

Great Content

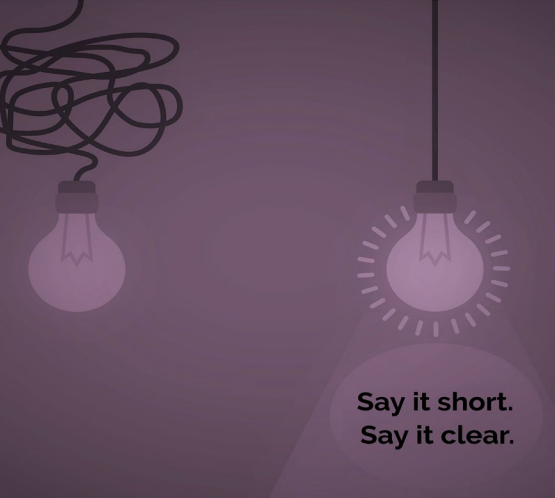
WELCOME

Thank you for your interest in Create Compelling Content. If you're great at what you do, but just need a little help in getting your message out there clearly and convincingly, this workshop is for you. In four sessions, over two days, you'll learn how to create content that will connect, convince and convert. This prospectus outlines each session, what you'll learn and the tools you'll receive to help you communicate your message.

CREATE COMPELLING CONTENT



Course Prospectus



Say it short.
Say it clear.

- What to expect
- What you'll learn
- What you'll take away



SESSION 1

Identify your value - building a message strategy

A **message strategy** is the starting point for effective business communication. It defines your message and your audience, forming the foundation for consistency, and protecting you against 'scattergun' content and wasted resources.

In this session, we explore the seven 'must-have' elements of a message strategy and why each one is important.

- Why you do what you do?
- Who is your target audience?
- What are their aspirations and/or issues?
- What do you offer to help them?
- What credentials do you have?
- What sets you apart from the rest?
- How do your clients benefit from what you do?

We'll workshop each participant's seven elements and document them into a clearly defined strategy. We'll look at the ways in which you can communicate each of these parts of your message.

At the end of this session, you will have:

- A documented message strategy, to underpin all your business communication making it clear and consistent.
- A framework to audit of your strategic message against your current communications.



SESSION 2

Speaking your audience's language



If you're going to make a connection, you have to 'speak your audience's language'. You need to communicate what they need to hear, in a way that they understand.

In this session, we look at the two languages of business - yours and the customers'. We learn how to ensure you are speaking the right language at the right time including the importance of benefits vs features.

We look at the essential 'first step' of business communication - a short and succinct explanation of your value in the form of an elevator pitch (verbal) or a positioning statement (written). This captures your audience's attention and creates enough interest for them to want to hear or read more.

At the end of this session you will have:

- An elevator pitch - a 15 second value statement
- A one minute pitch - what to say next
- A positioning statement - a written introduction for emails, biographies, or your website.
- Tips on how to speak your customer's language
- Tools to get from feature to benefit

1 to 1

As well as the group workshops, every participant has a one hour individual coaching session to help put what you have learned into practice.

You could use your one on one session to:

- Polish and practice your elevator pitch
- Perfect your positioning statement
- Get feedback on a piece of content you have written, such as a case study or blog
- Work on turning your existing content into plain English
- Preparing and practicing a presentation

SESSION 3

Structure for clarity

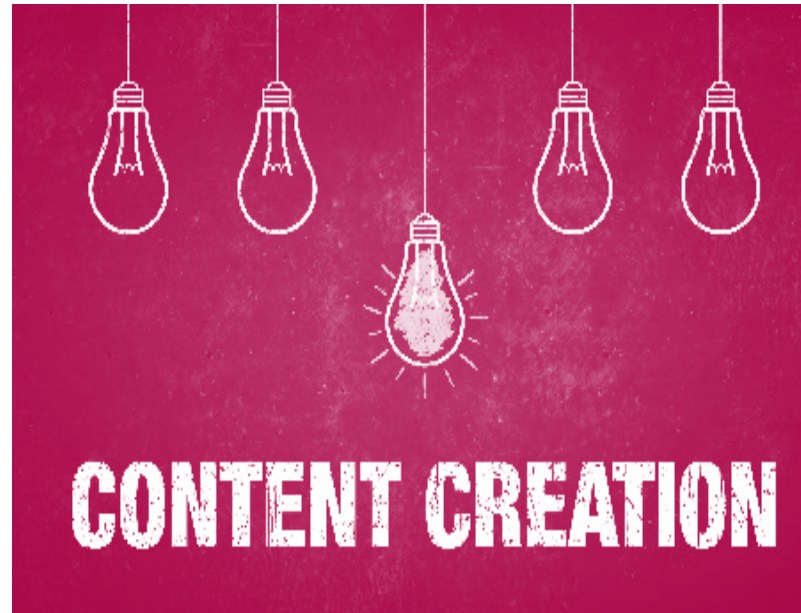
Clarity isn't just about the words you use, but their structure and format. In this session we explore how structure can enhance your meaning, through headlines, sub-headers, bullet points, calls to action and summaries. We'll explore ways to ensure that your format doesn't undermine your content.

We'll share our Words2Win templates for the most effective forms of content, including:

- Case studies
- Presentations
- LinkedIn summary and headline
- Executive summary

At the end of this session, you will have:

- The tools to help you create content that is clear and easy to understand.
- A set of templates to give you foolproof structures for creating your content.



SESSION 4

Content for credibility

All the content in the world will not help you build your business if it doesn't paint a picture of you as credible, knowledgeable and authentic.

In this session, show you how to create a professional impression that draws people to you as an expert in your field.

We'll look at:

- How 'plain English' makes you appear smarter to your audience - and how to write it.
- Using numbers, facts and stats for credibility
- Why case studies are so valuable and what to include
- Sharing useful information
- Spelling and grammar
- Weak words

At the end of this session you will have:

- A clear understanding of the way to use language to boost your credibility
- Tools to help position you as an expert
- Guidelines and 'rules' for writing plain English
- The language pitfalls to avoid for credibility