

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

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!



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,	How-To, Infographics, Checklists, Templates,	Email Sequence, Mini-Course,	Bootcamp, Webinar, Case Studies, Audit, Trial,	Quotes, Testimonials, VIP Events,

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CUSTOMER JOURNEY CONTENT CAMPAIGN



	WHAT	HOW
#7	DISCOVERY CONTENT	SOCIAL MEDIA POSTS
#6	HOOK CONTENT	LEAD MAGNETS
#5	NURTURE CONTENT	EMAIL SEQUENCES
#4	BELIEF CONTENT	CONVERSION EVENT
#3	TRUST CONTENT	PROOF/DIALOGUE
#2	ENTRY OFFER	TRIAL/EXPERIENCE
#1	CORE OFFER	PROGRAM/SERVICE

WHY

Routine/engagement

Know me/like me

Value adding

Trust-building

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/17lmgrxUS9CBxt6FSXZ1W--KLaXUtXYyu/



	Weekly THEMES & TOPICS - BLANK			
Fridays Schedule your blogs by theme	Themes List your weekly theme	Write quick headlines for each theme		
01-Jan	Week 1 General info	The ne name: General info	Theme name: Launch Emails	Theme name: Launch Emails
08-Jan	Week 2 Other general info	1	1 What it is	1 What it is
15-Jan	Week 3 Tips and help	2	2 Why do I want it	2 Why you want it
22-Jan	Week 4 Origin Story	3	3 Will it work for me?	3 Another thing it does that you didn't realise - will it work for m
29-Jan	Bonus Week Brand values	4	4 The bonuses	4 The bonuses
		5	5 Success stories from people just like me	5 People who've used it and did well
			6 It's closing soon - hurry	6 It's closing soon - hurry
05-Feb		Theme name: Other theme info		
12-Feb		1		
19-Feb		2	Nurture campaign	Nurture campaign
26-Feb		3	1 Here's your thing - delivery of optin	1 Here's your thing - delivery of optin
		4	2 Hello this is who I am	2 Hello this is who I am
		5	2 Here's another thing	2 Here's another thing
04-Mar			3 How you getting on - fancy a chat?	3 How you getting on - fancy a chat?
11-Mar		Theme name: Tips and help	4 Here's another thing	4 Here's another thing
18-Mar		1	5 This course might be for you	5 This course might be for you
25-Mar		2		
		4	Nurture campaign	Nurture campaign - freeform
01-Apr		5	Nurture campaign	1
08-Apr		3	2	2
15-Apr		Theme name: Origin Story	2	2
22-Apr		1	3	3
29-Apr		2	4	4
25-Api		3	5	5
		4		
06-May		5		
13-May				
20-May		Theme name: Brand Values		
27-May		1		
		2		
		3		
03-Jun		4		
10-Jun		5		
17-Jun				
24-Jun				
01-Jul				
08-Jul				
15-Jul				
22-Jul				



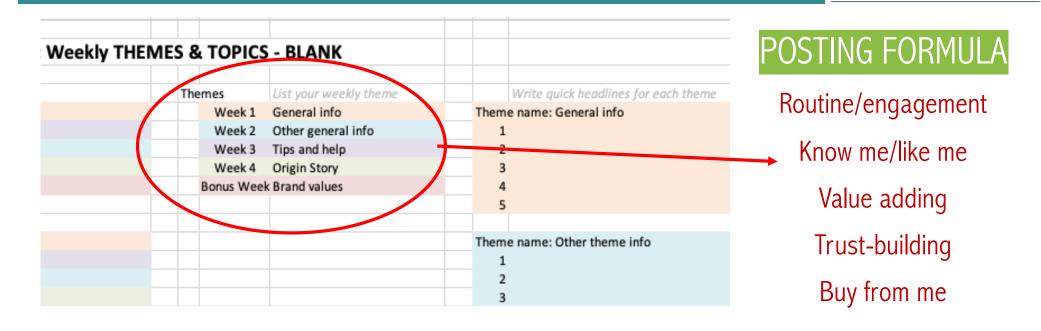
Create Your Content Fast WORKSHOP

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/17lmgrxUS9CBxt6FSXZ1W--KLaXUtXYyu/







Weekly THEMES	& TOPICS	S - BLANK		
T	hemes	List your weekly theme		
	Week 1	General info	TI	heme name: General info
	Week 2	Other general info		1
	Week 3	Tips and help		2
	Week 4	Origin Story		3
	Bonus Wee	k Brand values		4
				5
			T	heme 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)

Opportunties + Threats (Future)

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EXAMPLE



E	F	G	Н	-1	J	K
G=gues	st		Q=Q&A with Dr Jay			
						Blue = Guest interview episodes
		Themes	List your weekly theme			Write quick headlines for each theme
		Week 1	Leveraged models (Money/Time)		The	me: Leveraged Money Models
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/Resilence)		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						
					The	me: Marketing/Sales EEE
					1	7 Dimensions for Building a Thriving Service Business - The iSuccess Model

EXAMPLE



Α	В	С	D	E I	G	Н	I J K
	- 1	CREATE	E YOUR CONTENT PLAN: weekly hero content	G=guest		Q=Q&A with Dr Jay	
			TOOK CONTENT FLAM. WEEKIN HEID COINCEIN	O-guest		Q-Qoo with Dr Jay	Blue = Guest interview episodes
	F#	Fridays	Schedule your blogs by theme		Themes	List your weekly theme	Write auick headlines for each theme
	Ep#	2021	Creating a Profitable Business in Tough Times - webinar-podcast		Week 1	Leveraged models (Money/Time)	
		01-Jan 08-Jan			Week 2		Theme: Leveraged Money Models
	12		Visibility & Voice Anna Parker-Naples 7 Dimensions for Building a Thriving Service Business - The iSuccess Model	G	Week 3	Marketing/Sales (Engage, Educate, Enroi) Tips and help (YOU/Mindset/Resilence)	1 Creating a Profitable Business in Tough Times - webinar-podcast 2 How to Identify and Boost Your Critical Levers for Business Success
	14		How to Identify and Boost Your Critical Levers for Business Success		Week 4	Origin Story (WHY/WHAT/HOW)	3 R&D Tax Gaynor Gosling
			The 14 Critical Elements that Improve Small Business Performance - Q&A			ek Brand values	VA outsourcing Selina Johnson
	15	29-Jan	The 14 Critical Elements that improve Small Business Performance - Q&A		Lonus we	ek Brand values	5 Leveraging Group Programs to Attract More Clients
							6 The Power of Podcasting to Build an Audience - Part 1: Why Start a Podcast & What's Involved
	16	05-Feb	The uncaged life/find your niche Rebecca Tracey	G			o The Power of Podcasting to Build an Addience - Part 1: Why Start a Podcast & What's involved
		12-Feb	How to Create a High Converting Sales Page – 5 Ingredients and A Recipe	G			Theme: Marketing/Sales EEE
	18		How to Create a riigh Converting Sales Page – 5 ingredients and A Recipe How to Leverage the Success Mindset: Part 1 - The 3Ps for Living in the Success Zone				1 7 Dimensions for Building a Thriving Service Business - The iSuccess Model
			How to Leverage the Success Mindset: Part 1 - The SPS for Living in the Success Zone How to Leverage the Success Mindset: Part 2 - the 5 Rs for Developing Your Business Resilience				How to Create a High Converting Sales Page – 5 Ingredients and A Recipe
	19	20-reb	now to Leverage the Success Mindset: Part 2 – the 5 Ks for Developing Your Business Resilience				How to Use Consultative Sales to Enrol Clients with Ease and Grace
							How Client Acquisition Process Mapping Improves Workflow Efficiencies & Creates Leverage
	20	OF Mar	R&D Tax Gaynor Gosling				5 How to Craft an Offer and Sell it Fast - Part 1: Creating an Online Group Program
			Busting Myths about Successful Product Launch Formulas - Q&A with Dr Jay				6 How to Craft an Offer and Sell it Fast - Part 2: Greating an Offine Group Program
			How Your Professional Identity Can Make or Break Marketing a High End Offer				7 How to Build Your Audience Fast with Online Challenges with Tonya Kubo
			How to Use Consultative Sales to Enrol Clients with Ease and Grace				7 How to build roul Addience Past with Online Chanenges with Foriya Rubo
	23	20-IVIdi	now to ose consultative sales to Elliot Chefts with Ease and Glace				Theme: You/Mindset/Resilience
					1		1 Visibility & Voice Anna Parker-Naples
	24	02-Apr	VA outsourcing Selina Johnson	G			2 How to Leverage the Success Mindset: Part 1 - The 3Ps for Living in the Success Zone
			Avoiding Entrepreneurial Burnout and Creating Work-Life Balance	d			How to Leverage the Success Mindset: Part 2 – the 5 Rs for Developing Your Business Resilience
							Avoiding Entrepreneurial Burnout and Creating Work-Life Balance
	27		How Client Acquisition Process Mapping Improves Workflow Efficiencies & Creates Leverage				5 The Power of Podcasting to Build an Audience - Part 3: Leveraged Podcast Production Workflow, Promotion & Outsou
			Content & Copy Laura McDouall	G			The Fower of Foucasting to build an Addience - Fart S. Levelaged Foucast Froudedon Workhow, Fromotion & Outson
	20	30-Api	Content & copy Laura Micodan	0			Theme: Origin Story/Q&A
							1 The uncaged life/find your niche Rebecca Tracey
	29	07-May	Leveraging Group Programs to Attract More Clients				2 Busting Myths about Successful Product Launch Formulas - Q&A with Dr Jay
			How to Craft an Offer and Sell it Fast - Part 1: Creating an Online Group Program				How Your Professional Identity Can Make or Break Marketing a High End Offer
			How to Craft an Offer and Sell it Fast - Part 2: Building an Effective Sales Process				4 Transitioning from 1:1 Client Work to 1:Many Business Models – Q&A
			How to Create and Leverage a Stand Out Brand with Danny Matthews	G			5 The Power of Podcasting to Build an Audience - Part 2: How to Launch a Successful Podcast
	52	20 may	The state and actuage a state out bland that builty matthews	3			The content of the second of t
							Theme: Brand Values
	33	04-Jun	The Power of Podcasting to Build an Audience - Part 1: Why Start a Podcast & What's Involved				1 The 14 Critical Elements that Improve Small Business Performance - Q&A
		11-Jun	The Power of Podcasting to Build an Audience - Part 2: How to Launch a Successful Podcast				2 Content & Copy Laura McDouall
	35		The Power of Podcasting to Build an Audience - Part 3: Leveraged Podcast Production				3 Stand Out Brand with Danny Matthews
	36	25-Jun	How to Build Your Audience Fast with Online Challenges with Tonya Kubo	G			
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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 #5A – CONTENT CREATION using VAs



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HACK #5B – CONTENT CREATION using Al



ChatGPT can massively speed up content production,

and I mean speed it up ridiculously...

HACK #5B – CONTENT CREATION using Al



You can ask ChatGPT to do (almost)

ALL of those content tasks

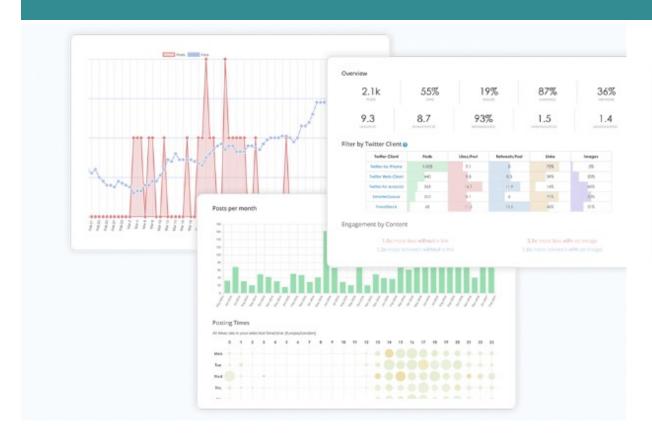


With specific instructions ...

- 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



