





## EXERCISE 1 I WORK WITH...

1 Work With

Who want to

I help them learn / create / achieve / get...

So that...

## EXAMPLE I WORK WITH...



#### Yvette Sonneveld



I work with business owners in the services industry



Who want use inbound marketing to attract better targeted leads and clients



Getting clarity on who their ideal client is and what makes them uniquely qualified to serve these clients. Building content and campaigns that aim to attract just those people



So that they get work with clients who appreciate them for their expertise & as a person.

Who show that by paying well and in time

And by sharing the joy with loads of other potential ideal clients

1 Work With

Who want to

I help them learn / create / achieve / get...

So that...



# Who am I To Teach YOU



- 1999 First HTML site (NotePad)
- 2006 First WordPress site
- 2014 First WordCamp & first time volunteer
- 2017 First Contributor Day (WCEU)
- 2017 1<sup>st</sup> & 2<sup>nd</sup> talk: WordCamp Nijmegen & WordCamp Utrecht
- 2017 First time WordCamp Organiser (Utrecht)
- 2018 Leadership team #MakeWordPress Marketing
- 2018 First WordCamp Workshop



Certified Partner



#### Yvette s Credentials





## Today

3 commonly made mistakes



## Today

3 commonly made mistakes Discover Pillars of Expertise



## Today

Unlearn 3 commonly made mistakes

Discover Pillars of Expertise

Play with Matrix Method



#### So That

You'll beat writers block

You'll get comfortable sharing your message

You'll be ready for next steps: SEO, audio, video, funnels & campaigns

## MISTAKES



Fail to plan > plan to fail



- Fail to plan > plan to fail
- Always something more urgent



- Fail to plan > plan to fail
- Always something more urgent
- Recipe for writers block



## 2. Not planning for ideal client

People they

Know, like

& Trust

Can (s)he relate to where I am now?

Is (s)he qualified to help me get there?

Will it be fun to work with this person?

## People buy from people they



### People buy from people they

Know

Like

& Trust





### Therefore...

Can (s)he relate to where I am now?



#### Therefore...

Can (s)he relate to where I am now?

Is (s)he qualified to help get to my goal?



#### Therefore...

Can (s)he relate to where I am now?

Is (s)he qualified to help get to my goal?

Will it be fun to work with this person?



Has all characteristics of your favorite clients



Has all characteristics of your favorite clients
Has a need, and a deadine



Has all characteristics of your favorite clients

Has a need, and a deadine

Thrives on your mix of expertise and personality



Has all characteristics of your favorite clients

Has a need, and a deadine

Thrives on with your mix of expertise and personality

Follows a fairly predictable path to purchase



#### 3. Not planning for buyers journey



#### 3. Not planning for buyers journey

No flow in content.



### 3. Not planning for buyers journey

No flow in content

No clear calls to action



### 3. Not planning for levels of awareness

No flow in content

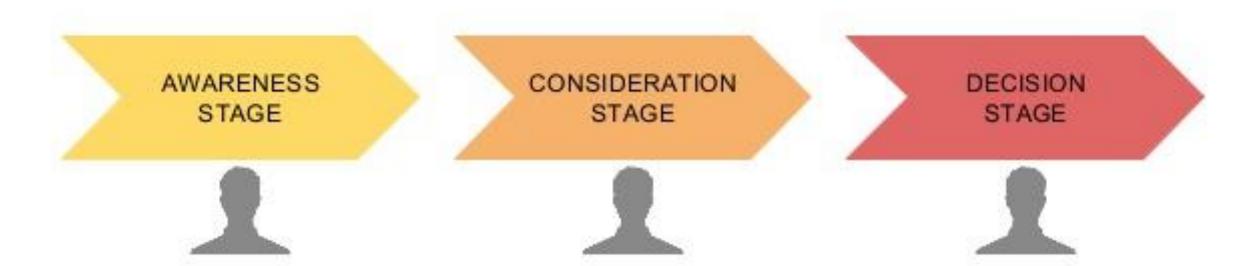
No clear calls to action

No follow up campaigns





#### **BUYER'S JOURNEY**



Awareness Stage offers are designed to help the reader get to the root of their pain. They understand that they feel a pain, but they're unaware of the solutions at this phase. Educational offers that are vendor neutral are important at this stage. Your goal is to help educate the reader on the elements that make up the solution to their problem and to build trust in their eyes. Use this space to elaborate on the direction, purpose, content sources, and ultimate CTA of the offer.

Consideration Stage offers are designed to help the reader create a list of options. They already have defined the pain that they're experiencing and that a solution exists. Create offers at this stage that help them define what is important to them and narrow down their options. In-depth guides are important at this stage as the reader has already consumed a great deal of content and

is well educated tactically.

Decision Stage offers are designed to help the reader make their final selection. They have already clearly defined their problem and have narrowed the options. If they're still consuming your content at this stage, chances are you're on that list.

Use these offers to help them make the most educated buying decision possible. Offers at this stage should include personal touch points - like a consultation or strategy review.

### Awareness



I have a need and a deadline

What do I need to know?

What if I do nothing?

What are my options?



### Consideration

I am aware of the types of solutions

How to those work?

What are the pros and cons

How to know what suits me best?



### Decision

I have chosen a solution type

I am aware of the service providers

How to know what suits me best



### Mini Quiz

### PILLARS OF EXPERTISE



### Back To Your Ideal Client

Your goal: get them where they want to be

Name 3-5 services you offer

That help them get there



# EXERCISE 2 Pillars of expertise

### Pillars Of Expertise



### Pillars Of Expertise

1. Clarity coaching / consultancy

2. Content Marketing

3. E-mail Marketing



### Pillars Of Expertise





### Content Matrix

- 1. 3-5 columns:pillars of expertise
- 2. 3 row sections:stages of awareness
- 3. 2-3 articles for each "matrix cell"



### When Creating Content

- 1. Be friendly. Be helpful.
- 2. Show your expertise & personality. Share stories
- 3. Use easy to understand language grade 5 level
- 4. No need to be a rocket scientist to offer value

## EXERCISE 3

Content Matrix Method



### Content Matrix

- 1. 3-5 columns:pillars of expertise
- 2. 3 row sections:stages of awareness
- 3. 2-3 articles for each "matrix cell"





2. Questions?



### Stay In Touch

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