

May 27th, 2021

SBD TRAINING: Minimalist Content

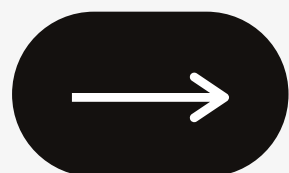


Time to grow our skills
(and make life easier)



Check in

Where are we with Content?



1 Who Struggles With Content?

2 What is the point of Content?

3 What is the opposite of content marketing?



THE PROBLEM?

- The idea what we need to be creating an endless stream of content



LESS IS MORE

- Content lasts about 3 seconds before being replaced
- Use it over and over
- Give it more places to shine

Minimalist Marketing Commandments

1

Quality
over
Quantity

2

Know Who
Your
Talking to

3

Strategize
with
Intention

4

Ditch
the
Trends

Minimalist Marketing Commandments

5

Give
them
usable
Value

6

Don't follow
arbitrary
Rules

7

Eliminate
what
doesn't
work

8

Ask "How
Can this be
effortless?"

Repurpose

Use the same piece of content in many places, in many forms and many times.

A single
piece of
content can
become...

BLOG

VIDEO

AUDIO

EMAIL

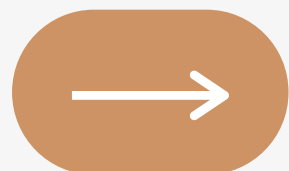
POST

POST: blog, audio, video, email

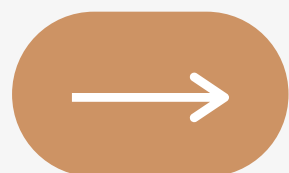
STORIES

WORKSHEET

IMAGE, QUOTE




One blog
can be
shared or
created on...




Facebook
Instagram
Pinterest
Medium
Thrive
Community
LinkedIn Publish
Email
etc...

Types of Content



All Your "Secrets"
Your exact product



Everything they need
to know... to know
what you know



Documentation over
Creation

Do the Work

Grab a pen and paper (or digital document) and let's take some action

60 Seconds

**Write down 5 topics
your audience needs
to know/understand
right now**

60 Seconds

**Break those down into
titles/smaller topics**

60 seconds

**Pick your favorite
title/topic right now
and what are 3 ways
you can repurpose it?**



Insights

What are you taking away from this today?




Action Commitment

what is one thing you are going to do based on what
you learned today?

NEXT WEEK



FRIDAY CHECK-INS



TUESDAY Q&A
(USA friendly time)



THURSDAY TRAINING
(USA friendly time)

INVITE A FRIEND

You can always request a one time visitors pass for
friends, family and colleagues

Q&A

A top-down view of a wooden desk with various office supplies and people working. The desk is cluttered with papers, notebooks, a laptop, a tablet, a coffee cup, and pens. The text 'Q&A' is overlaid in the center in a large, white, sans-serif font. The background is a soft, warm-toned photograph of a workspace. In the top left, a person's hand is writing on a notepad. In the top center, a person is writing in a spiral notebook. In the top right, a person is interacting with a tablet displaying charts. In the bottom center, a person is writing in a notebook. In the bottom right, a laptop is open, displaying charts on its screen. A coffee cup is in the center, and a glass of water is on the left. There are several sheets of paper with charts and graphs scattered around. The overall atmosphere is professional and collaborative.