

**Website Editing &
Content Creation**

7 STEPS TO CONTENT CREATION CONFIDENCE

That engages and converts

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Having confidence is vitally important when you interact with your target audience.

If you find yourself procrastinating or feeling overwhelmed by the content creation process, you're not alone.

Here are my 7 Steps to Gain Content Creation Confidence.

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Take the focus off you

- The content you create isn't for you - disappointing, I know.
- You publish content for the people that you know your products will help.
- The information, expertise and experience you have is for the benefit of the customers you intend to sell to; the goal is to position yourself to be useful to them.
- Those people are experiencing challenges that frustrate them. They're looking for solutions to their problems and your content creates an opening for them to learn that you have the answer.
- When you're able to step into your responsibility as a problem solver, you'll feel compelled to show up consistently because you know that your audience needs you.





Be authentic

Understand your purpose, and **why** you want to share your message.

Embrace your unique voice and let it shine through your content.

Hopeful and inspiring stories invite empathy and connection and also help to make your message (and your business) memorable.

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Be structured

Plan your content in advance with a structured approach. Identify events, themes, topics, and channels that will effectively convey your message.

Tip: Maximise your reach and minimise production time by repurposing content.





Be consistent

Establish a consistent drumbeat with your content to engage with your audience at the right time.

Consistency is **crucial** for establishing and maintaining a strong brand identity, building trust with your audience, and driving engagement and loyalty.

By consistently producing high-quality content that aligns with your brand voice and messaging, you will establish yourself as a reliable and trustworthy source of information.



Be clear and concise

Identify your target audience, the problem you solve, and the transformation you will provide.

Clearly define **who** you are, **what** you do, and **why** it matters. If your content is too complicated for your audience, they will lose interest immediately.

Your headlines should be concise and provide the reader with clear expectations of what will be in your article.

Meet expectations. Help your reader.
Be engaging and entertaining.





Provide quality and value

The quality of your content determines how well and how often it is consumed by your audience.

When you deliver consistent, high-quality content, you engage your audience's attention more, which in turn means they will have more positive experiences with your brand.

And, when you deliver better experiences, your audience will stay around longer and keep coming back for more. Putting you in the right place when they're ready to purchase.



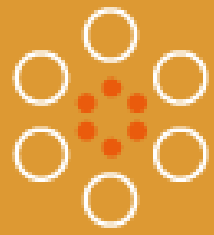
How they want, it when they want it

Create content that meets the needs of the buyer persona you created.

Provide content in a format the way your preferred buyer wants to consume it.

The format you choose might be a blog post, video, slideshare, graphic, ebook, infographic, whitepaper, podcast etc.





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"Your content can be a powerful tool. It can attract leads, close deals, and onboard new customers. If you deliver content your audience wants and needs, it will attract the people actively looking for your product or service organically."

Get in Touch



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