

{Digital Dining Room} 

# [B&L] Nourish Your Audience

Create a Content Strategy they're HUNGRY for...

Story  Bistro

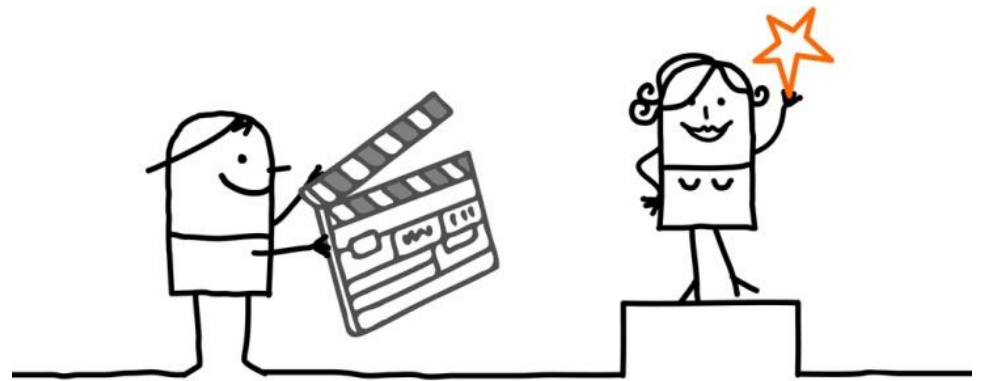
# Nourish



feed, provide for, sustain

## Question:

Have you ever binge-watched a TV series? What kept you glued to your seat?



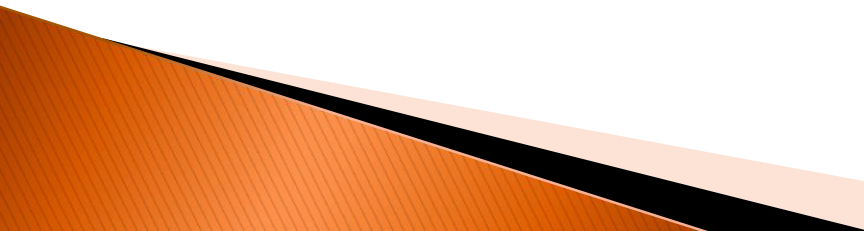
# Where do Clients come from?



- ▶ Search
- ▶ Social Media
- ▶ Your Email List
- ▶ Word of Mouth (offline & online!)

# **Content      vs.      Copy**

- ▶ Blog posts
- ▶ Podcasts
- ▶ Infographics
- ▶ Videos/ Audio
- ▶ Email newsletter
- ▶ Presentations
- ▶ Social media posts
- ▶ Lecture/workshop

- ▶ Sales pages
  - ▶ Promo videos
  - ▶ Sales presentations
  - ▶ Social media posts
  - ▶ Sales emails
  - ▶ Sales pitch
- 

# First, KNOW Your Ideal Client

- ▶ What questions do they have?
- ▶ What don't they know yet?
- ▶ What do they want to learn?
- ▶ What kinds of stories do they like?
- ▶ How do they make decisions?



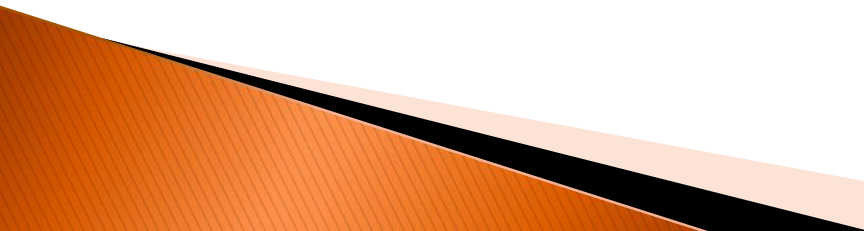


# Know their Preferences

- ▶ How do they want it (DIY, DFY, or DWY)?
- ▶ When do they want it?
- ▶ Why do they want it?
- ▶ What format do they like best?

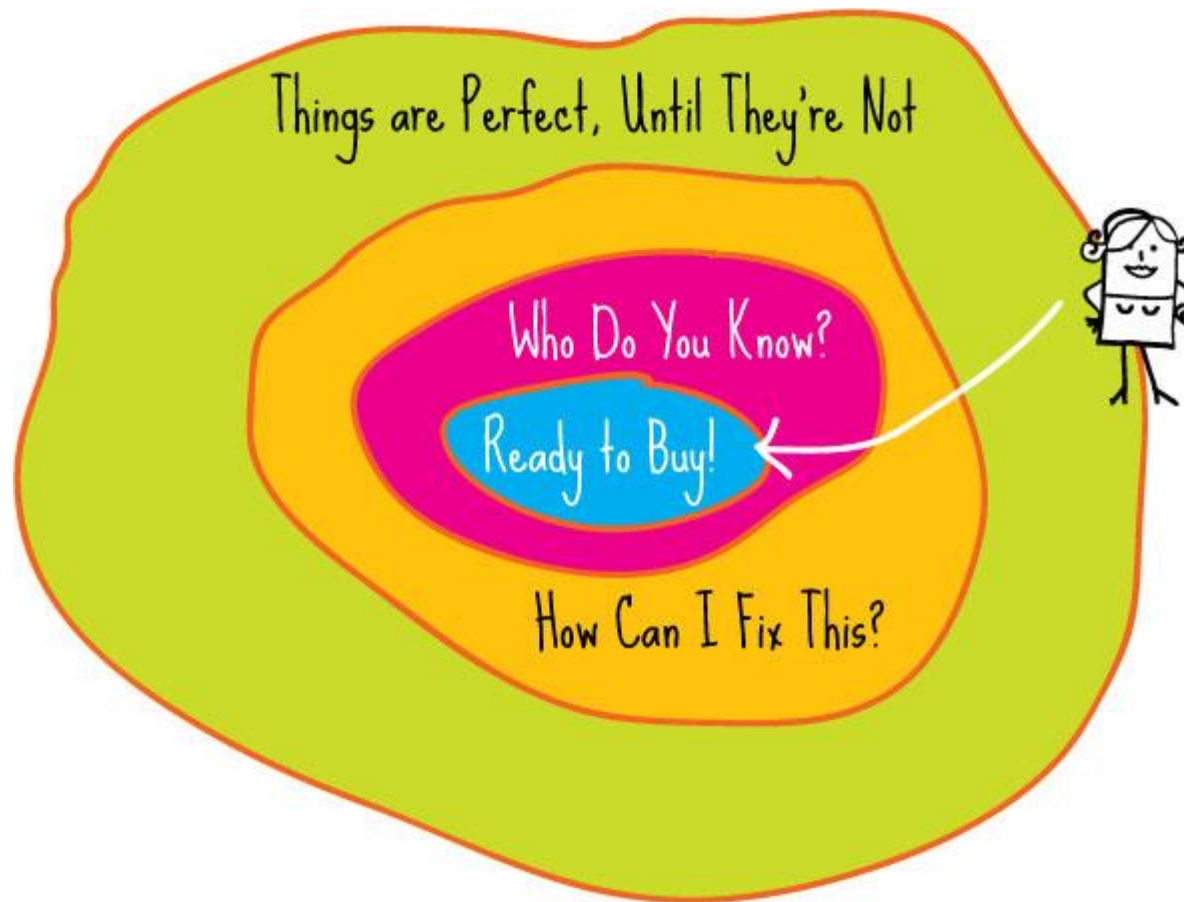


# Know YOURSELF

- ▶ What format showcases your best work?
    - Long vs. Short
    - Audio vs. Video
    - Written vs. Visual
  - ▶ What technology are you most comfortable using?
  - ▶ What skills do you need to learn?
  - ▶ What kind of assistance do you need to hire?
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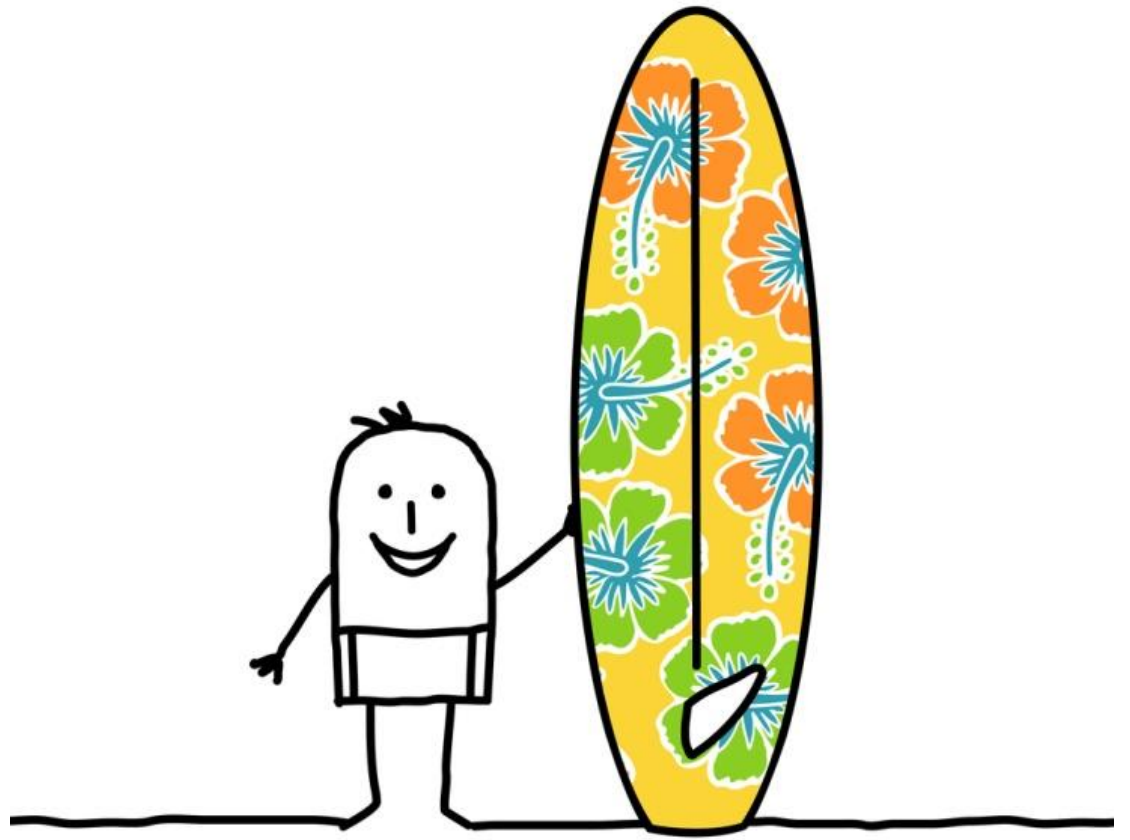


# The 4 Stages of “Hunger”



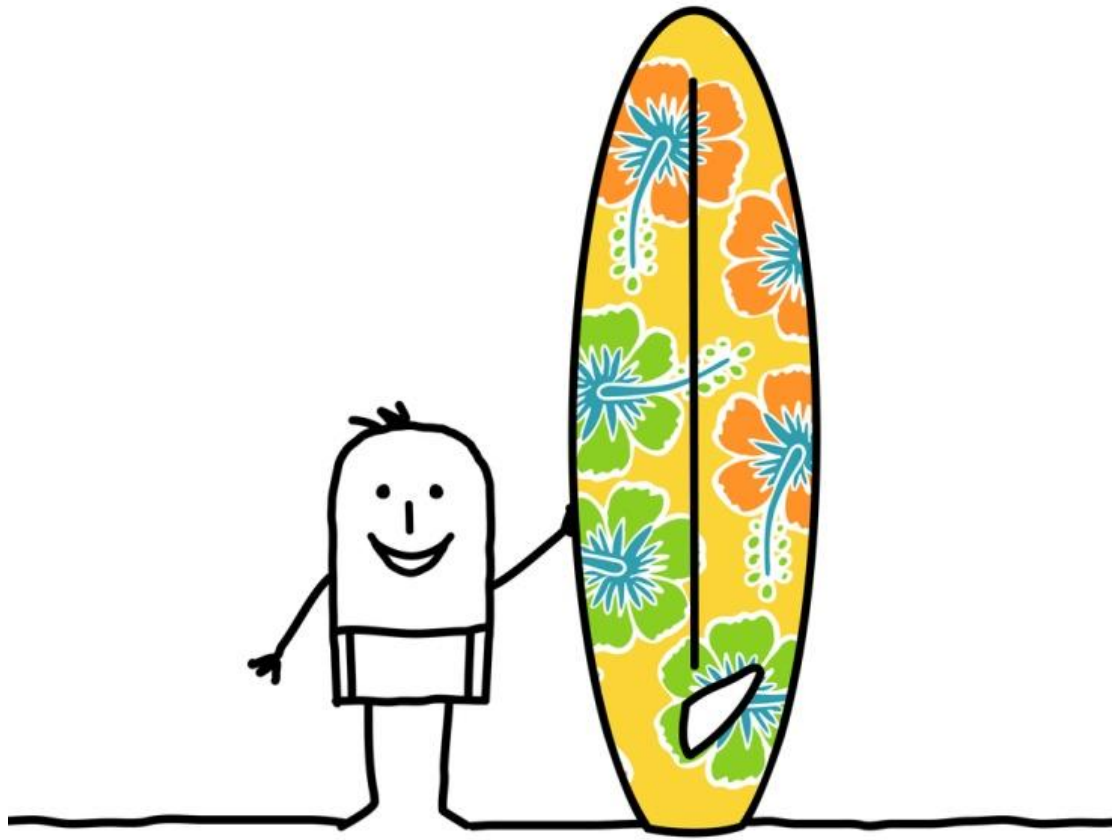
## Example: Surfing

Start with  
**your**  
**THEME**



Ex: Surfers Need to Change

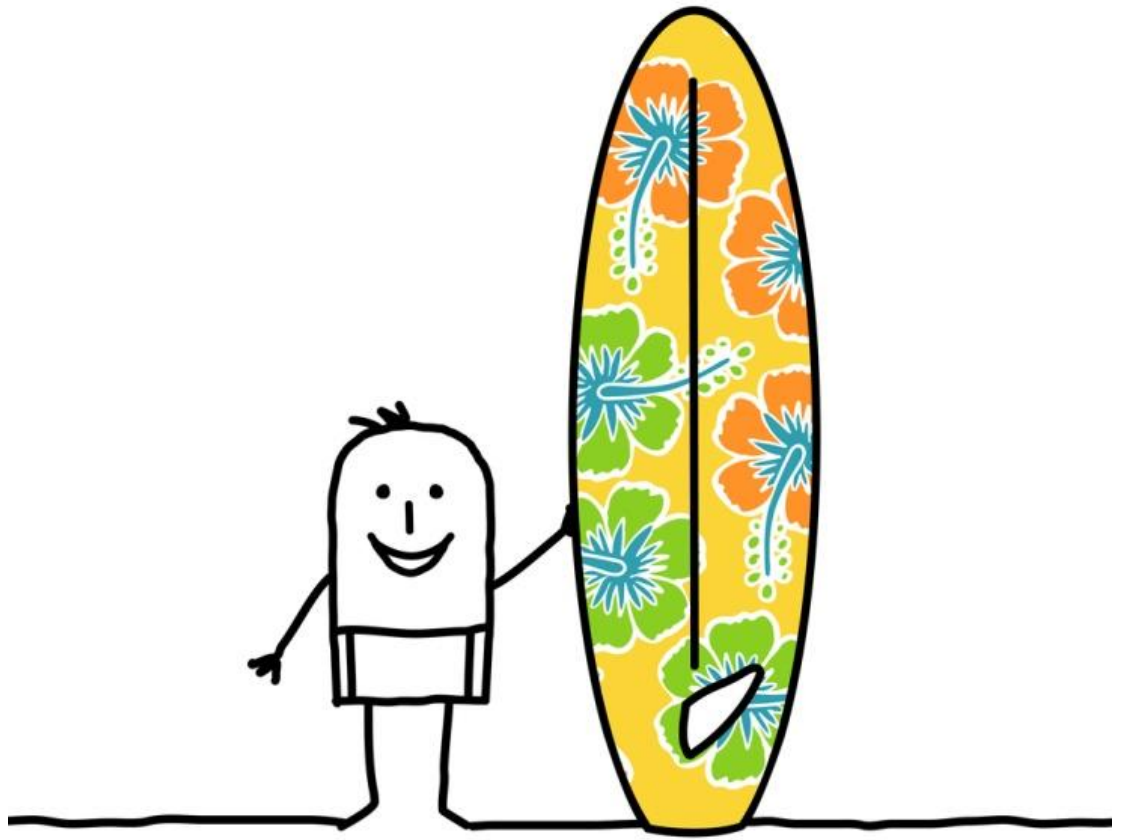
Add in  
**your**  
**P.O.V.**



**Answer  
their**

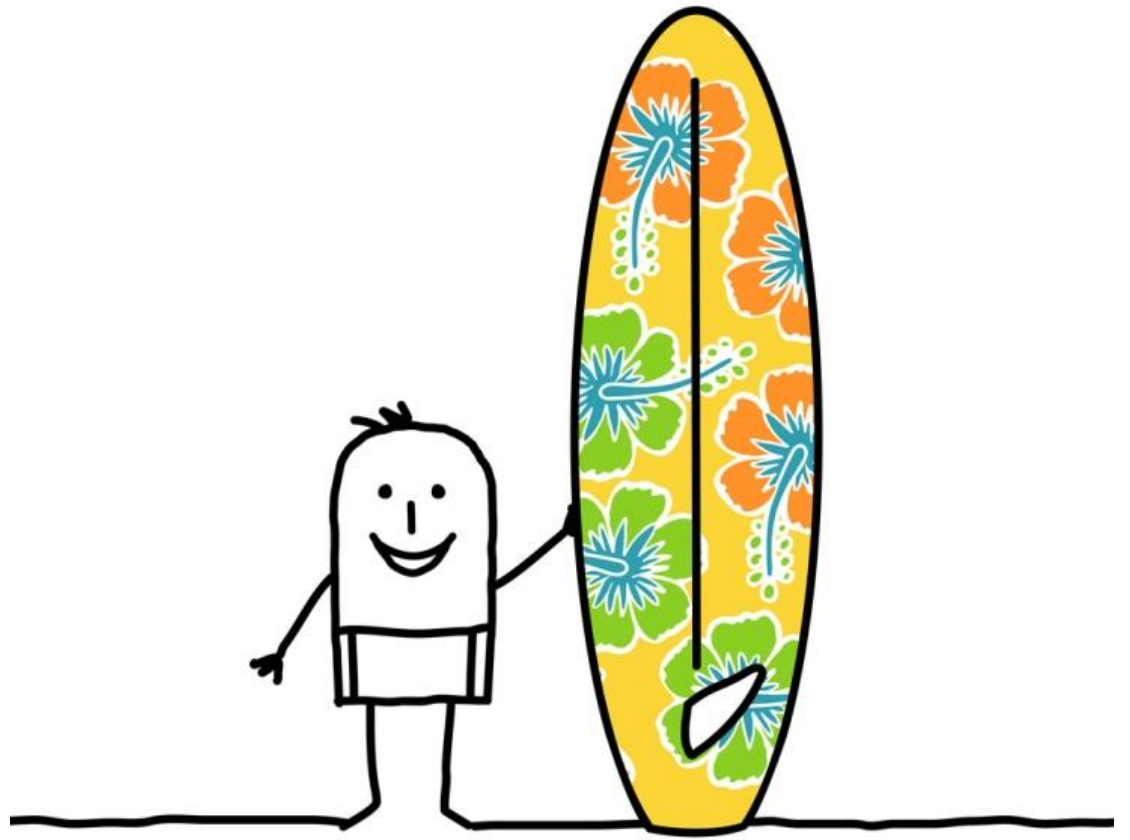
**Qs**

Ex: How to Buy the Best Board

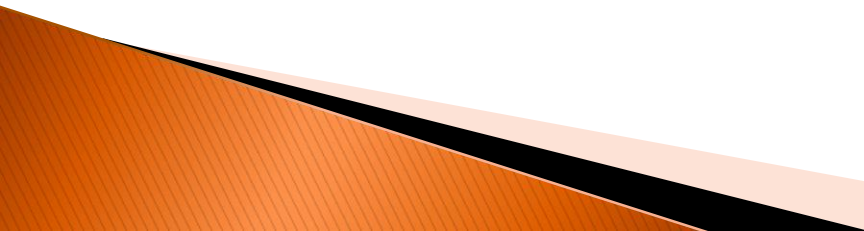


Ex: How our Customers Hang10

Make  
them the  
**Focus**



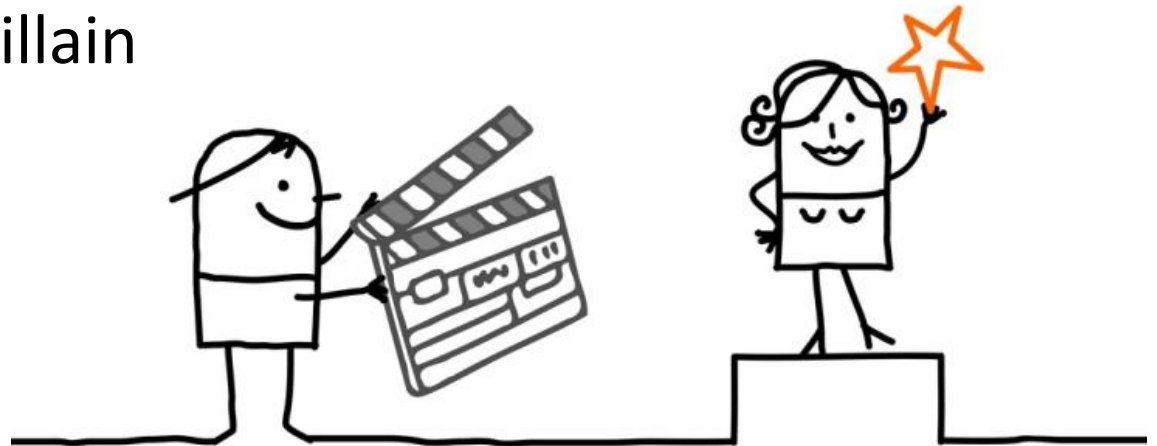
# Support Your Biz Goals

- ▶ Launching a new offer or program?
    - Outline and create content for each sub-topic
  - ▶ Just getting started?
    - Outline basic “shopping” questions and answer them
  - ▶ Want to establish a brand?
    - Outline your soapbox and POV – write a manifesto and blog about each subtopic
  - ▶ Want to build search traffic?
    - Outline keywords (long tail phrases!) and blog about those
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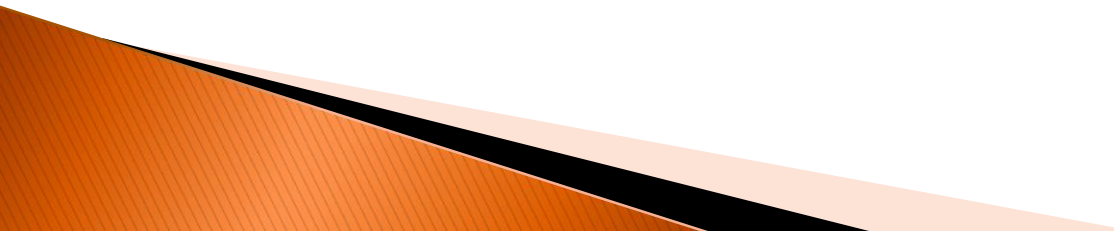


# Use Stories: Show, Don't Tell

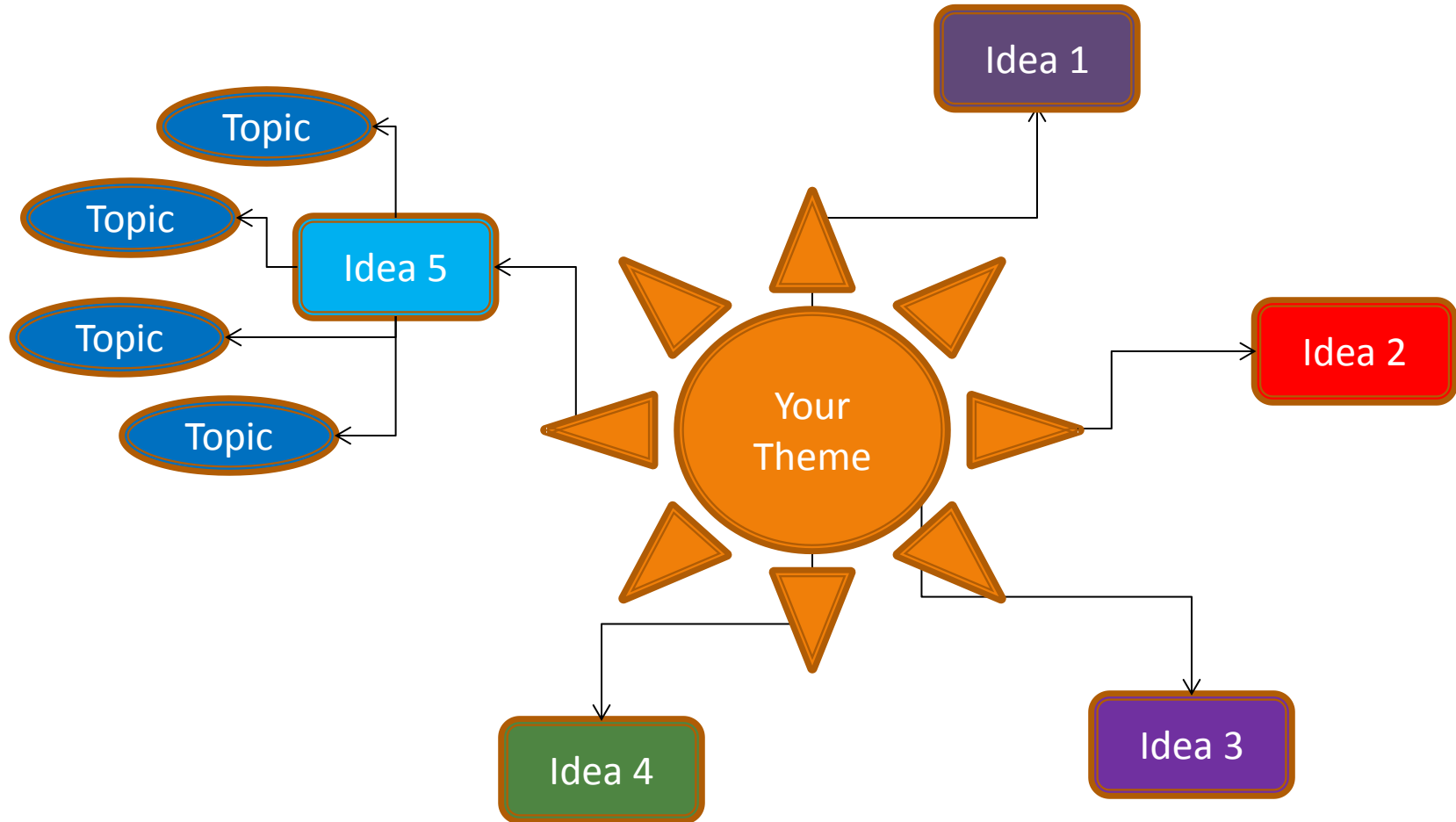
- ▶ Tell them what, but show them how
- ▶ Use examples
- ▶ Use emotion
- ▶ Focus on the Hero
- ▶ Don't forget the villain
- ▶ Be specific
- ▶ Pique curiosity



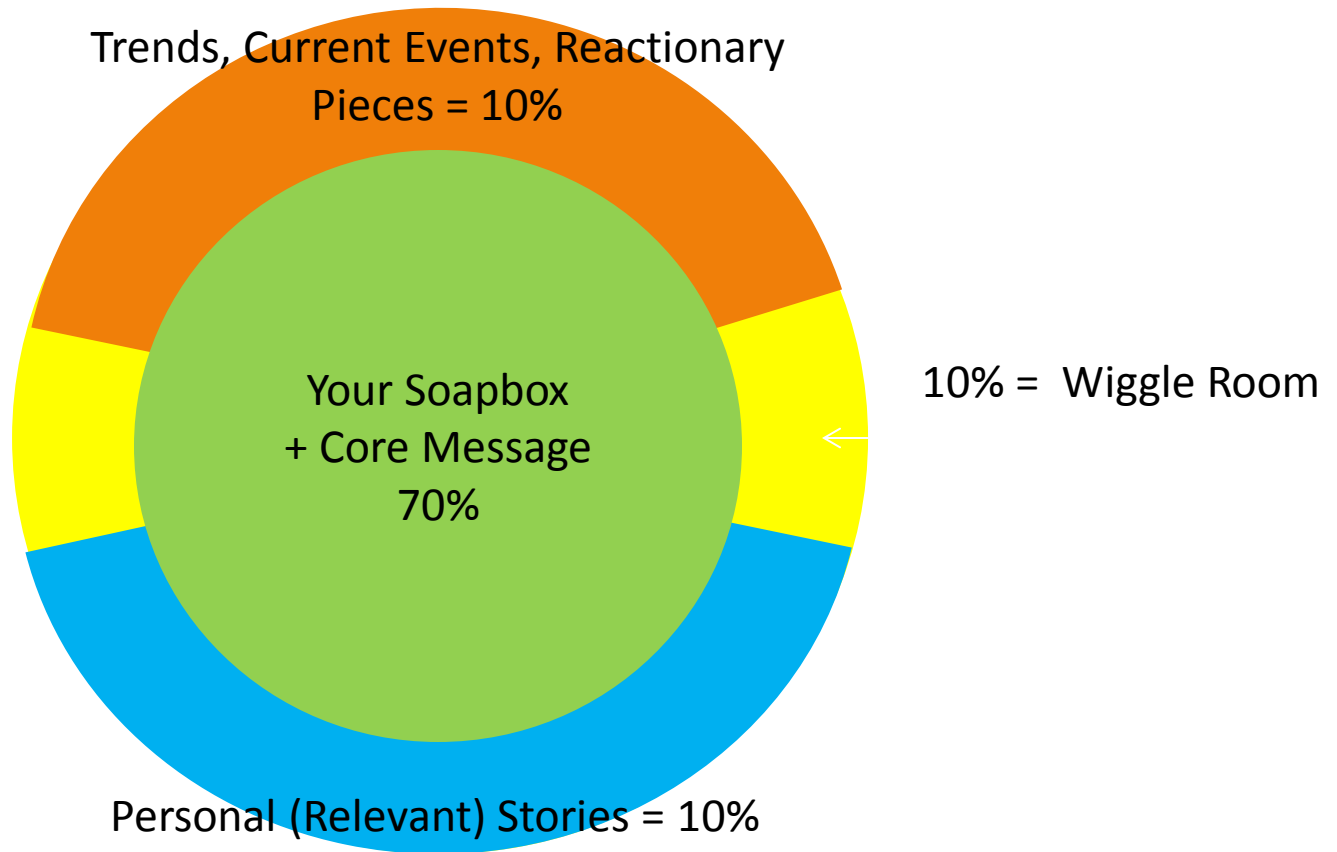
# Stories Look Like...

- ▶ Reviews and comparisons
  - ▶ Answer to specific questions
  - ▶ Case Studies
  - ▶ Tutorials
  - ▶ Dispel myths
  - ▶ Bust old ways of thinking
  - ▶ Add'l reading: <http://storybistro.com/more-stories-more-readers/>
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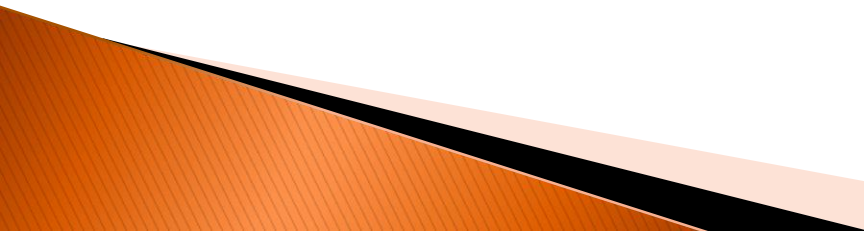
# Time to Brainstorm



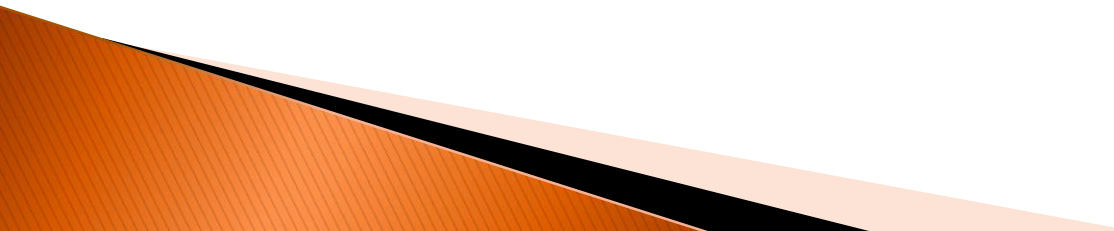
# What Kind of Content?



# Your Assignment

1. Mindmap/brainstorm content topics for the next 6 months. Share your outline/calendar.
  2. Indicate how these topics support your biz/revenue goals.
  3. Indicate what format you'll use and why.
  4. Indicate how often you'll publish.
  5. Indicate what you'll repurpose, if anything.
  6. Identify what you need to obtain to succeed (new resources, skills, mindset, etc.)
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# The Prizes

1. Post your answers to the forum no later than NOON Friday, February 20<sup>th</sup> (PST)
  2. **Each person who meets the deadline wins: \$5 Amazon gift card and will be entered into a drawing for a free line-by-line review (with suggested edits) of a blog post.**
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# For More...

▶ [DigitalDiningRoom.com](http://DigitalDiningRoom.com)

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