



# 7 CONTENT *HACKS*

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HACK #1 – WRITE AS YOU SPEAK

HACK #2 – UPDATE OLD CONTENT

HACK #3 – REUSABLE CONTENT

HACK #4 – CONTENT MAPPING

HACK #5 – CONTENT CREATION [A+B]

HACK #6 – CONTENT SCHEDULERS

HACK #7 – KEY METRICS DASHBOARD

This PDF [bit.ly/mirasee-content-hacks](https://bit.ly/mirasee-content-hacks)

# HACK #1 - WRITE AS YOU SPEAK



## Create a Conversation

==> When you're drafting your content, **imagine your ideal person is sitting with you** ..

Imagine your avatar - what would you ACTUALLY say to them? *Write like you'd speak* 😊

**Read your email through out loud**... does it sound clear, does it sound conversational?

Maybe have someone else read each email and the whole sequence; they will catch anything that's unclear.

**YOUR CALL TO ACTION** DOESN'T HAVE TO BE SPAMMY



**“If you’re ready to take the next step...”**

E.G.

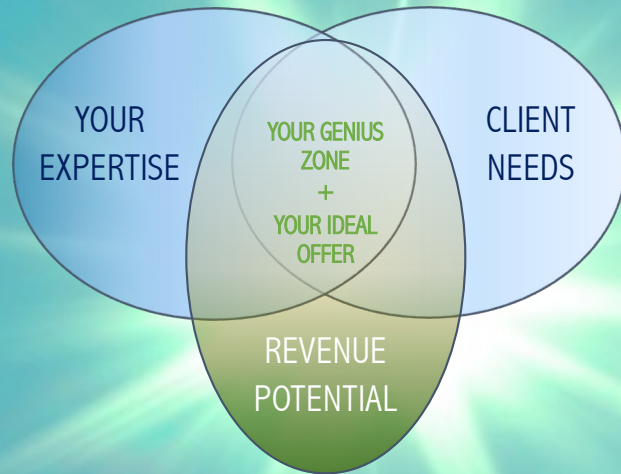
*send me a DM*

*go to www. to book a call*

**here’s how you can work with me**

**Go to www to sign up/join**

# HACK #2 – UPDATE OLD CONTENT



Good reasons to update your old content...

- When the topic evolves
- When it becomes irrelevant
- When it begins to underperform
- When it becomes 'old' or stale

# HACK #3 – REUSABLE CONTENT



Work smarter not harder!

**REPURPOSE** your content

**SEO audit to identify and expand high performing keywords**

Smaller pieces, different formats, different media, different uses

FOR EXAMPLE:

- ✓ Turn a white paper into a video series
- ✓ Turn a blog post into a press release
- ✓ Turn articles into book chapters
- ✓ Turn live trainings into course modules

**Create Once,  
Publish Everywhere  
(COPE) model**

# HACK #4 – CONTENT MAPPING



ATTRACT	INTEREST	DESIRE	DECISION	SATISFACTION
What content will attract your target customer to your website or profile for the first time?	What would my ideal client find irresistibly interesting, helpful and valuable?	How can I nurture my audience to build the relationship?	What is the best way for potential customers to understand the value of what I/we do, and buy from me/us?	What are ways customers can share their experience, buy again, renew or refer others?
AWARE	OPT-IN	RESPOND	CONVERT	REFER
Key Questions Being Asked	Key Issues Being Addressed	Key Objections Being Handled	Key Value Being Conveyed	Key Benefits Being Communicated
Blog Posts, Videos, Podcast	How-To, Infographics, Checklists, Templates, Quiz, E-book	Email Sequence, Mini-Course, Masterclass	Bootcamp, Webinar, Case Studies, Audit, Trial, Strategy/Discovery Call	Quotes, Testimonials, VIP Events, Referral Scheme

# CUSTOMER JOURNEY CONTENT CAMPAIGN



	WHAT	HOW	WHY
#7	DISCOVERY CONTENT	SOCIAL MEDIA POSTS	Routine/engagement
#6	HOOK CONTENT	LEAD MAGNETS	Know me/like me
#5	NURTURE CONTENT	EMAIL SEQUENCES	
#4	BELIEF CONTENT	CONVERSION EVENT	Value adding
#3	TRUST CONTENT	PROOF/DIALOGUE	Trust-building
#2	ENTRY OFFER	TRIAL/EXPERIENCE	
#1	CORE OFFER	PROGRAM/SERVICE	Buy from me



# WHAT: conversations



**Think about any conversation you've had with people who are your ideal customer or client...**

## 1. WHAT QUESTIONS IS YOUR PERFECT PERSON ASKING?

How do they talk about what they need?

# WHERE: communities



**Think about any conversation you've had with people who are your ideal customer or client...**

1. WHAT QUESTIONS IS YOUR PERFECT PERSON ASKING? How do they talk about what they need?
2. Where do they look for answers and guidance?

# WHO: habits & preferences



**Think about any conversation you've had with people who are your ideal customer or client...**

1. How do they talk about what they need?
2. Where do they look for answers and guidance?
3. Imagine it's your avatar... what would 'Jerry' be reading or watching?

# HOW: curiosity



**Think about any conversation you've had with people who are your ideal customer or client...**

1. How do they talk about what they need?
2. Where do they look for answers and guidance?
3. Imagine it's your avatar... what would 'Jerry' be reading or watching?

**4. Now imagine what they might type into their browser...**

CONTENT = questions



*Google the question you think your avatar would ask when looking for help with their problem.*

**BUILD YOUR CONTENT THEMES AND TOPICS**

**AROUND THESE QUESTIONS.**

# WHAT TO TALK ABOUT ...



## ‘Questions People Search For’

Here are some great tools that help you check your own ideas, steer you to new ones, build out your topics, and identify the best keywords to use.

- <https://openai.com/product/chatgpt>
- <http://answerthepublic.com>
- <http://alsoasked.com>
- <http://keywordspeopleuse.com>
- <https://www.usetopic.com/people-also-ask>

# WHEN: calendaring



## Create Your Content Fast WORKSHOP

<https://my.mirasee.com/courses/aces/buzz-call/setting-up-consistent-marketing/create-your-content-fast-workshop-june-8-2021>

## Content Planning TEMPLATE

<https://docs.google.com/spreadsheets/d/17ImgrxUS9CBxt6ESXZ1W--KLaXU+XYu/>



# USING A CONTENT PLANNER



MAP OUT YOUR CONTENT PLAN: Weekly THEMES & TOPICS - BLANK						
1	2	3	4	5	6	7
	<b>Fridays</b>	<i>Schedule your blogs by theme</i>	<b>Themes</b>	<i>List your weekly theme</i>	<i>Write quick headlines for each theme</i>	
5	01-Jan		Week 1	General info	Theme name: General info	Theme name: Launch Emails
6	08-Jan		Week 2	Other general info	1	1 What it is
7	15-Jan		Week 3	Tips and help	2	2 Why do I want it
8	22-Jan		Week 4	Origin Story	3	3 Will it work for me?
9	29-Jan		Bonus Week	Brand values	4	4 The bonuses
10					5	5 Success stories from people just like me
11						6 It's closing soon - hurry
12	05-Feb				Theme name: Other theme info	
13	12-Feb				1	
14	19-Feb				2	
15	26-Feb				3	
16					4	
17					5	
18	04-Mar				Theme name: Tips and help	<b>Nurture campaign</b>
19	11-Mar				1	1 Here's your thing - delivery of optin
20	18-Mar				2	2 Hello this is who I am
21	25-Mar				3	2 Here's another thing
22					4	3 How you getting on - fancy a chat?
23					5	4 Here's another thing
24	01-Apr					5 This course might be for you
25	08-Apr				Theme name: Origin Story	<b>Nurture campaign</b>
26	15-Apr				1	1
27	22-Apr				2	2
28	29-Apr				3	3
29					4	4
30					5	5
31	06-May				Theme name: Brand Values	
32	13-May				1	
33	20-May				2	
34	27-May				3	
35					4	
36					5	
37	03-Jun					
38	10-Jun					
39	17-Jun					
40	24-Jun					
41						
42						
43	01-Jul					
44	08-Jul					
45	15-Jul					
46	22-Jul					
47						



# USING A CONTENT PLANNER



## Create Your Content Fast WORKSHOP

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## Content Planning TEMPLATE

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# USING A CONTENT PLANNER



## Weekly THEMES & TOPICS - BLANK

Themes	List your weekly theme	Write quick headlines for each theme
Week 1	General info	Theme name: General info
Week 2	Other general info	1
Week 3	Tips and help	2
Week 4	Origin Story	3
Bonus Week	Brand values	4
		5
		Theme name: Other theme info
		1
		2
		3

## POSTING FORMULA

Routine/engagement

Know me/like me

Value adding

Trust-building

Buy from me

# USING A CONTENT PLANNER



## Weekly THEMES & TOPICS - BLANK

Themes	List your weekly theme	Write quick headlines for each theme
Week 1	General info	Theme name: General info
Week 2	Other general info	1
Week 3	Tips and help	2
Week 4	Origin Story	3
Bonus Week	Brand values	4
		5
		Theme name: Other theme info
		1
		2
		3

## POSTING FORMULA

Routine/engagement

Know me/like me

Value adding

Trust-building

Buy from me

From your ICA's perspective take cue from **SWOT**

Strengths + Weakness (Current State)

Opportunities + Threats (Future)



# EXAMPLE



	E	F	G	H	I	J	K
	G=guest			Q=Q&A with Dr Jay			
							Blue = Guest interview episodes
			<b>Themes</b>	<i>List your weekly theme</i>			<i>Write quick headlines for each theme</i>
			Week 1	Leveraged models (Money/Time)			<b>Theme: Leveraged Money Models</b>
	G		Week 2	Marketing/Sales (Engage, Educate, Enrol)	1		Creating a Profitable Business in Tough Times - webinar-podcast
			Week 3	Tips and help (YOU/Mindset/Resilience)	2		How to Identify and Boost Your Critical Levers for Business Success
			Week 4	Origin Story (WHY/WHAT/HOW)	3		R&D Tax Gaynor Gosling
			Bonus Week	Brand values	4		VA outsourcing Selina Johnson
					5		Leveraging Group Programs to Attract More Clients
					6		The Power of Podcasting to Build an Audience - Part 1: Why Start a Podcast
	G						
							<b>Theme: Marketing/Sales EEE</b>
					1		7 Dimensions for Building a Thriving Service Business - The iSuccess Model



# HACK #5 – CONTENT CREATION



It's not one thing ...

- **Research** the Kind of Content Your Ideal Customer Prefers
- **Brainstorm** Topics Your Target Audience Cares About
- **Map** Content to Different Parts of the Customer Journey (Funnel)
- Create **Outlines, Build Out** the outlines
- Create **Campaign** Structures, Write **Page Copy, Email** Sequences
- **Consolidate** content you already wrote
- **Repurpose** content for a new angle
- Repurpose content for a new occasion or **media**
- ...

# HACK #5 – CONTENT CREATION



**You can ask a VA to do**

**ALL of those content tasks**

With specific instructions ...

- A VA will perform such tasks reasonably competently





# HACK #5B – CONTENT CREATION using AI



ChatGPT can massively speed up content production,  
and I mean speed it up ridiculously...

# HACK #5B – CONTENT CREATION using AI



You can ask ChatGPT to do (almost)

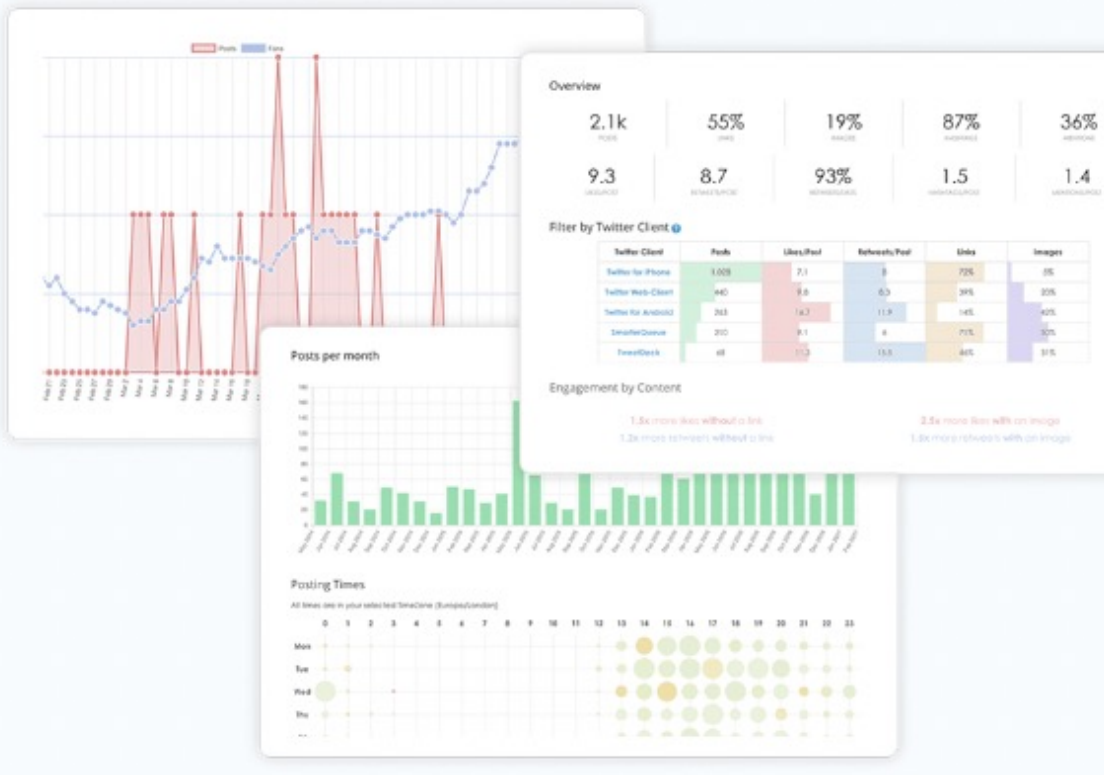
ALL of those content tasks



With specific instructions ...

- A VA will perform such tasks reasonably competently
- ChatGPT will do these tasks **LIGHTNING FAST**

# HACK #6 – CONTENT SCHEDULERS



SmarterQueue.com

# HACK #7 – KEY METRICS DASHBOARD



## **WEBSITE**

Traffic volumes, traffic sources, top-performing pages/blog posts, session duration, exit rate and opt-in conversion rates

## **EMAIL**

Open rates, click rates, delivery rates, unsubscribe rates, and list growth

## **SOCIAL MEDIA**

Demographics, reach, impressions, engagement, clickthrus, and follower growth

## **SEO**

You might also want to use a tool like Ahrefs to see how your SEO-optimized posts are ranking on Google - they should be rising in the rankings over time



**MONITOR & COMPARE**  
MONTH BY MONTH, Q BY Q