marketing: Your WHY



The Topic Wheel



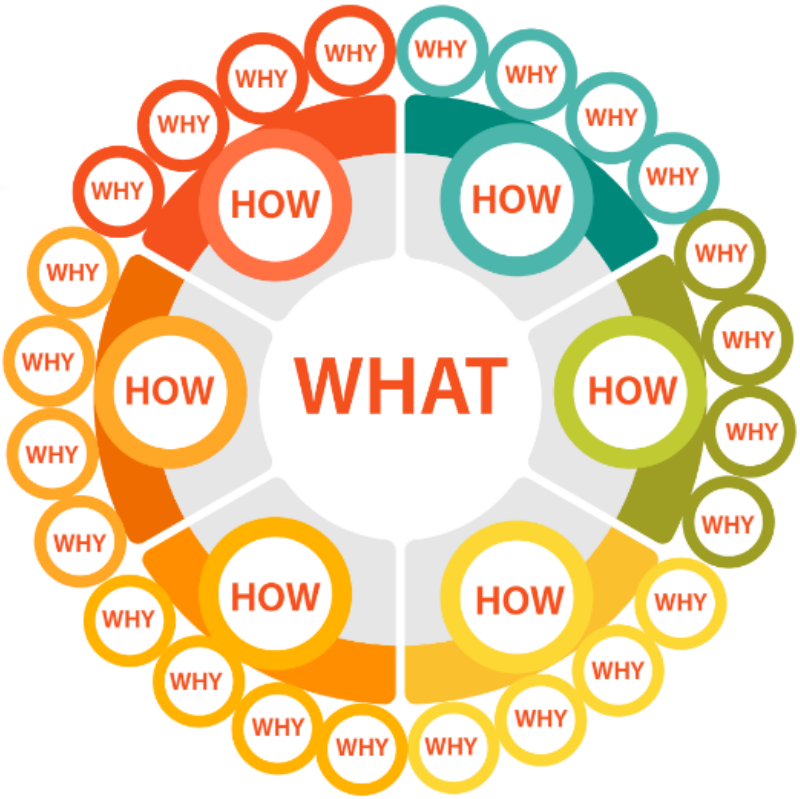
With any piece of content, you need to have a Content Library organized around your Topic Wheel. Most people create blogs or produce other content randomly with no connection to other messages. But if you want to be a true marketer, if you want to grow sales, everything that you do needs to tie into a concept which then ties into your overall framework.

If you take all your content, organize it by topic and connect those topics to the appropriate people of authority, now you have the ultimate targeting engine. Within the structure of the topic wheel, you're assembling Authority.

The Topic Wheel anchors the content pillar of authority. A Topic Wheel has three concentric rings: a center (WHAT), a middle layer (HOW), and an outer layer (WHY).

Tackling Personal Brands with the Topic Wheel

GET HERE



Check out Dennis Yu's Personal Brand Manager and Topic Wheel

GET HERE

The Topic Wheel

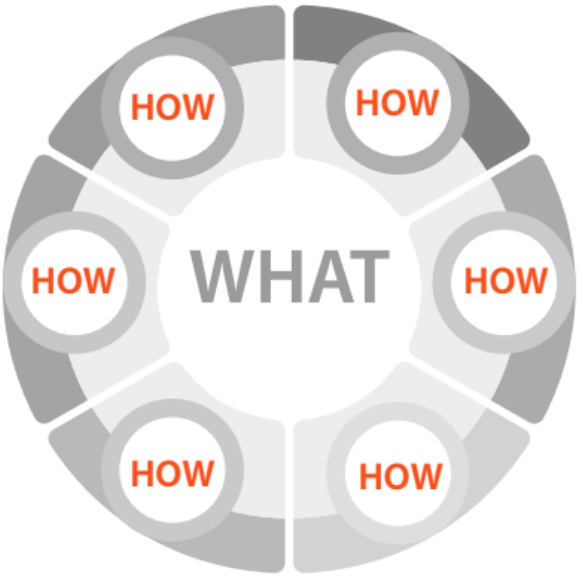
The Topic Wheel goes from the outside (WHY) to the middle (HOW) to the center (WHAT). The WHAT is the product/service that is the focal point of the Topic Wheel.

Your WHY videos set the framework for your Topic Wheel — what you stand for and the lens to evaluate the experiences you've had (HOW) that then drives the product/service you sell (WHAT).

The outer layer is the WHY, which consists of a series of "WHY" stories. It is helping people understand who you are. Not selling, not trying to teach, but telling one-minute stories about what you stand for. This helps people understand who you are and why you are.

You also interview other people about their stories. Within the outer layer, you have a variety of stories that are from you and stories from other people. Then you cluster them into different topics.

You're using the Topic Wheel to leverage the power of other people's network. Because of the reciprocating relationship you have built with them, these people are glad to be a part of this.



Cool Topic Wheel Tool

Cool tool to help you build out the middle layer of your Topic Wheel--to group your HOW content around the most popular questions in each topic you choose. *https://answerthepublic.com*

Before you start the process of personal branding, you need to define what industry you want your brand to represent.

If you're passionate about music, you might want to become the best Facebook marketer in the music industry. Or maybe you're passionate about sports, and want to establish yourself as the top social analytics expert in the sports industry.

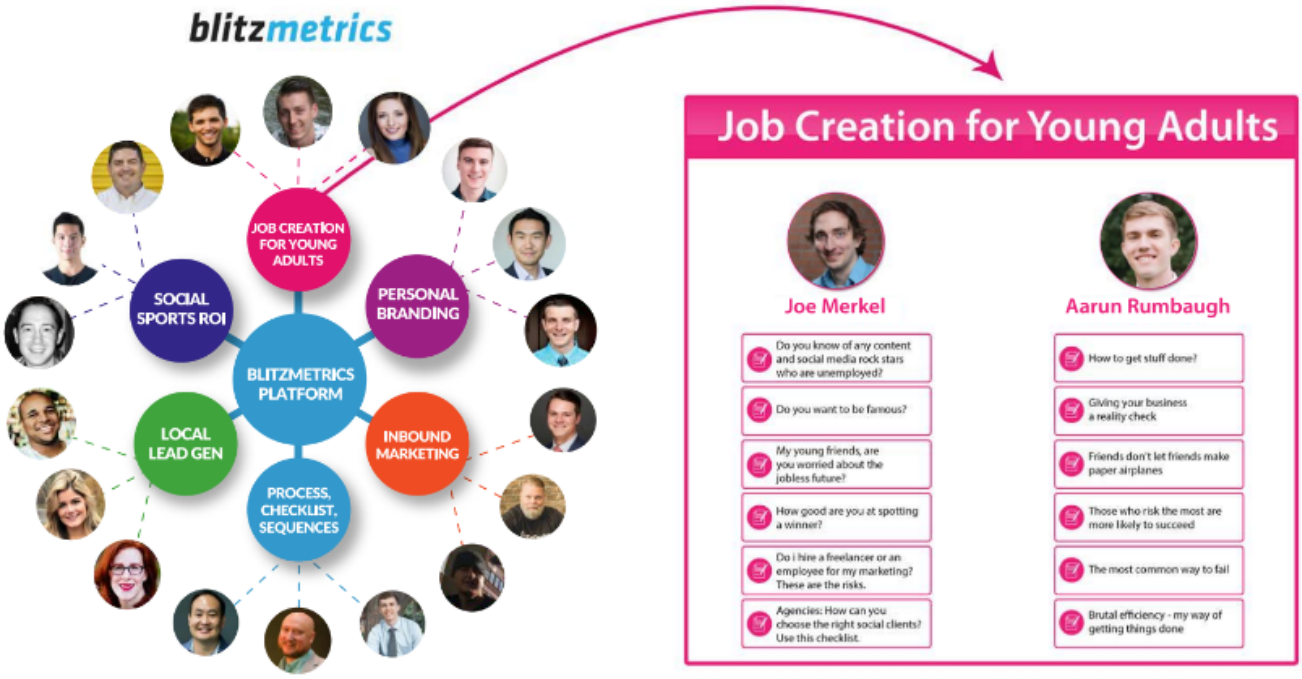
Once you figure out what you stand for, everything else can start to fall into place.

It's the through line that drives the content you produce. This is critical to inbounding the clients you want to work with, because people hire people.

While it's important to look good on paper, what's even more important to potential clients and employers is whether or not they'll like working with you.

People spend the majority of their days at work, so of course they want to hire someone personable whose goals, values, and personality aligns with theirs. The same goes for public figures. If you're a speaker that wants to talk at SportsGeek, you better demonstrate an interest in the automotive industry right

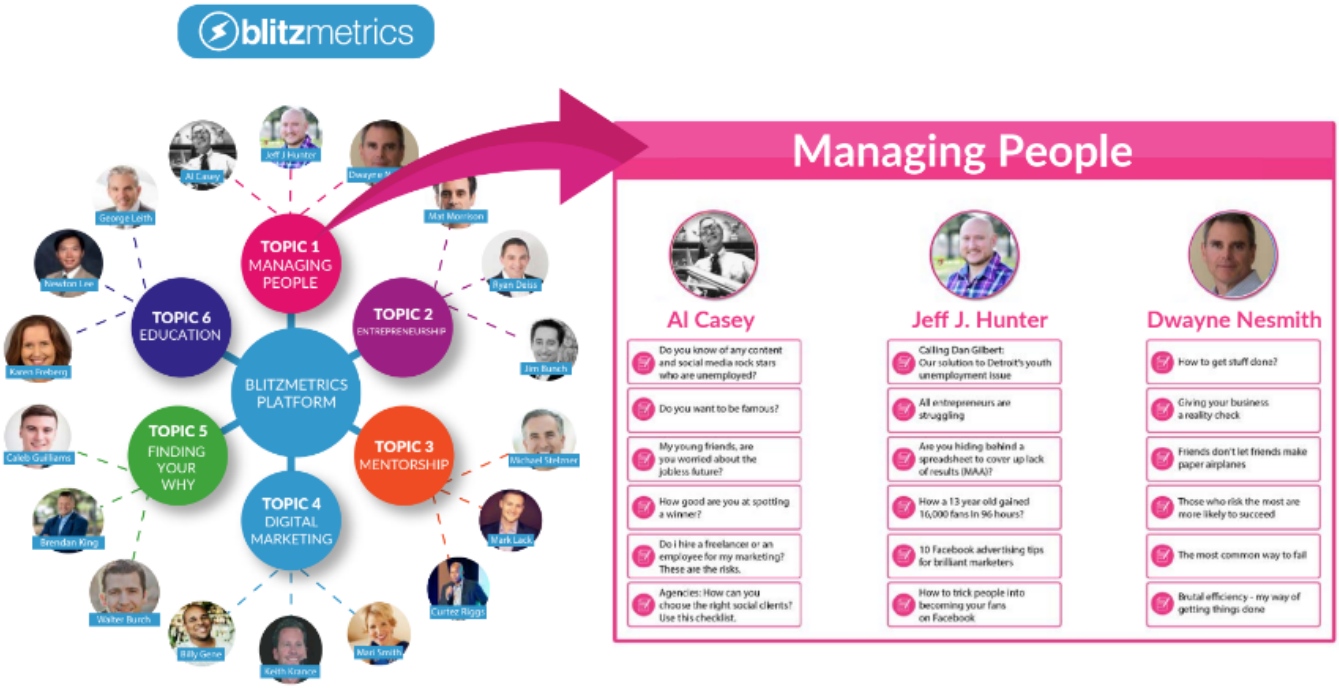
Your personal brand is built upon the brands of your ambassadors. It's better to leverage the authority that your ambassadors have in the topics you have chosen, as opposed to having to build it from scratch yourself. Have you mapped out where you already have authority and where you'd like to generate more influence?



1a. Map your Personal Branding

Your personal brand consists of the brands of your ambassadors. Better to leverage the authority that your ambassadors have in the topics you have chosen, as opposed to having to build it from scratch yourself.

Have you mapped out where you already have authority and where you'd like to generate more influencers?


blitzmetrics
BLITZMETRICS PLATFORM
TOPIC 1 MANAGING PEOPLE
TOPIC 2 ENTREPRENEURSHIP
TOPIC 3 MENTORSHIP
TOPIC 4 DIGITAL MARKETING
TOPIC 5 FINDING YOUR WHY
TOPIC 6 EDUCATION
Managing People
Al Casey
Do you know of any content and social media rock stars who are unemployed?
Do you want to be famous?
My young friends, are you worried about the jobless future?
How good are you at spotting a winner?
Do I hire a freelancer or an employee for my marketing? These are the risks.
Agencies: How can you choose the right social clients? Use this checklist.
Jeff J. Hunter
Calling Dan Gilbert: Our solution to Detroit's youth unemployment issue
All entrepreneurs are struggling
Are you hiding behind a spreadsheet to cover up lack of results (MAA)?
How a 13 year old gained 16,000 fans in 96 hours?
10 Facebook advertising tips for brilliant marketers
How to trick people into becoming your fans on Facebook
Dwayne Nesmith
How to get stuff done?
Giving your business a reality check
Friends don't let friends make paper airplanes
Those who risk the most are more likely to succeed
The most common way to fail
Brutal efficiency - my way of getting things done

Core of Content Marketing: Your WHY

With your Topic Wheel in place and your WHY defined, a good start to sharing your WHY is to post your Topic Wheel or to make a 1-2 minute video on your WHY.

This and the following pages will help you get started.

3 Components to a WHY Video

1. When I was ___. Waste no time; get right to the story. This is where the "WHY" comes in.
2. I believe that ___. Go from the emotion of the story you just told to the overarching lesson of what you stand for.
3. I Started ___. Give a brief explanation of what you do. Make sure to be specific and concise.

Learn more at *blitzmetrics.com/WHY*

Content Marketing Checklists

Your website is ready, but it looks rather barren. It's now time for you to populate it with great content. In this section, we'll cover how to write awesome articles and start building your content empire.

Be Familiarized With the Core Mechanics of Internet Marketing Analysis

Take Some Time to Look Through the BlitzMetrics Article Library.

We have written nearly 1,000 articles across 100+ different publications here at BlitzMetrics. Take some time to read through a few of them below:
Dennis-yu.com, *Adweek, SocialMediaExaminer*, *Business2Community*, *TweakYourBiz*, *3QDigital, SocialFresh*.

This will help you get acquainted with the industry as a whole, and the best methods of structuring your content

Step 1: Establish Different "Levels of Power" for Content.

When producing content, you must have a system that categorizes what "level of power" it's for. We group content into three buckets of power. Here are our levels, which you can use yourself or as an example:

"Big Rock" content: whitepapers for most, but downloadable courses for us. Significant effort in creation, polishing, and promoting. We'll create videos around it, interview people on key concepts, run ads to promote, create a landing page for it, and write lightweight articles (usually listicles) that demonstrate the checklist in practice.

Medium power content: articles we place on high-profile sites, usually based on research we've done or detailing step-by-step "how to" processes in a particular implementation. These drive to courses or other assets for readers to learn more. We do a couple per week, but will scale to a couple dozen per week when we start promoting other thought leaders who are going through our program. They must complete personal branding and have enough expertise to have written a checklist.

Lightweight content: our reactions to current events, often with additional perspectives from a couple of experts in that topic. These are easy to produce and able to be placed on any variety of vertical sites on which we have WordPress admin, or even on our own blog.

Most analysts create a couple of pieces of content each week on their own blog, then share on various networks. We may promote some of these on the company blog or polish them up for wider distribution.

All of these items are recyclable, not just because we can syndicate to sites such as business2community.com and others, but because we can reuse content (much like the ingredients of Mexican food); or via the 4-1-1 rule by Joe Pulizzi. founder of the Content Marketing Institute, which says we should curate content from others. We can also turn videos into audio podcasts, then transcribe them into blog posts at three for the price of one.

We can syndicate between sources with a linkback to the original source. As per the rules of this from
https://developers.google.com/search/docs/advanced/guidelines/duplicate-content:

"**Syndicate carefully**: If you syndicate your content on other sites, Google will always show the version we think is most appropriate for users in each given search, which may or may not be the version you'd prefer. However, it is helpful to ensure that each site on which your content is syndicated includes a link back to your original article. You can also ask those who use your syndicated material to use the noindex meta tag to prevent search engines from indexing their version of the content."

We should still watch for duplicate content penalties, as they can hurt pretty badly.

Step 2: Choose Some Topics that Interest You

Love skiing? Basketball? Write about the top ski resorts or NBA teams. We have gathered research covering all of these categories, prioritized by how many ad dollars are in each industry. Clearly, soft drinks, fast food, airlines, movie studios, and similar industries are at the top of the list. However, write about what you're passionate about. Pro Tip: Get stuck on topics? Don't fret. Try this exercise: Ask a friend or relative to write a list of things they know you for/what they think makes you... well... you. This can be the spark you need to start creating your own.

Content Creation Phase 1: Learn How to Write and Manage Articles Like the Pros

Step 3: Set up Google Alerts on These Topics

Once you've found what topics you love to write about, set up Google Alerts for them using the topic + "Facebook marketing" and topic + "social analytics".

If you love horse racing, do one for "horse racing Facebook marketing" and "horse racing social analytics". Google will deliver you a daily or weekly stream of articles for you to react to.

Step 4: Comment on Blogs and Build Your Network

This is **IMPORTANT**. As you read through the articles and blog posts that Google delivers to you, post short, insightful comments. Don't just compliment the author; say something interesting and unique enough that is clearly written in response to their article. Follow them on Twitter and Facebook.

Most blog leaders have their own Facebook page for their fans (if you don't already, make one). Save the Facebook friend invite for when you have a bit of a rapport with them as you don't want to seem clingy, desperate, or obsessive.

After you have a few dozen posts where they've responded to your comments, then you may try adding them on Facebook and talking to them personally. Explain your passions and that you're also writing about the same topics that they are.

Begin to develop relationships with the folks who matter on your topics and form a network that you can later use to promote your content via guest posts in Phase 2.

Keep track of all your comments and where you post them. They are the seeds that will grow into your content network later on in the second phase, so be sure to plant and tend to them regularly.

Step 5: Write Your Article Draft

Make sure you have at least 200 words and take screenshots that show what you're trying to convey. Placing a red box around important numbers is the best way to draw a reader's attention.

Write succinctly. Break up long paragraphs for easier reading. Be clear and concise so that your style shows through. Start with the numbers or Metrics. Give it context by telling the story behind them, and then make recommendations that form a strategy as to what they can do to improve.

If you need content ideas, paid services such as FancyHands and Fiverr are great resources to use. For example, we used the FancyHands service to create the following memes using our images, among other tasks that we delegate.

The turnaround time was a few hours and the cost was just under $3, since we have a package of 50 tasks for $130 a month. The service is limited to US customers. You can sign up at *www.fancyhands.com*.

You should also reach out to the authors of the blog you've been commenting on, asking them for a few quotes on your topic. Attribute their quote, add their photo/headshot, and link to their website.

Make sure to let them know the article is live via their Twitter or Facebook page so others who follow them can benefit from their
insights as well (and get a little traffic/awareness to your blog).

Step 6: Proofread/Use An Editing Service to Tighten Up Your Article

Glance over your article, looking for any typos and capitalization errors. Use a spelling/grammar check on the whole article. Trim out adjective overuse and watch out for phrases that inflate your article needlessly like "However", "On the other hand", "Meanwhile", "The fact that", and "Actually".

Always write using active voice, not passive. A passive voice is where you promote an action as the subject of a line. For example, "I wrote this article" is active. "This article was written by me" is passive and pointlessly bloated.

Break up your article into chunks by hitting enter every 3-5 lines. This makes reading easier. That's how this course is structured

Editing services such as *www.draftin.com* have professional editors who will edit your writing for a small fee. They'll help you with the issues above, trim down your article, and avoid other issues, such as **Alliteration**, which is a string of words sharing the same first letter (e.g."Peter Piper picked a pair of pickled peppers"). Break them up or use a thesaurus. Other examples are:

• **Don't end on prepositions,** or "linking" words like "with", "beneath", "on", "during", etc.
• **Stomp out weasel words.** For example, "Some people say" is dubious since it's not clear how many people said it.
• **Don't ask rhetorical questions** because who likes those?
• **Stay specific** and write succinctly.
• **Exaggerations** make your articles a billion times longer and add ambiguity.
• **Comparisons are messy**, like eating a box of chocolates left in the sun.
• If you're short on money and/or time, ask a few friends to look it over following the above guidelines. Remember these 3 C's for editing: Keep consistent, write concisely, and structure cleanly.

A great place to have your content reviewed is to email: *operations@blitzmetrics.com*.

Step 7: Link to Thought-Provoking Content with Relevant Anchor Text

When researching your topic, keep a list of articles you can sprinkle into your final work. These links are usually to blogs you've had contact with or contribute to, so consider how well you're doing with Step 4.

When linking, make sure to avoid using "Click Here!" anchor text. Instead, use text that portrays what the link is about, like *why you shouldn't steal your competitors' traffic*.

Don't over-promote yourself, otherwise you'll be labelled as a spammer. It's fine to have a URL in every paragraph or subtopic to drive your point home, but absolutely NO affiliate links or blatant for-profit material.

Step 8: Dress Up Your Article with Formatting and Summarize Key Points

Adding small flourishes to your content helps readers retain key points more easily. **Bold key statements**, "italicize quotes from others", and take advantage of headlines to break your article into sections. Recap major points at the end.

Remember:

- Bold key statements.
- Italicize quotes from others.
- Use headlines and sub-headlines to break articles into sections.
- Reiterate major points at the very end of your article using bullet points, like we used in this list.

Finally, end with an invitation for your reader to respond. “What do you think?”, “Has this ever happened to you?”, “What should I do next?”. There are countless ways to spark a conversation, so try a few and let us know how it goes (Just like that!).

Step 9: Give Your Article a Snappy Title

Once your article is done, it’s time to give it a killer headline that summarizes what your article is about and why your audience should read it.

It helps to lay out the numbers, what they mean, and how the reader benefits from them, such as “I have 602 Sales Reps Right Now Making Just Over $1 a Day” by Logan Young. Look over the following articles for some examples:
- *How to write headlines*
- *The Ultimate Idea-Inducing Creativity-Enhancing Sample Headline Collection*

Step 10: Categorize Your Post and Add Keywords

Before you post your article, make sure you have it properly categorized. WordPress has a robust category system that allows you to keep what you’ve written about organized, so make sure to file each article under the appropriate section.

Keywords, (or tags” as WordPress calls them) are special words you can reference in your article to help the search function categorize the post. These also help readers glance over the article list and see what it mentions, giving a small boost to the article’s SEO ranking as well.

If you mention a proper noun in the article, chances are you can use it as a tag. For each topic, use up to five keyword tags to describe it.

Step 11: Post and Promote Your Article, Keeping Track of it in a Content Library

If you've never run Facebook ads before, don't worry. It's easy and low-cost. *Read this article* and you can be up and running in less than 60 minutes. The key here is to target audiences that complement your topics. Research the top authority blogs on your interests and see if you're able to target them within Facebook.

If not, try refining your audiences based on specific interests pertaining to the topics discussed in your article. Be careful, though; if you target too large of an audience, you won't attract a well-focused audience.

If you can't find a suitable audience, it is all good. You don't have to promote every article you put out. Each time you can promote, you'll want to run each article for a week at $5/day to start out.

If done right, you'll reach influential people and grow your audience with people who are receptive to your content.

There are many ways to optimize your campaigns. Read some of our articles in the *article library* for pointers.

Positive Mentions Tab

Create a new tab in your article library to collect any positive mentions you recieve-- one row per mention. Have columns for:

- Channel (YouTube, Facebook, Instagram, Twitter, blog, news, other).
- URL of mention.
- Date.
- Snippet of key mention-- the key phrase they said.
- Authority level high, medium, low-- subjective. The New York Times would be high and a random blogger is low).
- Content type (video, text, photo).
- Context (news article, consumer review, passing mention).
- Comments-- anything special you note.
- Don't worry about how old it is-- what matters is someone important saying something positive about you or your company.
- Don't forget the top social mentions, too!
- Create a second tab in your sheet called "social mentions".

Use the CrowdTangle Chrome plugin to find social posts that have over 10 mentions up to a maximum of 100 mentions.

Click on the mentions to get to the individual social URLs to add to the sheet.

Calendar Marketing VS Growth Marketing

6 Phases of Authority Collection

1. Notification of positive mention (social listening, email, in person)
2. Ask for lightweight permission to quote them (while adding to your content library)
3. Add endorsement to company materials (landing pages, brochures, articles)
4. Client love (say thank you in one of many ways)
5. Create follow-on content (quote card or queue up for listicle quoting them)
6. Amplify endorsement (dollar a day)

The SIX (6) phases of "Authority Collection" is the key to content marketing efforts that drive traffic and sales, not merely X posts per day. For more on the 6 phases of authority collection, see the Influence Generator course (*https://blitzmetrics.com/cmg/*).

Dennis Yu: "Back in 2000, I wrote articles about why you should write one blog post a day. After all, the search engines favored sites with more content. If you had 50 blog posts after 50 days, that's 50 potential topics you could rank on and drive links to.

As ranking in search engines became more competitive, you had to have sites with thousands of quality pages, even for niches. Until the link farms came along. Then the content farms that would "spin" articles, causing the search engines to put great emphasis on quality.

Google even had a Quality Score while Yahoo had a Quality Index. The game changed such that having one amazing piece of content was better than 1,000 articles written by some freelancers.

Facebook has used a quality filter, powered by AI, to decide what is worthwhile to serve. Expect to see the "quantity-minded" marketers get penalized, while the "quality-minded" marketers rejoice".

What is the RIGHT way to produce quality? There's all this talk about the importance of "good" content, but what exactly does this mean? We believe in a combo of a content calendar, a Topic Wheel, and spontaneous (news + curation) content working together (see next page).

Content Calendar:
A calendar is great for seasonal businesses and campaigns that are timed by date-- Black Friday, summer blowouts, product launches, and events. Usually, great revenue generators because they rely upon sales and stack upon the power of other channels (TV, radio, in-store, etc).

Topic Wheel:
A Topic Wheel is fantastic for building evergreen content that is triggered by user action-- lead magnets, autoresponders, inbound marketing efforts, SaaS/recurring products, and software companies. Excellent at building loyalty because this technique amplifies word of mouth into sales (collecting what customers are saying about you and distributing their words).

Spontaneous Content:
Spontaneous content production is excellent for publishing businesses that have to produce hot, fresh content-- today's sports scores, commentary on current events, opinion pieces, and general blogging. This is the easiest place to start because it doesn't require a structure in advance, it can be done by individuals versus teams, and allows you the flexibility to jump on the latest trends.

We believe in a combo of a content calendar, the Topic Wheel, and spontaneous (news + curation) content working together. Most companies do just one of the three models of content production, but you'll have greater power when you combine all three.

Content Creation Phase 2 Checklist

Embedding Social Posts in Your Articles

Does your article reference a post you saw on Facebook or Twitter? You could take a screenshot, but there's also the option of embedding it. On Facebook, each post has a small drop-down menu, and at the very bottom, there is an "Embed" option

Take the code that appears and copy it.

Head over to your blog, find the article in which you want to embed the post, and set the visual editor to "Text".

Paste the code into the box and then switch back to "Visual". It will NOT appear in the editor until you preview it, but will say "post by <pagename> (in this case, BlitzMetrics)".

On Twitter, you can embed tweets by clicking the "More" button under any post.

It's the same procedure as with Facebook: Copy the code, switch the WordPress visual editor to "Text", and paste it in. Here's a preview of how it looks.

To make sure the images your social posts show up correctly, please reference *this article*.

Now, anyone who reads your article will be able to interact with the post, and the content will be updated in real time with social interactions. Neat!

Mention others in Facebook/Twitter updates

When you post your article and promote it, mention everyone who contributed. Even better, tag them. If you're familiar with Twitter, you already know that putting "@" before a username will tag them. The same applies for Facebook.

When you post your status, it will appear on everyone's timeline who you tag whether you are posting as a page or as a user.

Everything is set up, and you're writing content at a regular pace. Now it's time to reach out and get your name known. This is where you'll gain the most traction in becoming a thought leader. Some of these items are incremental and should be completed over the course of a few months:

- ❏ Compile a list of the top ten influencers in your field of expertise.
- ❏ Set up Google Alerts and *mention.com* on each of the influencers.
- ❏ Respond to five articles by each of your top influencers and have them interact back (50 total unique interactions).
- ❏ Obtain guest blogger access on six different publications.

Step 1: Ask Authors of Blogs You Regularly Comment on if You Can Guest Post

By now, you should be on good terms with the various blog authors from your commenting regularly on their articles. When you feel the time is right, ask them if they'd like to feature a piece of your content on their blog as a guest post.

This is where having your article library really helps, as you can display all of your work. Heavily feature their articles in your anchor links and begin producing articles on your own blog that are reactionary to theirs.

A clever "trick" is to take normal interactions with your group of thought leaders and ask if you can get a quote from them/use something they said.

Here's another example where someone tagged Dennis on his public figure page after he gave a presentation. You should actively monitor your social profiles for any mentions and keep them as endorsements in your article library for later use.

Mentions like these give your writing a small boost of authority, showing that you are connected to high-profile people and that you want to promote their input alongside your own.

It's free notoriety for them and invaluable content for you; just make sure to credit them correctly.

Step 2: Work Out How Often You Can Generate Content and How Often Your Blog Network Can Accept

This is the most important part and the hardest to get down. Whereas, up until this point, you were writing and posting regularly on your own blog, you'll now distribute across many blogs at the same pace.

By now, topics should be plentiful and writing articles should come easily to you. Once you can react fast enough, build a small backlog of articles that you can distribute elsewhere so that you're not pressed for time.

You should contribute to each site in your network at least once a week. Some will accept more; others, less. But most people are happy to receive free content. Just make sure to consistently deliver high-quality content.

Offer to help them by editing your own article on their blog. This requires them to create an author account for you. It's preferable that all of your content eventually goes under your name on their site, along with Google authorship.

Step 3: **Set This Schedule Into Stone and Follow It**

Once you have a few blogs onboard for guest posting, it's time to prioritize which ones are contributed to the most. Create a spreadsheet that lists out each publication, their blog URL, and their social accounts. Also, add the following:

- How often you're contributing.
- What topics they mainly focus on.
- Their primary editor's email.
- Estimated site traffic from Google trends.
- Any special editorial notes/conditions from them.

These will help you sort each publication's content priority, since more traffic and higher page ranks will affect how high your own content ranks in searches and how many people read it.

Producing a base of authoritative content is your admissions pass to the network of experts in your field. If you make enough content, you go beyond your blog and follow this progression:

Step 4: Split Your List of Experts Into Verticals and Utilize Them for Articles

Once you've built up friends in a particular vertical, you can ask each of them to answer just one question. That becomes a blog post like *this*. Each of the folks featured will gladly share; who doesn't like to be honored? Then, you amplify. Real pros like Lee Odden turn these into slideshows and share across a number of networks, like *this*.

You can ask any question; it doesn't have to be a social media tip or best tip on how to achieve X. You could ask, "What do you think of X (a current event, a strategy, an industry issue)?".

You could even ask ten well-known soccer players what their favorite flavor of ice cream is. Infographics galore!

We're building authority/brand for whoever the leader is in a specific topic. That figurehead does initiate and write most of the content, but they need analyst support in the same way that a doctor has a support team.

Last time you went to the dentist, how long did you actually spend with the dentist versus what tasks were handled by the staff in the waiting room-- assistants who took your x-ray, assistants who completed necessary paperwork, etc.?

Same goes for content marketing. We want the client to be able to get a 10× multiplier on their time. By multiplying the value of their time with simple editing, linking to related topics, trafficking on sites on which we have WordPress admin, and other bits from this course, we can produce unique content. Clever, eh?

Assemble Your Greatest Hits

Babe Ruth is known as the home run king, but do you know how often he actually smacked one out of the park?

Only 8 out of every 100 pitches, 8%. Creating new content is like taking a swing at a baseball. It could be a home run, a base hit, or a big whiff.

Even the BEST content creators will usually only see 10-20%of their posts turn into a home run, or a "winner".

These odds are worse than Vegas. Don't get caught up in the Content Creation game. Be smart. Go back retroactively and assemble your "greatest hits". Find your best performing content and reuse it.

Just like people will listen to their favorite song over and over again, no one will shy away from great content.

Article Submission Guidelines

Before you begin accepting third-party content, you must have a submissions guideline in place so that others conform to your writing standards and submit only properly formatted, quality content.

You can see our *submissions guideline located here*, written with the following steps:

- ❏ Outline general/copyright agreements such as syndication, co-authoring, usage, and exclusivity rights.
- ❏ Require that your contributors fill out a bio.
- ❏ Research your general readership and inform future contributors what topics/industries you cover.
- ❏ Include a section on what you will/won't allow, such as self-promotional or inflammatory topics.
- ❏ Choose if promotion (posting to social media/ads) should be your responsibility or theirs.
- ❏ Determine a minimal article length (500 words, 1,000 words, etc.).
- ❏ Outline formatting options (linking frequency, max image size, if videos are allowed, able to use stock art).
- ❏ Include a review, quality assurance, and publication process.
- ❏ OPTIONAL: Make a formatting template for contributors to follow based on your writing style.

You're posting regularly, people are interacting with your articles, and you've determined which audiences interact best with your topics. Now what? The next step is to multiply this schedule across many publications.

This is why we stressed Step 4 in Phase 1: reaching out and commenting on other blogs. If you haven't been doing this regularly, and don't have at least six people you can call on, you're not ready for this phase yet.

Once you have a good relationship with these authors and some articles under your belt, it's time to start guest posting elsewhere and letting others guest post on your blog. Soon, others will want to start posting on your blog.

How to Assess another Author's Article for Your Blog

Don't let just anyone post on your blog. Only allow authors who will follow your writing structure and guidelines. Check our *Article Submission Guidelines* so you don't expend unnecessary resources resuscitating a lifeless baby or frosting a raw cake.

Always present yourself as humble/looking up to the author, but be very careful not to sound like you're promising a spot or are wanting them to write for you. Always speak as though something is needed on their part, or for a process to complete, before you consider them. Be kind, but direct.

Vet their links.

If the author does not match, that is an INSTANT disqualification, as they are probably a content farmer/fishing for links (which is an ineffective strategy nowadays anyway). If you're not sure, look around their site for some better examples. Be weary of their intentions of wanting exposure for themselves, which is selfish.

2. Challenge their claim to reading our blog.

This also opens our opportunity to show our *Article Submission Guidelines*. If they cannot follow the article guidelines, it's a soft decline automatically ("We do not think we're able to provide the value you are looking for.").

3. Do not accept an article if there is no clear objective relating to our goals backed by high authority in the writer's SEO/traffic reports.

Remember the 4 W's and 1 H—**WHO**, **WHAT**, **WHERE**, **WHY**, **HOW**—like **#MAA**. If the writer did not clearly define it, you should not mess with it.

4. Do not accept an article with passive voice or unspecific low authority content that you cannot verify with **#MAA** or the 4 W's and 1 H.

Watch for **weasel words** which could envelop many topics including indirect communication, passive speech, etc. You do not want vague, general statements, or abstract ideas but rather clear, and actionable content. **Weasel words** exist to confuse the reader such as

"Some users say..."

"We've studied many brands..."

"There are courageous executives out there..."

Phrases like passive speak obfuscate a clear, direct subject.

5. Do not accept a lousy article.

You do not want a dumpster fire made of words in your blog. Take a quick look at their writing style and what they've sent along. If it's boring, spammy, or irrelevant, disqualify.

A lot of articles from supposed **thought leaders** actually come from **doctrine sheep**—regurgitators of information grazed from the grass of "authority" from degrading publications like Forbes, who accept user submission nowadays, which are not necessarily bad, but you get a lot of lousy ones when you swing a golden gate open.

10 IDEAS TO MAXIMIZE YOUR CONTENT

Convert Videos into Blogspots

You can run them through FancyHands or Fiverr for a few dollars, do light editing and now you have a new post or podcast episode.

Turn Your Notes into Articles

Went to an event? Turn the notes you took into multiple articles!

Interview Participants and Speakers

Who will decline a one minute video to answer a question that you've been thoughtful about?

Turn Your E-mails into Articles

Ever get in one of those moods and type out a detailed explanation to something? With minimal editing, you can turn this into an article.

Assemble Your Monthly Round-Up

Go through whatever you've shared or written about in the last month and have this curated list be what you share on social or in email.

Collect Your Reviews

Add to your testimonials page, bio, and brochure. Repeat this process monthly so you're up to date.

Get Snippets from Your Videos

You can choose "highlights" of your livestream and share them as 1-minute snippets. This can provide you with content on its own and can drive more traffic to that original livestream video.

Revive Successful Posts

This is a ninja move as you save posts that have done well in the past and with a simple like or comment, you'll have successfully revived that.

Make Infographics from Listicles

Put the key points of your listicles into an infographic to give your audience a fantastic way of seeing them.

Use Questions from Your Audience

Dedicate 30 minutes for one day and answer common questions you always encounter and voila, you have one minute videos for each day of the month.

How to Update Content Library

Workflow [IMPORTANT]:

How to Update Content Library

Spreadsheet Template:

Enterprise: Content Library Template
ChiroRevenue or Chiropractors: TEMPLATE Chirorevenue Content Library

Overview:

Brief Overview
The Content Library For Chiros -- Simplified

Steps:

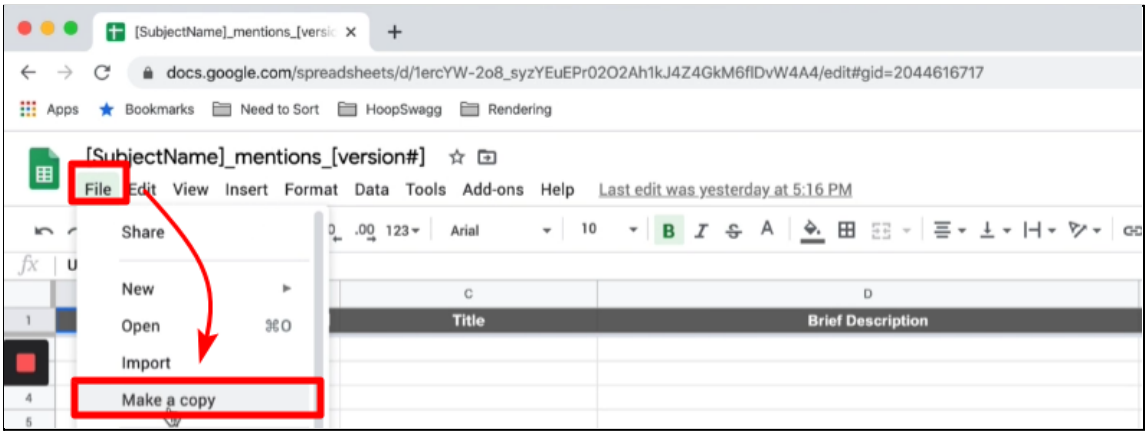
- ❏ **1. Set Up the Content Library Spreadsheet**
- ❏ **2. Update "Video Library" Sheet.**
- ❏ **3. Update "Facebook Content" Sheet.**
- ❏ **4. Update "Articles" Sheet.**

Video: *https://www.loom.com/share/e5ed532e04684646bc2c8b91ddcdef07*

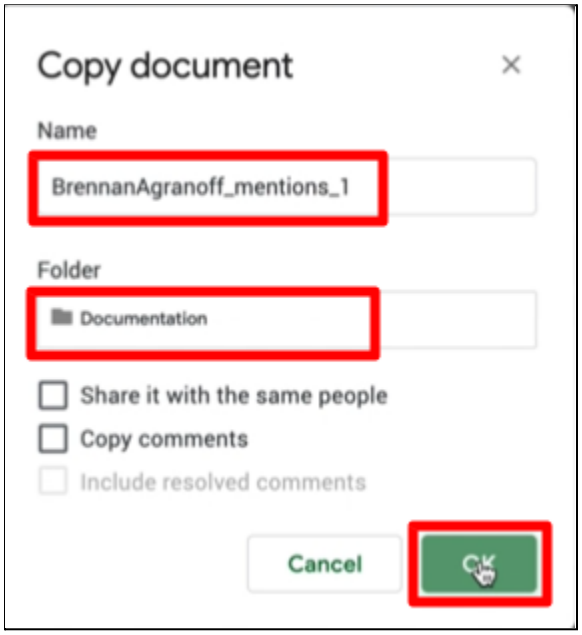
0. Set Up the "Content Library" Spreadsheet

Video: *https://www.loom.com/share/e5ed532e04684646bc2c8b91ddcdef07*

1. Open the Content Library spreadsheet in Google Sheets.
2. Click **File** > **Make a Copy.**

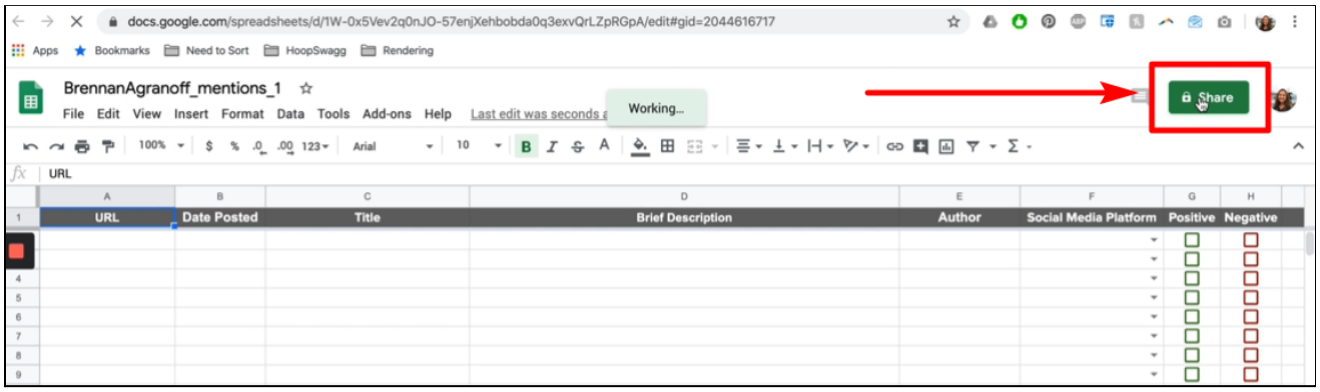


3. Rename the sheet using this format: <SubjectName>_mentions_<version#>. Select a location to save the file and click **OK**.

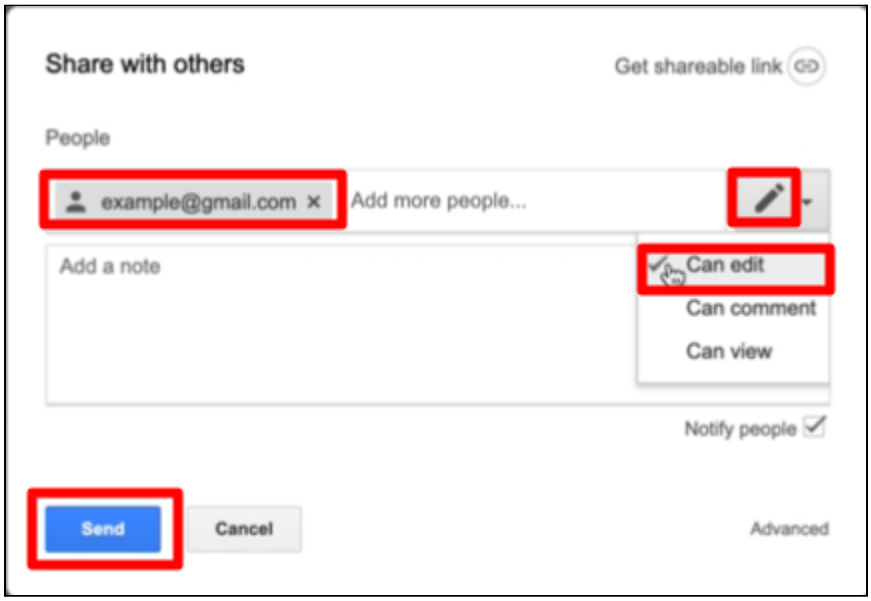


Note: *Version number depends on how many times a file is recreated. For this instance, the first version is BrennanAgranoff_mentions_1 and the second version of the same file would be named BrennanAgranoff_mentions_2*

4. Once the copy is made, share the file by clicking **Share** on the upper right.



5. On the **Share with others** window, enter the email address/es of the people you need to share the file to (which is also indicated in the document) and click the pencil icon on the right side to enable the '**Can edit'** option. Click **Send**.



1. Update "Video Library" Sheet
    - 1.1. Search for the subject on
        - 1.1.1. Google
        - 1.1.2. Facebook
        - 1.1.3. Instagram
        - 1.1.4. LinkedIn
        - 1.1.5. Twitter
        - 1.1.6. YouTube
    - 1.2. Scan videos for mentions of your subject
    - 1.3. Check if the video is already in the spreadsheet
    - 1.4. Add new videos to the "Video Library" sheet
        - 1.4.1. Select **"Video Library"** tab
            - 1.4.1.1. In the **"Video Title"** column, add the title of the video
            - 1.4.1.2. In the **"URL"** column, add the URL of the video
            - 1.4.1.3. In the **"Duration"** column, add how long the video is in the format 0:00:00
                - 1.4.1.3.1. E.g. a 1 hour video would be marked as "1:00:00"
                - 1.4.1.3.2. E.g. a 2 minute and 30 second video would be marked as "0:02:30"
            - 1.4.1.4. In the **"Date Posted"** column, add the date the video was posted
            - 1.4.1.5. In the **"Notes"** column, add a short description of the video
            - 1.4.1.6. In the **"Type of Content"** column, indicate where you found the video
                - 1.4.1.6.1. E.g. Facebook Video

1.4.1.6.2. E.g. IGTV

Video: *https://www.loom.com/share/4ab2c6e3fd4248c8971ae1ec638cf766*

2. Update "FB Content" Sheet
   - 2.1. Search for the subject on Facebook
     - 2.1.1. Scan posts, videos, and photos for mentions of your subject
   - 2.2. Check if the post is already in the spreadsheet
   - 2.3. Add new content to the "FB Content" sheet
     - 2.3.1. Select **"FB Content"** tab
       - 2.3.1.1. In the **"Date"** column, add the date of the Facebook post
       - 2.3.1.2. In the **"Time"** column, add the time of the Facebook post
       - 2.3.1.3. In the **"Content"** column
         - 2.3.1.3.1. If the post has text
           - 2.3.1.3.1.1. Copy and paste the text from the Facebook post
         - 2.3.1.3.2. If the post does NOT have text
           - 2.3.1.3.2.1. Write a short description
       - 2.3.1.4. In the **"URL"** column, add the URL of the Facebook post
       - 2.3.1.5. In the **"Content Type"** column, select the type of post
         - 2.3.1.5.1. Post
         - 2.3.1.5.2. Photo
         - 2.3.1.5.3. Video
           - 2.3.1.5.3.1. Also add videos to the "Video Library" sheet

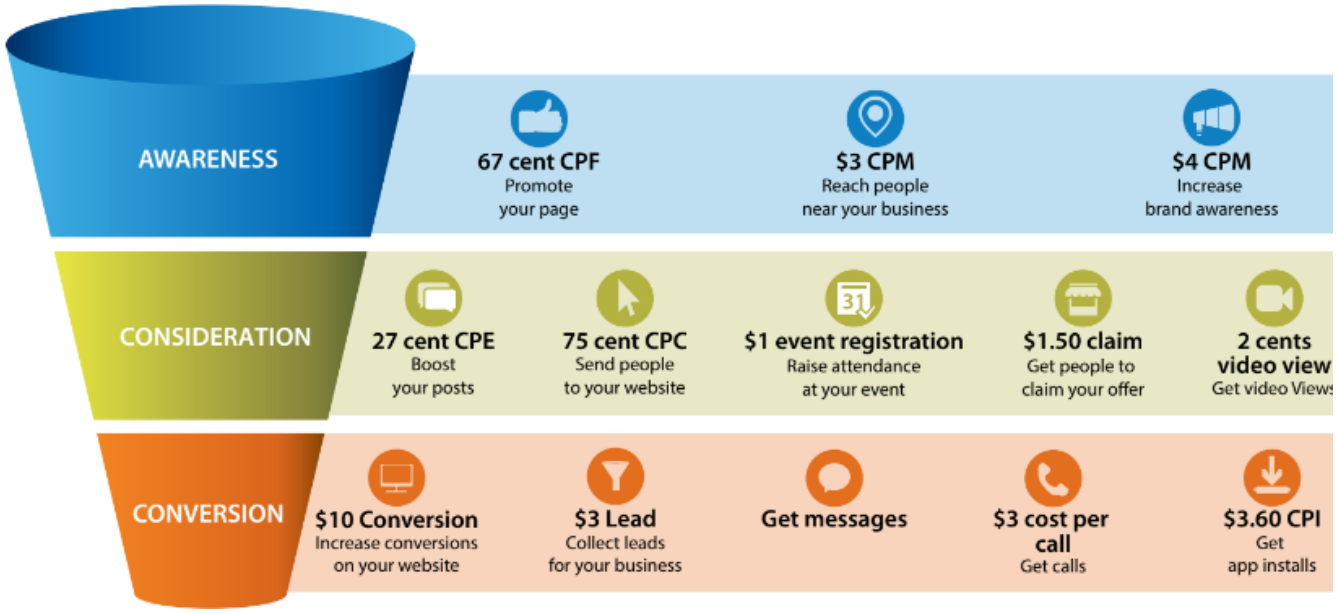
Video 1: *https://www.loom.com/share/246868df48474b2583aec1026a4b34d8*
Video 2: *https://www.loom.com/share/b87ceb0c47e443f4ae8d2a36573e6bcd*

3. Update "Articles" Sheet
   - 3.1. Search for the subject
     - 3.1.1. Type subject's name in to Google
     - 3.1.2. Click the "News" tab
     - 3.1.3. Scan URLs & articles for mentions of your subject
   - 3.2. Check if the article is already in the spreadsheet
   - 3.3. Add new articles to the "Articles" sheet
     - 3.3.1. Select **"Articles"** tab
       - 3.3.1.1. In the **"Title"** column, add the title of the article
       - 3.3.1.2. In the **"URL"** column, add the URL of the article
       - 3.3.1.3. In the **"Site Name"** column, add where you found the article (E.g. Entrepreneur Magazine)
       - 3.3.1.4. In the **"Author(s)"** column, add the author of the article
       - 3.3.1.5. In the **"Date"** column, add the date the article was posted

Business Objectives by Benchmark

How do you tell if your content is performing? Benchmark it against the business objective associated with the content, not the cost per click, cost per impression, or other secondary metric.

Good content must have a clear goal-- to sit in the right place in the funnel and have an intended target.



Determining Your ONE Question

Figure out THE question you ask everybody so that they can answer according to the topic you've selected.

By framing the discussion as a question, you're able to "think like a journalist," to make it an interview about them but still keep it as your topic.

Your WHY video sets the framework for your Topic Wheel-- what you stand for and the lens to evaluate the experiences you've had (HOW) that then drives the products/services you sell (WHAT).

But your voice alone doesn't carry sufficient authority. You need others to create a powerful word-of-mouth chorus-- not hollow testimonials, but authentic stories that support your framework.

You accomplish this via your "ONE QUESTION", which is what you ask everyone and is what you're known for. Select the right question and you'll quickly gather people who already believe in what you're trying to do-- so that they need no convincing, just nurturing.

For whatever you sell (the WHAT), there is ONE question (the HOW) to ask that frames the buyer's problem such that your product is the solution.

If you're selling a sports car to men having a midlife crisis, ask what they're doing to make the most of life and be young again. If you're selling running shoes, ask what they're doing to be healthy, feel good, and have energy.

If you're selling mattresses, ask what they're doing to get a better night's sleep. If you're selling website services, ask how they're driving more results from Google. You can think of others.

When you ask the right question, you're letting them admit pain, as opposed to trying to convince them they are in pain.

And this is the position you need them to be in for them to become an inbound lead-- a patient who self-admits into the emergency room.

TIPS for Your Successful ONE QUESTION

Filming one-minute video answers to your ONE QUESTION doesn't require a fancy camera or a professional video crew. You just need your phone, decent lighting, and some willing participants. Learn more about the techniques in the *One Minute Video Course*.

You want to "think like a journalist", such that you're interviewing them objectively like a news reporter. This gives you authority, keeps the focus on them (not on you), and prevents your content from coming off as thinly-disguised testimonials.

Here are examples of a ONE QUESTION and how they tie into your WHY:

"Do I really need to care about personal branding?"

Heather Dopson at GoDaddy is passionate about harnessing the power of social media. When it comes to social media, her fans have trouble understanding why personal branding is important. This is a question that she can expand on and share.

"Is there any difference between PPC, AdWords, and the major social channels these days?"

Jason Miller at LinkedIn is passionate about SEO and content marketing, especially in the music business. Always on the lookout for SEO and marketing trends to share. He asks this question to experts and shares their answers with his fans.

Engage with the person you are interviewing prior to the interview so they can prepare as much as our approach is to ask then in preparation about topics that will:

- Make them look good-- so we can uplift them as a figurehead in the world of social.
- Demonstrates expertise-- various HOW TO tidbits that would wow people.
- Increase their personal brand-- various WHY stories that define them, and don't have to tie to social media.

You can transcribe the footage to turn into one or more articles, and pull out 1 - 2 minute highlights that you can boost.

Your goal is to cultivate a reputation of sharing the best industry knowledge - and if you make them, you look good.

4 Levels Of Altitude

How to Structure Your Course with Video Topics

Place your videos in your Topic Wheel so you can determine which videos cluster together by theme and person. You'll then be able to amplify via the "**Dollar a Day**" strategy.

Once you've built your Topic Wheel with at least 3 topics and 3 people per topic for you to interview, it's time to seed your Content Library with videos that you create.

Start by listing out questions that you can answer in one-minute. Sixty seconds isn't long, so choose topics you can properly cover in that timeframe. Avoid being too ambitious by breaking bigger topics into smaller chunks.

Your audience prefers to consume many small tidbits versus sitting through a full hour of you talking, especially since 80% of these will be consumed on their phones.

I like to use the Notes app on iPhone to keep track of these topics and continue to add to them as thoughts pop up. You can use a daily planner or anything that fits with your way of organizing your time.

When you're ready to film, make sure you have a quiet, well-lit location. You don't need fancy equipment, but having a pro set up doesn't hurt. Just don't let an perceived need for pro equipment stop you from producing your videos. Remember, people are watching on their phones, so 4K cameras aren't necessary.

That said, if you do have a shotgun mic, that yields better sound than your phone's mic. A lapel mic is cheap, too, but wiring a mic up someone's shirt is somewhat unnatural, plus the audience can see the black thing clipped to their shirt which appears less personable.

Print out three copies of your topic list and send them over to anyone involved, especially if you're filming them. They will appreciate it and will have enough time to think of valuable things to say instead of just winging it.

Have one person holding the camera, balanced on a tripod or perhaps some books if you need to get creative. Another person should have the topic list, reading them out to you or whoever you are interviewing.

Shoot in one continuous session, so you can get filming done quickly. We like to have a dozen topics, which should take you 24 minutes. If you're a "one take wonder", your 12 topics will take 12 minutes. If you're like most people, you will need about 2 minutes per

topic, enough time to redo a topic, restart midway through a particular answer, or just take a breather to discuss how to answer a question.

The subject should look directly into the camera, not at the interviewer, since these videos simulate in-person, face to face mentoring. You're talking directly to your audience, as if they had just asked you this question and you were answering them, one-on-one, like a friend.

The interviewer should ask each question out loud while your camera (or iPhone) is rolling. Then your video editor will know which videos belong with which topic.

If you are interviewing someone else, make sure they know they can always pause and redo when they want. This isn't a live interview so you can edit later to make them sound good, removing stutters and pauses, and keeping just the good parts. Going for 90-120 seconds will usually trim down to a minute.

Let them know they don't need to repeat the question or begin talking immediately. The first three seconds is critical to maintaining attention, so don't want to start with filler. They should start out with a compelling point that entices the viewers to stay around a few seconds longer.

Even though the video editor should be able to figure out what's going on from just the raw footage and topic list, we want to make things fail-proof. Some of your team may be virtual assistants who aren't familiar with your topic and/or don't have English as a first language.

Sometimes, you'll want to add and adjust topics as you go, so the discipline to state the question before each video snippet is key to being organized. Mark your sheet if you make changes, of course. Optionally, clap once loudly between each question. This sends an audio spike, making it easier for your editor to find the start and end of each video snippet.

The interviewer or another person (if you're lucky enough to have a fourth person), should be taking pictures and short video clips of your group creating these videos. You'll need these to promote your lead magnet or course to get people interested in your bite-sized, one-minute training.

We prefer doing this almost entirely within Facebook native posts that sequence to other posts, just like your favorite guilty pleasure Netflix show has seasons and episodes, you could host videos on your site and drive people there.

Most of your videos will be ungated (no login or email required), though you may want to have one or multiple videos as part of a lead ad designed to collect their email.

You don't have to mention your lead magnet or course yet in the videos, especially if you don't have something to sell. The beauty is that you can append calls to action later at the end of your videos and even in the body.

When you boost the posts that have these videos in them, you're then able to create custom audiences from each particular video. So you could have a sequence where people who watch Video A then get Video B next.
We like to build video remarketing audiences of people who have watched at least 10 seconds, since the default 3 second view is perhaps enough for branding, but not enough for comprehension.

If you set the cutoff at 50%, which would be at least 30 seconds of a one-minute video, know that you'll probably be dropping 95% of your viewers, unless you are great at maintaining attention.

Most videos get a 6 second watch time, so that means half of your viewers have bailed before the 6 second mark. For more on how to maximize watch times, study the *4 components of the one-minute video*.

Follow the rest of the video editing steps to be able to turn these around in the next few days.

Video: Content Course Video is King
URL: *https://blitzmetrics.wistia.com/medias/s3b1yy8jco*

One of my favorite places to quickly crank out a ton of one-minute videos quickly is at conferences. It's one of the primary reasons I speak, since being a regular attendee doesn't give you access to the speaker room nor the credibility of being listed in the program.

I can't remember the last time I've been turned down when asking a fellow speaker if they'd like to make some one-minute videos with me.

It's all the more reason to speak at conferences, since you'll be able to build out your Topic Wheel with high power authority references, which is more powerful than just you selling or convincing.

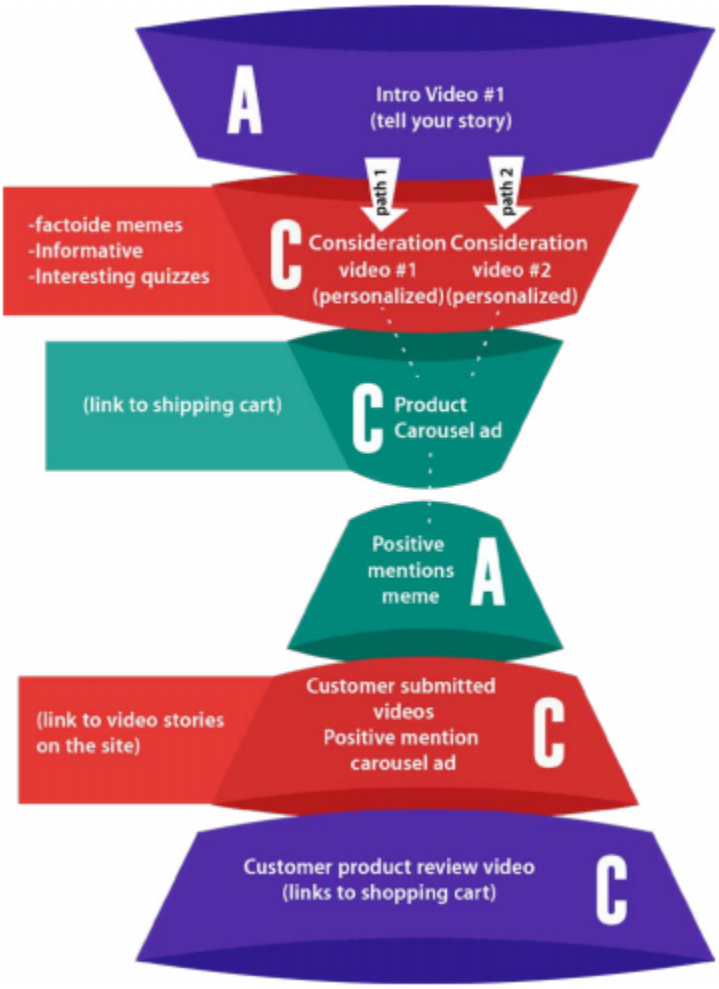
To go through the steps to build your personal brand and become a more powerful speaker, go through the *Personal Branding Course*.

For more on general video setup, equipment, filming basics, and some fun, check out what our friends at *Wistia have to say*.

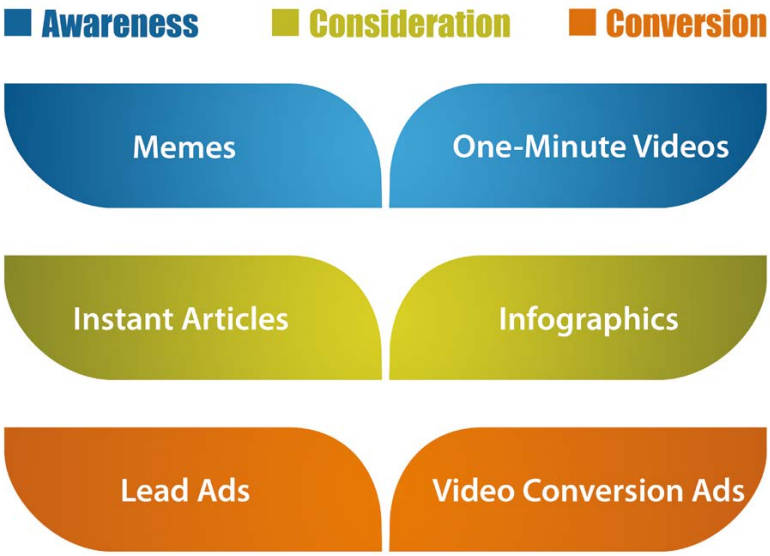
How do I Drive More Awareness, Consideration, and Conversion After They've Gone Down the Funnel?

Video: The Flipped Funnel
URL: https://www.youtube.com/watch?v=zNr4-vBaQ04&feature=youtu.be

Once you have a functioning funnel, you can drive more awareness that converts at a higher percentage by creating word of mouth. Word of mouth comes from your pre-existing customers. At the end of a customer journey, make sure the customer is happy enough to become a public endorser of your brand so your customers collectively begin building your awareness for you.



What Type of Content Should I Use?

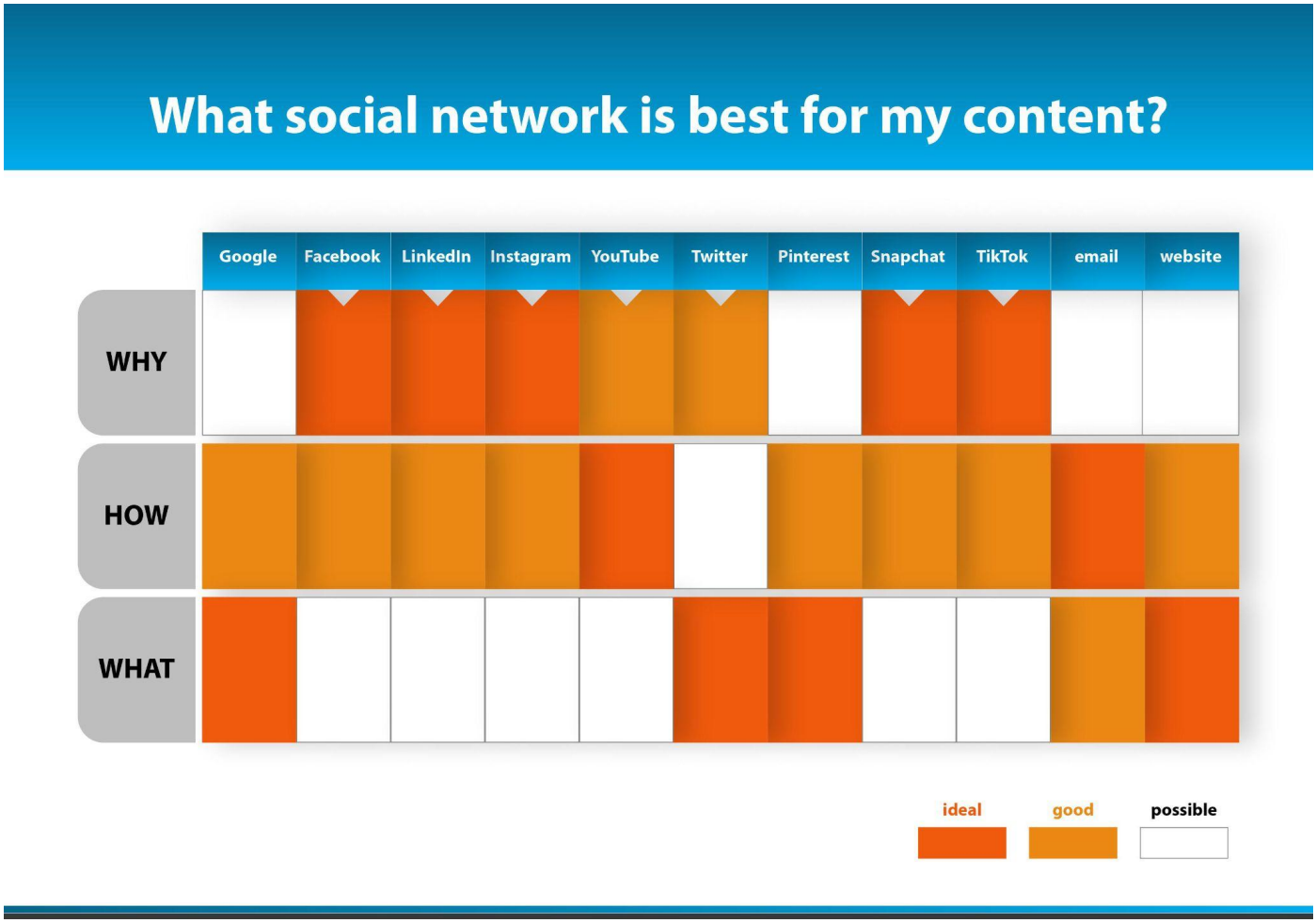


The type of content you produce depends on what you are trying to grow: Awareness, Consideration, or Conversion.

The reason for this is that some types of content work better at each of these areas. This is not to say that you can't use memes to help drive conversions, but generally speaking, this diagram is a good help tool.

To see more on the 6 types of visual content, check out our Visual Content Course This fits into the ACC funnel (two types per funnel stage).

What Social Network Is Best For My Content?



Social Networks are a great way to share content with the world. But which networks should you be on? In this topic, we will discuss 12 different social networks and how they can help promote your content online!

1) Facebook: Facebook is by far the most popular social network in the world, with over 1.86 billion monthly active users as of December 2017. It has many features that make it a good place to publish content including live video streaming, interactive games, and groups for sharing ideas, or reaching out to people who might be looking for what you offer. You just have to remember that only 3% of your friend's friends see your posts if they don't like them!

2) Twitter: If you're looking to make a big impact on the world, look no further than Twitter. With over 500 million people using the network every month, it's an easy way to share text-based content easily and quickly. If you are looking to share your content and reach a wide audience, Twitter is the place for that. It gives you the opportunity to gain

followers as well as increase awareness of what you do by sharing useful or entertaining information with your network.

3) Instagram: The best way for doctors to use Instagram is to post images of medical procedures so that people can learn from them. Increase customer engagement, gain more followers and higher conversion rates. Show customers your personality to build trust. Become top ranked on popular hashtags.

You Don't Have Time or Resources, but You Need to Produce Quality Content

Video: Personal Branding Guide.
URL: *https://www.youtube.com/watch?v=pll1zbndGjM*

When thinking about content marketing:

- How do you write powerful articles that position you as a thought leader?
- What is a "good" article?
- How do you know what topics to write about?
- How, exactly, do you go about connecting with other thought leaders to build content together?
- Why is the principle of "implied endorsement" critical to lead generation?
- How does the *CCS (Content > Checklist > Software) triangle* create awesome power?
- Where do you find the time to do all this?
- How do you drive more awareness, engagement, and conversions after they've gone down the funnel?
- How do you optimize video?
- What types of content should I use?

Because this topic is so important, we've split it into two parts: one to focus on your own website, and the other to utilize your connections to get your content on other publications.

Facebook Public Figure Page Cover Video

Facebook cover video dimensions are at least 820 × 312 pixels. The recommended size is 820 × 462 pixels. Cover videos can be between 20-90 seconds long, and loop in any way.

The cover video can be a video, a simple slideshow with high authority pictures, or a video/photo combination. The purpose is to highlight the highest authority pictures first because that is what people are going to see when they land on your page.

Other pictures are good, but you want a specific order ranking the images from high authority to low.

Boosting Cover Photos

Many people will put their highest authority photos as their cover photos, but then you're not able to boost these from the page. However, if you pull the Post ID, you can still get them to run by setting it up in Ads Manager.

By this point, you should have a lot of content on the topics you've chosen, a network of experts, and a few publications you can feed content to.

You should have great organic exposure with your followers by posting regularly and interacting with them. So now, it's time to branch outwards and get yourself noticed by national/international media.

You'll achieve this using paid advertising on social networks, mainly Facebook. As we mentioned at the very start of this course, you'll need to have at least $1/day to advertise. For more on Amplification, see our *Dollar a Day Course*.

Move to Quality Targeting Over Mass Media Blasts

Can't afford $15,000 to exhibit at your favourite conference, plus the $3,000 to ship the booth out, the cost of the people to have man the booth during Expo Hall hours, the promotional material you have to give out, and so forth? Here's the solution: Run an ad for the three weeks leading up to the conference by targeting fans of the conference.

Bingo! You've now spent $5 to target this audience with your message and you have plenty of time to set up in-person meetings with those folks who are worth talking to, as opposed to any random people who may wander up to visit you at the show. You can thank them later.

Need some PR help but you can't afford a New York PR agency for $10,000 a month? Let Facebook do the work for you! Run ads that target journalists who write for the **The Wall Street Journal, The New York Times, Mashable, Forrester, VentureBeat**, or whoever. What would you like to say to them?

Can't afford to hire a big sales staff to cold call people who don't want to talk to you? Easy! Just run Facebook ads targeting the competitors of your existing customers.
Let's say that Marriott is your client and you have a great case study with them. Run ads targeting the executives who work at Hilton, Starwood, Motel 6, or whoever. You can bet they want to know what their competitors are doing.

Amplification: Getting the Word Out via Paid Ads

Making Waves With a Dollar

We hope to have shown you that, with some ingenuity and $5 in your pocket, you can make some serious waves on Facebook. If you're a small business or start-up, learn how to master some of the techniques mentioned here. If you're a big brand and looking to scale, then you'll need process and software automation to make this happen across thousands of conversations.

Know of any companies that offer software that will do mass personalization of ad and landing page content? Ad agencies are good at throwing bodies at client accounts — great service, but no scale.

Software companies are good at building code based on a predefined set of rules that can be repeated. However, success for your company can't be solved by either a pure agency or a pure software company. The agency can't throw enough people at the problem and the software company can't offer a one-size-fits-all solution to everyone.

Only you can work the magic at your company. As much as we'd like to sell you our software, vendors like us can only assist you in coming up with the creative strategy that resonates best with your customers, the PR strategy that gets the press talking about you, and a unique way to position how you solve your client's pain.

Endorsement is a key part of the marketing process. It shows personal approval and proven application rather than simply saying "It's awesome because we say it is". You should have a process for collecting user reviews and accolades of your product. Then, you can use Facebook's carousel ads to show that multiple real people endorse it in many different ways, and feature their experiences.

Make sure that these pieces of content you feature meet certain criteria, such as their expectations, their usage of product, experience level,
etc. You'll also need to have a process in place to acquire user consent before featuring them.

Do it in a way that is not through a heavy-handed disclosure form, but a light compliment/question that requires as little effort as possible on the user's side, like how Nautica shoes does with #GoNautica.

Ultimately, these $5 campaigns, whether you run just one of them or ten thousand of them, boil down to a marketing strategy — a unique, compelling message that we can multiply out to your customers and get them to spread on your behalf. Again, if you're a smaller company targeting just a few potential or existing clients or partners, go for it yourself.

Tagging Articles According to Level and Which Checklist they Belong To

An important part of how we structure content at BlitzMetrics is based around our *9 Triangles* and how this flows down to tactics and checklist-level execution.

As we consume content, we take notes. Every piece of content is tagged with the relevant checklist they belong to, the triangle which is most apparent (could be multiple), and the keywords to associate with it (people and skills).It's the same framework for everyone: their passion

(WHY), which then goes to their conceptual expertise (told through stories and results), and their checklist knowledge so anyone can solve that problem.

Tied into this is the list of people who we've been with in pictures or videos. When our analysts grab stills/clips, we can pull some of these in. We cover how to do this in our *Personal Branding Course*.

Using "Sign Generators"

Sign generators are a great way to deliver a message in a fun, creative way.

We like to make a few and post them on Facebook to get the attention of friends and clients. Put your message on a church sign, "For Dummies" book cover, stadium jumbotron, supermarket register, pawn shop, post-it note, or even a construction signal. There are countless variations.

Mashable created a *list* of their favorite sign generators, but feast your eyes on the mother lode: *a few hundred sign generators*. Don't blame us when you blow a few hours playing with these!

Remember: Be memorable; be humorous. These are especially useful if you're too cheap to buy a real card or thoughtful gift for that friend or associate who has everything.

Mashable created a *list* of their favorite sign generators, but feast your eyes on the mother lode: *a few hundred sign generators*. Don't blame us when you blow a few hours playing with these!

This is our favorite church sign generator.

There's a lot of variation on styles; even the logos are customizable. Just fill in some text. Think of the killer marketing angles.

If you're a pizza restaurant, let fans customize a message on your pizza box. If you're in sales, amplify your message in a Facebook post that is workplace targeted to your custom audience. *Snipe one person's News Feed*.

If you're really enterprising, you can download the open source code and make your own generator on any image you like, or pay a freelancer on *upwork.com* or *freelancer.com* perhaps $200 to tweak one for you.

We've gotten this question dozens, if not hundreds of times. So let's settle this issue once and for all.

If any of these answers is not an enthusiastic yes, then your answer is no:

- Are you willing to transparently *share the best of your knowledge* for years with no expectation of immediate return?
- Do you have deep knowledge in a particular field, backed up by a network of similar people?
- Are you willing to spend your own money promoting your content across different networks and perhaps get a virtual assistant to help?
- Are you willing to build up a mailing list, whether MailChimp, Constant Contact, or Infusionsoft, to build training sequences?
- Are you regularly blogging, as in once a week for the last six months?
- Do you have a clear mission, or the WHY, that drives you and attracts others to join your cause?

The impulse to buy a puppy for Christmas shouldn't be the same one to create a public figure or brand page.

That puppy will be a full-grown dog soon enough, if you take care of it and consider the time commitment.

Just *having a Facebook page* won't grant you a magical surge of traffic any more than putting up a random website does. The same is true for Twitter, YouTube, or any other network.

Sure, when a celebrity tweets, they get gobs of traffic, even if it's just a picture of their dinner. Don't expect the same unless you also have a well-developed following.

Even if you were maintaining your website, now you've got to maintain yet another site, if you have the time. If you have a public figure page, know that it's not the same as your business page, unless your business is in being a personality.

Now that we are past the sobering reality of get-rich-quick web schemes and unrealistic expectations, let's talk about how to do it right.

Should You Setup a Facebook Page? 7 Things to Consider

Step 1: Decide On Your Mission

This is your reason for existence, the itch you scratch that keeps you up at wee hours of the night

Ours happens to be creating jobs for young adults — bridging the school system with the workplace. Watch *Simon Sinek's "Start with Why"*, if you haven't already.

Step 2: Get a Website

Before you start claiming your profiles on the hundreds of social media channels out there, get a blog first.

Not on *wordpress.com* or *wix.com*, but a true WordPress install either on your own domain or a subdomain.

Without a site you control, you can't set up the pixels to collect Facebook custom audiences, run Google Analytics, or do other things.

Step 3: Write Regularly For At Least 3 Months, Getting to 50+ Posts

This shows you can consistently publish and have the depth of knowledge to not run out of words or pictures.

Install the Facebook comments plugin and Facebook domain insights so you can build your connections to Facebook.

You can put your user profile on your site or even begin your Facebook page using *social graph* plugins. Daunted by this seemingly technical task? It's just a javascript to paste, but you can hire someone for *fiverr.com* to do it for you.

Collect emails on your site, managing your list through one of any marketing automation vendors.

Start 4: Setting Up Your Public Figure or Business Page

Many influencers choose a different profile picture for their public figure page versus their personal profile. Don't create a user profile for your business or it will eventually get discovered and shut down. Incidentally, we created a user profile, not a page, for my rabbit, Mister B.

He was one of the most connected pets on Facebook, at least among search engine marketing people.

Put in a landing tab to let folks sign up for your email list or an item you're offering in exchange for their email address. Use *Heyo* or *Tabsite* to connect your Facebook page with your email program with drag-and-drop simplicity.

You can backdate a number of posts, including key milestones. You want to set up a blog first so you can reference your blog posts here. Then Start Promoting Your Page.

Use the *GCT (Goals, Content, Targeting) Strategy* to build up your fan base. In other words, invite your email list, website visitors, and other folks to like the page. It's less about fans *than engagement*, for sure, but optically, you'll want a few hundred fans.

Having a dozen fans just looks weak, though if your content is good, when boosting posts, you'll naturally get fans. If you set up your page without having these first steps done, you have no "gas" in the tank. A Facebook page sitting unknown and unkempt is a sorry sight.

What's the sound of one social media consultant falling in the forest?

Step 5: Promote Your Posts

Boost posts, dare I say? Yes! We do it all the time. Of course, boosting posts to custom audiences (the *email* and *web audiences* you've set up in earlier steps) is most effective if you have built the audiences.

Folks like Neil Patel will shamelessly admit they spend 6 figures boosting their content to generate exposure.

If you're not well-known yet, you'll either have to wait a long time to build awareness or pay for exposure. This is the age old SEO vs PPC argument, which we'll not get into here.

Step 6: Enlist Your Converts/Fans

Perhaps half of your posts will be recycling and reframing what you've shared via other channels. Some will be curated content — stuff from others who feel similarly about your topic or news that you share.

The rest will be user generated content (UGC), or media that fans of your page will post/tag concerning your brand. This content is curated from social networks in the form of an image or video, so make sure that you are keeping an eye out and have a process for checking up on any mentions of your brand.

Before you share and promote UGC, however, you must have a process requiring consent from the user in place along with clearly defined terms and conditions that outline what you plan to do with the content.

When you have all of your channels synchronized (web, email, social), it's a beautiful sight.

You'll see that your brand trafic in search engines will increase which, in turn, causes your Facebook traffic to increase. Your increase in Facebook trafic will cause your website and email channels to grow — symbiotic.

Because you set your goals/mission first and are tracking them in Google Analytics with conversion tracking, you can measure ROI. You can assign value to email collection, new leads, and especially sales.

If your fan page is a labor of love, then you'll have to measure yourself in the same way you measure a hobby — influence and impact.

Step 7: This is Not a 12 Step Program

I would have added 5 more steps, but we didn't want you to believe there's an addiction to cure.

Know the importance of doing things in the right sequence — for the same reason that you follow a recipe for your favorite dish.

See how everything connects together in an overall framework-- the funnel, if you will? The same is true for personal branding versus *content marketing*.

Your personal brand extends into your company's content marketing efforts. If your company has multiple people, then the sum of these efforts becomes the fuel of your company's overall brand.

If you're fretting about whether you should spend time on your company website or your blog, work on your personal brand first.

On Facebook, people more readily identify with personal stories than faceless companies. Michael Jordan has more engagement than Nike Golf, which beats Nike overall. You're connecting at a people level: H2H — human-to-human, if you want to use the new buzzword.

Likewise, if you truly believe in social, which means activating word-of-mouth, you're actively caring for your customers. When you do so, they produce credible content, and in such quantity that it becomes your marketing.

The best musicians know this — the raving fan base is more important than the record label, so view your Facebook page as a destination for your fans to be inspired and engage with you.

It's an extension of your other properties, not some magical thing over which you pay the social witch doctor to cast spells.

There is no getting around the basics (these 7 steps) unless you fall into a very niche situation. These principles will last, even when Facebook makes their many changes.

A certain class of social media consultant, the self-proclaimed guru, is mad when we make Facebook marketing practical. But if you believe there are laws that govern physics, why not marketing, too?

Scaling the Writing and Editorial Process With a Team

Once you have a larger network of publications to provide content to, you'll need a team to effectively scale the process and assist with creating content. Once you've assembled your content experts, you should assign roles based on the stage of the article. These roles include:

- **Senior Editor**: Approves the final draft for publication and verifies all facts.
- **Editor**: Proofreads all drafts and provides additional media/links where applicable.

- **Author**: Assembles drafts on given topics and gathers initial media to support the article.
- **Videographer**: Records high quality video/audio of interviews or events on location.
- **Video Editor**: Takes raw videos of interviews or other relevant media and edits them for publication.
- **Transcriptionist**: Watches/listens to videos and translates audio into text.
- **Project Manager**: Ensures articles are moving forward and, if the article is for a third-party, handles communication and media acquisition.
- **Amplifier**: Takes finished articles and posts them on social channels, running micro targeted ads to increase interest.

Once you've established everyone's roles, you must first write a process that defines exactly what each role is responsible for and what procedures they must take to finish their step of the overall process. For example, at BlitzMetrics our team is assigned as:

Add Articles to Queue (project manager or senior editors only)

All articles are managed in the BlitzMetrics Basecamp under the project "Marketing - Articles". Only Project Managers or Senior Editors are allowed to initiate this step of the process.

1. The Senior Editor or Project Manager assigns an Author and due date (one week unless otherwise noted) under "Articles in Queue".
2. The Author drafts the article.
3. Once the Author has completed the article, they check off the corresponding "to-do" and follow the "Article Writing Process" process.

Article Writing Process

1. The Author creates a new to-do under "Articles That Need Editing". For "person responsible", add an editor and set a 2 day due date.
2. The Author will then upload their article under the comments (saved as a word document in .DOCX format, and labelled with this format: documentname_version#_date, and the date must be in MMDDYY format (ex: 061214)).
3. **The Editor** proofreads, trims, and adds additional media such as links and pictures.
4. **The Editor** creates a new to-do for the Senior Editor to finalize the draft.
5. **The Senior Editor** reviews and approves the draft, assigning which publication to give the article to.

6. **The Editor** places the article on publication and alerts the content manager for said publication, tracking for when it's published.
7. Once the article is published, the **Editor** follows the "Amplification Process"

Video Process

1. **The Videographer uploads the video** and adds a to-do list under "**Videos for Editing**".
2. **The Videographer** assigns to a **video editor** with a **4 day due date** set.
3. **The Video Editor** creates a new "to-do" under "**Videos that need transcription**" and assigns to a **transcriptionist (set 2 day due date)**.
4. **The Transcriptionist notifies the Project Manager** when a "to-do" is finished.
5. The Project Manager assigns an Author to complete the summary and creates a "to-do" in Basecamp with a 2 day due date. 6. The Author completes the summary, then uploads the article and follows the "Article Writing Process in Basecamp" process above.

Tips for Headlines

- Keep it short.
- Think about your core audience and ask, "why read or watch".
- Ask questions or make a bold statement.
- Tag all famous people.
- Be clever but not too clever (don't use big words).
- You don't need to write complete sentences – it is a title.
- Be topical.
- Be specific when you can.

Tips for Amplification

- **The Editor** creates a "to-do"under "**Articles to be amplified**", assigning an **Amplifier**.
- The **Amplifier** posts the article on the respective social media pages with appropriate tagging.
- **The Amplifier** researches relevant audiences and uses social advertising platforms and promotes the article via page post to these audiences.
- **The Amplifier** tracks ad performance to the campaign end, providing a report on how well the article did virally to the **Project Manager**.

What's Next?


You have completed Content Marketing!
Now take the quiz to earn the badge!
Then move on to Targeting.
CONTENT MARKETING PRO
CONTENT
TARGETING
BlitzMetrics.com/FDD
BUSINESS PACKAGES
PLUMBING
GOALS
CONTENT
TARGETING
AMPLIFICATION
OPTIMIZATION

Tools and Resources

Google Alerts
Personal Branding Course
Content Marketing Course
https://business2community.com
https://www.fancyhands.com
https://www.fiverr.com
https://draftin.com
https://WordPress.com
Google Docs
https://Mention.com
https://www.signgenerator.org
https://www.upwork.com/
https://freelancer.com
Mailchimp
http://www.infusionsoft.com

Appendix

Pending Process Updates

Below is a list of guides that a process specialist should incorporate to this Google Document. We have a “Pending Process Updates” chapter so our teammates can view the “raw” version before we incorporate or synthesize the information to the guide as a whole.