

# Shine Bright

CONTENT STRATEGY  
SHINE AND RISE MASTERMIND

INSPIRE | MOTIVATE | GENERATE

# WHAT IS CONTENT MARKETING?

---

- ❖ A type of marketing that involves the creation and sharing of online content (such as videos, blogs, and social media posts) that does not promote a brand directly but its intention is to engage IC's for the products and services
- ❖ The online landscape has massively changed over the last few years especially with the rise of live video and Instagram stories
- ❖ Content marketing is not about YOU its about creating content to have your ideal client in mind
- ❖ As I have said before – just talking about your brand and hoping for clients to purchase is wishful thinking!
- ❖ Content marketing a long term strategy that focuses on building a strong relationship with your audience and you have to show up on a consistent basis
- ❖ When I first launched my blog in 2014 I gave valuable content for a year without selling anything!

# WHY IS CONTENT MARKETING SO IMPORTANT?

---

- ❖ Clients are looking for **deeper relationships** with brands, not just the “buy now” approach
- ❖ As an **Asian female entrepreneur** you WILL stand out above your competition because I really don't see many female entrepreneurs doing this
- ❖ Content such as **video and blog posts are amazing for SEO therefore** Google will prioritise you over your competitors in the search rankings
- ❖ You are talking about topics that are **relevant to your business** and your ideal client's problems therefore you get positioned as an expert in your industry
- ❖ The goal is to inspire your ideal clients to consume the content, build a deeper relationship with you and find out more about your services. In return they **turn into paying clients!**
- ❖ Your goal is to get your message out there and book **clients/generate income** and content marketing allows you to do that!

# BUT YOU NEED TO AVOID THESE MISTAKES

---

- ❖ Each **piece of content should have a purpose and goal!** It should connect with your ideal audience, generate leads and create sales! It comes back to what you are selling!
- ❖ You need to talk that **ONE PERSON who is your IC.** Imagine they are an actual person and talk to them in your content. This is the power of one
- ❖ **What is the transformation?** Get into a habit of getting this to come through your copy and talking about things such as testimonials, case studies etc!

# CONTENT MARKETING EXAMPLES

---

- ❖ Blog Posts
- ❖ You Tube Videos/Insta Stories
- ❖ Facebook Live
- ❖ Pinterest
- ❖ TikTok
- ❖ Email Marketing
- ❖ Webinars/Free masterclasses
- ❖ Graphics
- ❖ Podcasts
- ❖ Visual content – which is on brand and has your website URL
- ❖ FB/Insta Posts
- ❖ Guest Blog Posts
- ❖ PR

# WHAT CONTENT SHOULD YOU CREATE?

---

- ❖ Use the **right platform** for that problem such as FB live or blog posts? What do you really enjoy doing? I love videos but you may like writing!
- ❖ Look at the client **buying cycle and map relevant content to that phase**. For example – “What to do when you are newly engaged” or “Why should you hire an Asian wedding coordinator”
- ❖ My content is all mapped out depending on my **launches/what I am selling** but then I have all year-round content too
- ❖ Blog posts are amazing for **SEO** and have helped me get to page 1 of Google. They need to be a minimum of 500 words
- ❖ Have **5-6 themes** for your content!

# PAIN POINT CONTENT

---



# QUORA

---

## Quora



**What is the best foundation for very oily skin?**

Answer 1 of 51 · View All

Ayla Fecero, Makeup enthusiast, I have a passion for the art of makeup! — First, make sure you aren't using products that exacerbate the problem. Avoid harsh cleansers and astringents. Though the old rumour that skin will produce "more" oil when ... [\(more\)](#)



---

**What is the best foundation for dry skin?**

Answer 1 of 14 · View All

Monica Molin, Freelance Makeup Artist — You need to take care of your skin, first and foremost. Skincare is the most essential part of makeup. If you have dry skin, go for moisturisers that contain hyaluronic aci... [\(more\)](#)

---



# 5 TYPES OF CONTENT YOU NEED

---



TESTOMONIALS WITH THE TRANSFORMATION

RAW HONEST POST

SALES POSTS LEADING WITH VALUE – WEEKLY

VALUE LED POSTS – HINTS AND TIPS

OPINION PIECES

# EXAMPLES OF MY OWN CONTENT

---



# EXAMPLES OF MY OWN CONTENT

---



# YOUR CONTENT PLAN

---

- ❖ Q&A sessions by answering the most comment questions you get asked
- ❖ Top 3 tips for...or 5 Ways to XXXX
- ❖ How to...
- ❖ Best of...
- ❖ Reviews
- ❖ A series of content posts and you can link them into your opt in
- ❖ Influencer mentions that are relevant – MUA example
- ❖ Honest raw post with a lesson learnt
- ❖ Emotion evoking posts
- ❖ Testimonials
- ❖ Case Study
- ❖ Awareness Days – IWD, Happiness Day – so many!
- ❖ News/Trends happening in your industry
- ❖ Your back story and why you do what you do
- ❖ Document your current journey. People are nosy and they love knowing what's going on behind the scenes so use Insta stories
- ❖ What your big vision is and what you are working towards. You are sharing the journey which really inspires people

# PLANNING!

MAY- Value Led Content	JUNE- Promo Content	JULY – Value Led Content
<p>Answering audience key problems/ struggles</p> <p>Fear Judgement Confidence Mindset Marketing</p>	<p>AFEC LAUNCH!</p> <p>AS MUCH VISIBILITY AS POSSIBLE – MAP OUT LAUNCH PLAN!</p>	<p>Answering audience key problems/ struggles</p> <p>Mastermind warm up Challenge warm up Webinar warm up</p>
<del>MAY- PROMO CONTENT</del>	<del>JUNE – PROMO CONTENT</del>	<del>JULY – PROMO CONTENT</del>
<p>Promotion of:</p> <p>Shine and Rise Live Mentoring Wedding Planning Course</p>	<p>AFEC LAUNCH which goes into Member's Lounge Launch</p>	<p>Shine and Rise Live Mentoring</p>

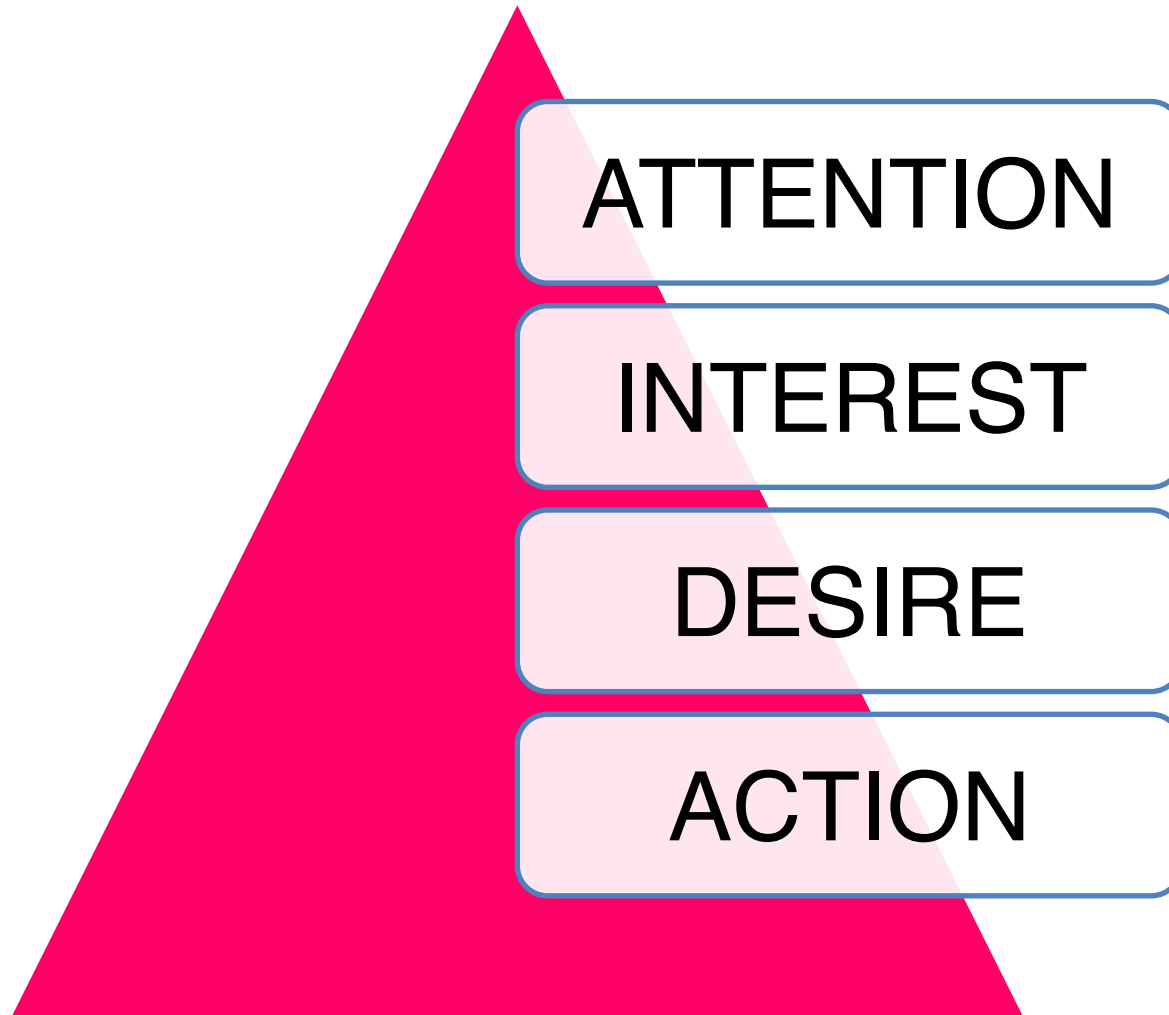
# HOW TO GET ENGAGEMENT

---

- ❖ So how can you encourage people to answer questions. What should I wear? Which one do you prefer? Who Agrees?
- ❖ Ask questions about answers they want. So for example in my group I always ask “Who would like the replay” or “Who would like to do a challenge” it might mean responding to 20 comments but then your content is being seen! It’s more personal and you are building a relationship.
- ❖ You can form content partners— so if you all see each others comment do make a effort to like and comment!
- ❖ You can even reach out to your cheerleaders to comment/like/share

# LETS LOOK AT THE AIDA MODEL FOR CONTENT

---



# THE BIGGEST MISTAKE PEOPLE DON'T DO....

---





# AIDA MODEL

---

**ATTENTION** = A attention grabbing headline. So it can be a bold statement such as **\*\*\*RAW HONEST POST\*\*\*** or a thought provoking question such as Did you know that xxxx business's fail?

Or the three type problem question:

- ✓ Do you feel stressed out about your Asian wedding which is having 500 guests?
- ✓ Is your wedding planning overwhelming you each day and you are becoming stressed in return?
- ✓ Are you spending all of your time on wedmin when you should be enjoying the wedding planning journey?

# AIDA MODEL –INTEREST

---

**INTEREST** = In the copy you are describing to them similar situations to what they are thinking, feeling, their secrets inside their head and their current challenges in a particular area which relates to your offering.

*“You may have had great intentions at the start of this year and had big dreams for 2019. But the truth now is that you are **tired of being tired because you have woken up in the morning resenting your full time job. You are stressed about the idea your husband or his family are going to ask you "how is your business doing?" And you are overwhelmed with the 50 point to do list you have and you have no idea what to focus on to move your business forward in 2019.** You also feel like you have no support network and no actually gets your entrepreneurial journey. But don't worry we do.*

*You might have been Googling things to find marketing strategies, hanging out in Facebook groups looking for the answer or meeting up for pointless coffees.”*

# AIDA MODEL – DESIRE AND ACTION

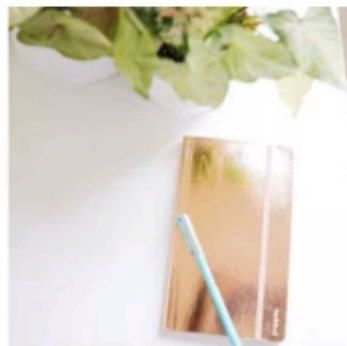
---

**DESIRE** = These really are internal desires they will feel and the TRANSFORMATION

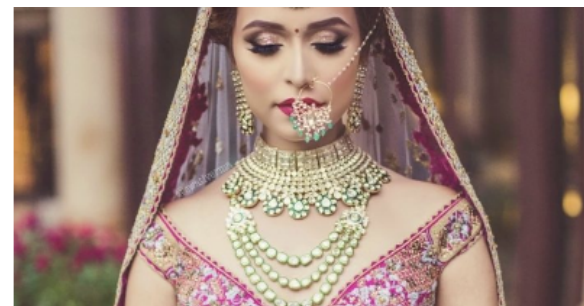
- ✓ Not having to worry about money this Christmas time so they can give their children the Christmas they deserve
- ✓ Not having to worry about ALL of the things when their baby arrives as they would have ticked everything off
- ✓ Not having to worry about how clothes will fit them this summer because they will be THAT comfortable in their own skin!

**ACTION** = you need to clearly tell your ideal client what you want them to do next to close down the deal. So either this is a buy it no button, email, clarity call or next step. You can do this multiple times (at least three times) across the page. ASK FOR THE SALE!

# REAL LIFE EXAMPLES



**6 THINGS YOU NEED TO  
KNOW ABOUT COMING UP  
WITH A PROFITABLE E-  
COURSE IDEA**



**6 Things You MUST Do  
Before You Leave The Salon  
On Your Wedding Day!**

# NOW LETS START

---

- ❖ Select the content type you want to use. I would highly recommend Facebook, Insta, Email, Facebook Live etc. Use three – four depending on your time.
- ❖ Think about your brand cycles and any launches/events you have coming up. I know my ideal clients are researching a lot between Jan – March and then Sept – Jan so I plan content around this. I focus on styled shoots and value led blog posts around this time. Think about Christmas/New Year and how this can also tie in with your products and services. Is there something specific happening in your industry?
- ❖ Only write and speak about topics that you are passionate about.
- ❖ Have an opinion and voice. As long as you're not nasty its absolutely fine!
- ❖ After you have done the ideal audience and branding work clear out your diary to research and plan your content.

# NOW LETS START

---

- ❖ Set aside half a morning per month to plan out your content idea for the month, if you can do 90 days even better!
- ❖ Get really inspired and **link it back to your ideal audience.**  
*What would they completely love?*
  - ✦ Grab sticky notes and pen and set timer for 20 minutes. Think deeply about **your client's problems, what would inspire them and topics you are interested in** creating content for.
  - ✦ Look at relevant Facebook groups where your ideal clients are and ask questions or observe questions!
  - ✦ Then make sure every day you are dedicating 30/mins1 hour to content. I have mine in my calendar – either writing or planning! Make time for it!

# MAP IT ALL OUT ON A CALENDAR



# HAVE A CONTENT MACHINE THAT YOU CAN SHARE

---

- ❖ **Meet Edgar** is really good to share your content and you can share it for your years to come. <https://meetedgar.com/>
- ❖ I personally **link Instagram to my business Facebook page** and then I also post into group. You can schedule through Later too for FB and Insta.
- ❖ Promote it in relevant **Facebook groups** but make sure its not spammy. Do a great intro – don't share posts from your business page
- ❖ Use **Link Tree** in your Instagram Bio to your most popular blog posts
- ❖ If its **really valuable** you can always reach out to influencers to share, especially if you feature them



# REPURPOSE CONTENT

---

- ❖ From **blog posts**, **Facebook Lives** etc you can create mini content through email as well as mini posts for social media. For example for my email campaigns I do turn them into Facebook posts. Please be consistent!
- ❖ **Popular blog posts** can also be turned into Facebook lives so its just a different content type
- ❖ **Podcasters** usually turn the podcast into emails and blog posts
- ❖ When you do a Facebook Live you can have it transcribed **through Rev.com** and it can then become a blog post or a written piece of content
- ❖ Create a **spreadsheet with the popular content** – add the links and then perhaps post every two months?
- ❖ If you have **GA** you can look at the blog posts that are doing well and create similar content. You can do this in FB as well.
- ❖ For this launch we used **emails with high open rates** from last year and then reused it for posts in the group

# CONTENT MINDSET

---

- ❖ For most people it can **take time to build your audience** and content. You need to be consistent even when you feel like no one is listening **commenting or even** watching! In my group I just use to do weekly lives and not sell anything! Not enough to do a few posts!
- ❖ You need **realistic expectations** so don't get disheartened! People are always watching and maybe not engaging! The lurkers are the ones that buy!
- ❖ Make sure the layout is **visually appealing and the headline is amazing** otherwise your audience will just click off! High quality images are key
- ❖ Always have **SEO** in mind when you are creating your content as we want it to be picked up by Google to reach a wider audience.
- ❖ **For Facebook/Instagram** you can have a weekly slot so your audience looks out for it – so perhaps Wednesdays you always do a live?

# HOW TO GET MORE EYEBALLS ON YOUR CONTENT

---

- ❖ **Share content** on your page that could be interesting and see what reaction it gets. So for example I might share something on mindset/marketing
- ❖ **Collaborations/Interviews** are great content pieces. Start small. Here is an example to my MUA blog post that went viral! **This is a great way to get in front of other people!**  
<https://desibridedreamsplanung.co.uk/top-makeup-artists/> <https://www.youtube.com/watch?v=MSj pz5dHfzg>
- ❖ If you are going to an event make sure you **prep a blog post or** social media posts – have it go out the next day and then tag everyone and message them to share it! Of course do lots of Insta stories and tag!

# ADD SOCIAL SHARE BUTTONS

---

- ❖ Add social share buttons on your blog posts. Can do this through a widget or plugin
- ❖ Make sure its easily shareable and it looks punchy and easy to read!



# ACTION POINTS

---

- ❖ Brainstorm what you want your brand to be known for and finalise key themes
- ❖ Brainstorm and finalise your stories that you want to share
- ❖ Decide which content formats you want to focus on – so for example lives, or blogging etc
- ❖ Map out your content for at least the next month in line with what you want to be known for and your launches
- ❖ Decide which content you want to repurpose over the next year
- ❖ Use the AIDA model for all of your content