

# Thank you!

For being part of this workshop. This workbook contains templates for 3 of the exercises we’ll do, a bit more information, and examples.

## Please keep in touch

Connect with me any of the major social networks:

Facebook: <https://www.facebook.com/yvettesonneveld>

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# Exercise 1: I Work With…

## Purpose

The purpose of this exercise is twofold:

* Get to know your partner for this workshop
* Help each other write down the basis of who your ideal client is quickly.

I don’t want you to think long and hard. Imagine you’re in a network meeting. Someone walks up to you, introduces himself and asks “so, what do you do”. The short answer to that question is what we are looking for.

## Here are your steps.

1. Pick a partner
2. Take a piece of paper
3. Write down the four sections:
	1. I work with …
	2. Who want to …
	3. I help them learn (create / achieve / get) ….
	4. So that….
4. Decide who begins to write and who to talk
5. Write down the answers for each other.
6. Exchange notes
7. Keep it quick. We have 3 minutes per partner

## Template

|  |  |
| --- | --- |
| I work with |  |
| Who |  |
| Learn / fix / create / achieve / get |  |
| So that |  |

## Example

|  |  |
| --- | --- |
| I work with | business owners and professionals in the financial or real estate industry |
| Who | would like to get more clients who appreciate them both for their unique personality and their professional expertise and show their appreciation by actively contributing to the process, by happily paying a fair compensation and by recommending my services to others who may benefit |
| create  | An online presence that radiates both their unique personality and their professional expertise  |
| So that | my clients ideal clients easily discover that my client understands their dreams, goals, fears and frustrations, is well qualified to help them reach their goal or solve their problem and is a delight to work with. |

# Exercise 2 – Pillars of Expertise

## Purpose

You are in the business of helping your ideal client accomplishing his or her goal, right?

Most of the time, you offer your clients a variety of services. Usually these products or services can be categorized. Those categories are your specialties. I call these your pillars of expertise.

One of the main reasons you create content is to build a reputation. Ideally the one of the friendly expert. Specifically in your fields of expertise. Which is why I want you to quickly think of and write down what your pillars of expertise are.

## Template

|  |  |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |

## Examples

### Yvette’s

|  |  |
| --- | --- |
| 1 | Strategy coaching / consultancy |
| 2 | Content Marketing |
| 3 | E-mail Marketing |
| 4 |  |
| 5 |  |

### Hosting

|  |  |
| --- | --- |
| 1 | Hosting (Shared / VPN etc) |
| 2 | Domain names |
| 3 | Security |
| 4 |  |
| 5 |  |

### Agency

|  |  |
| --- | --- |
| 1 | Branding |
| 2 | Designing promo material (collateral) |
| 3 | Content |
| 4 |  |
| 5 |  |

# Exercise 3 – The Content Matrix

## Purpose

I came up with the content matrix because many of my clients had a hard time creating content for their sites. Along the way, I came up with this matrix. It helped them not only outline content much quicker, but it also kept them focused on the goal: content that positioned them as a friendly expert and content that was relevant for the stage awareness of the visitor.

## Concept

The content matrix basically is a table.

Each column represents one of your pillars of expertise.

Each row section represents a stage of awareness.

Each cell is a rough outline of a piece of content: A working title and some bullet points containing points you would like to make, steps to accomplish something or subtopics you would like to talk about.

## Writing for stages of awareness

### Awareness Stage / Problem Aware Stage:

Your ideal client is starting to become aware of a dream, goal, fear or frustration.

#### Your ideal client’s goals in this stage:

* Help me understand my pain could be a symptom of a bigger problem
* Help me find out what the bigger problem is
* Help me put things in perspective
* Help me understand the lingo of this field
* Help me understand the consequences of not acting
* Help me understand the solutions that are available

#### Content Ideas for this stage of awareness

* Mistakes to avoid
* Myths to bust
* Beginners guides to (problem focused)…..
* Self-guided diagnosis (people Google for symptoms as well, and may need a name for their problem first)
* Jargon guides

Title ideas & examples
Important: we’re looking for working titles. We’re just outlining in this stage, so don’t spend too much time on it.

* X Myths regarding [pain, dream etc. ] I want to bust forever
*5 myths about writers block I want to bust forever*
* 3 stages of [symptom your ideal client oftentimes shows]
*3 stages of imposter syndrome – what stage are you in?*
* X things to avoid when you’re ….. (experiencing a certain symptom, coming across an opportunity, wake up with a dream)
*7 thinks to avoid when you want to create content more consistently*
* The perfect cure for [problem, symptom]
*The perfect cure for blinking cursoritis*
* Is ….. keeping you from ….. …..? X warning signs to look out for (common pitfalls when dealing with [pain / frustration}

*Is your imposter syndrome keeping you from creating content consistently? 3 warning signs to look out for.*

### Consideration Stage / Solution Aware stage.

Your ideal client has done his or her research, knows more about the problem and knows the most common solutions.

#### Your ideal client’s goals in this stage:

* Help me understand the pros and cons of the available solutions
* Help me understand how every solution works in an easy to understand step by step approach
* Help me understand where I could get stuck and how to get past that
* Help me understand how to know when a solution is perfect for me, and when its not.

#### Content Ideas for this stage of awareness

* Beginners guides (solution focused)

#### Title ideas & examples

* Beginners guide to ….. in x easy steps
*Beginners guide to creating after sales campaigns that build loyalty*
* X steps to …. Ideal result
*4 steps to publishing your first lead magnet*
* …… [one of the solutions available] in x easy steps
*Content planning in 7 easy steps*
* X reasons why …..][solutions] may not be the right fit for you
*5 reasons why all in one marketing software may not be the right fit for you*
* X lessons I learned when I (was going through the same I offer to help you with)
*7 lessons I learned when I created my first buyer persona*
* Solution 1 vs solution 2
* Solution 1 – the pros and cons

### Decision Stage / Product Aware Stage

Your ideal client now has made a choice as to the sort of solution they want to use. They are aware of most of the products available. They need to select the one that works best for their problem, personality and budget.

#### Your ideal client’s goals in this stage:

* Show me how you approach my problem. What makes you different compared to other providers?
* Show me how you successfully helped others
* Help me shortlist and compare providers to find the one that is most likely to work for me
* Help me get over my objections, especially regarding time and money investments

#### Content Ideas for this stage of awareness

#### Title ideas & examples

* How Client X improved X after implementing Z
*How Jones Consulting Increased their monthly number of leads with 227%*
* How to speed up [ideal outcome for our ideal client], get into how to overcome hurdles
How to lose
* X common frustrations when [using your or your direct competitors solutions]. Explain how and why these frustrations occur. How to solve. How YOU solve

The content matrix helps you create content that builds your reputation as a friendly expert on the topics related to your fields of expertise. Also it helps you create content that is relevant for the stage of awareness that your visitor is in.

### Template

|  |  |  |  |
| --- | --- | --- | --- |
|  | Pillar of Expertise 1: | Pillar of Expertise 2 | Pillar of expertise 3 |
| Awareness(unaware & problem aware) |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Consideration(solution aware) |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Decision(product aware, highly aware) |  |  |  |
|  |  |  |  |
|  |  |  |  |

### Example

|  |  |  |  |
| --- | --- | --- | --- |
|  | Pillar of Expertise 1:Clarity coaching & consultancy | Pillar of Expertise 2Content marketing | Pillar of expertise 3Email marketing |
| Awareness(unaware & problem aware) | 3 mistakes many business owners make with buyer persona* Not using them at all
* Thinking you’re done after creating
* Only creating 1
 | Beginners guide to content marketing* Know your ideal client
* Outline first
* Then write
* Ask reader for their thoughts
 |  |
|  |  |  |  |
|  |  |  |  |
| Consideration(solution aware) |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Decision(product aware, highly aware) |  |  |  |
|  |  |  |  |
|  |  |  |  |