

CONTENT SPRINT





WINS!!

share in the chat

We are always winning.

We only fail when we give up.

Let's train our brain to create a mindset of success by feeding it the dopamine of our wins, setting it off to create more wins.

DO NOT QUALIFY YOUR WINS.

NO WIN IS TOO BIG OR TOO SMALL.

Had a great sandwich? WIN

Didn't yell at that jerk? WIN

Showed up today? WIN

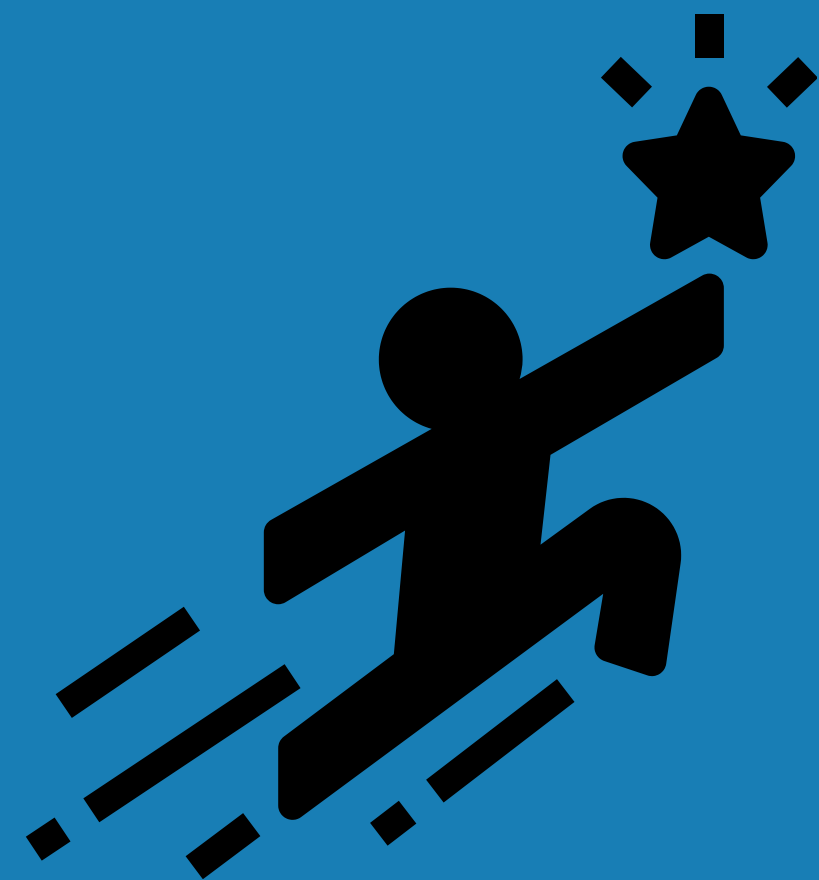
Landed 100k contract? WIN

**HAPPY
BIRTHDAY
LIZ ROLLE!**

Feb 21th



Mantra Motivation



“

I

Create”

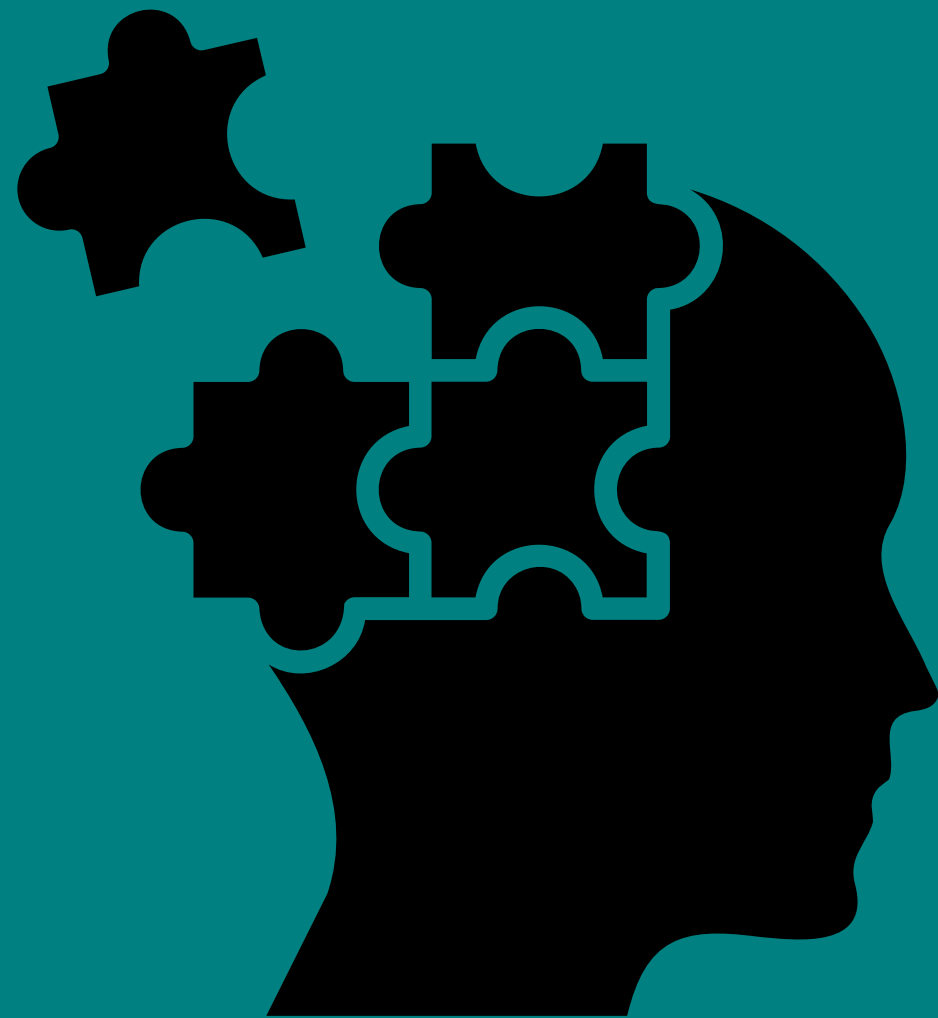
Health Habit



DRY
FEBRUARY



Mindstep



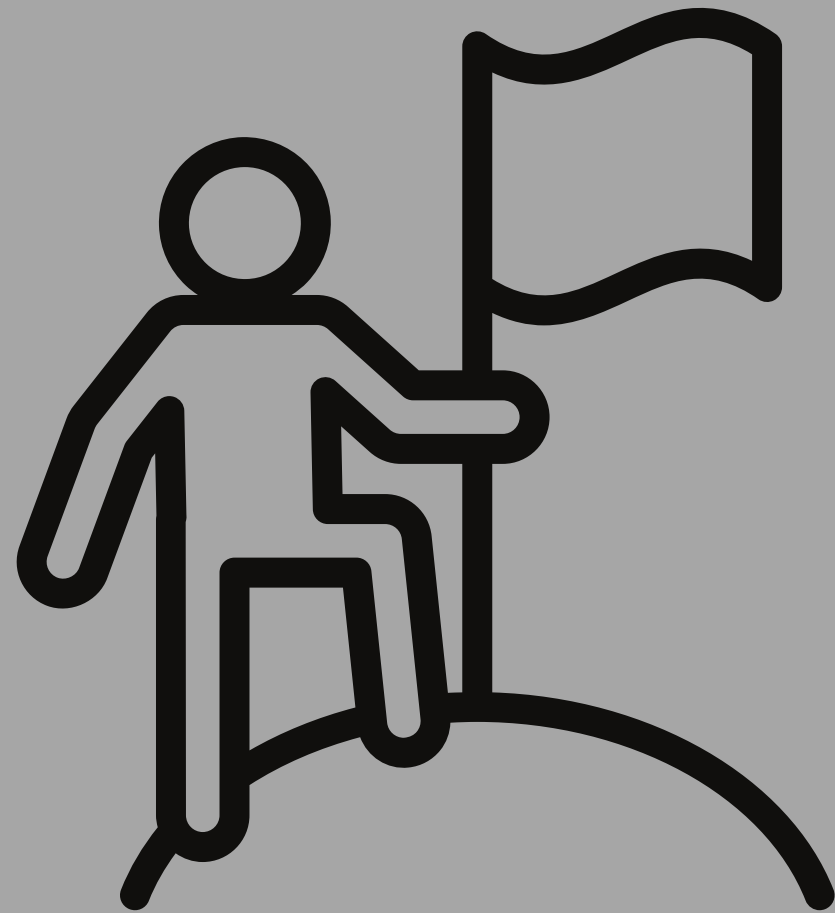
Take
ONE INTENTIONAL
Breath Daily

Self Love BONUS:



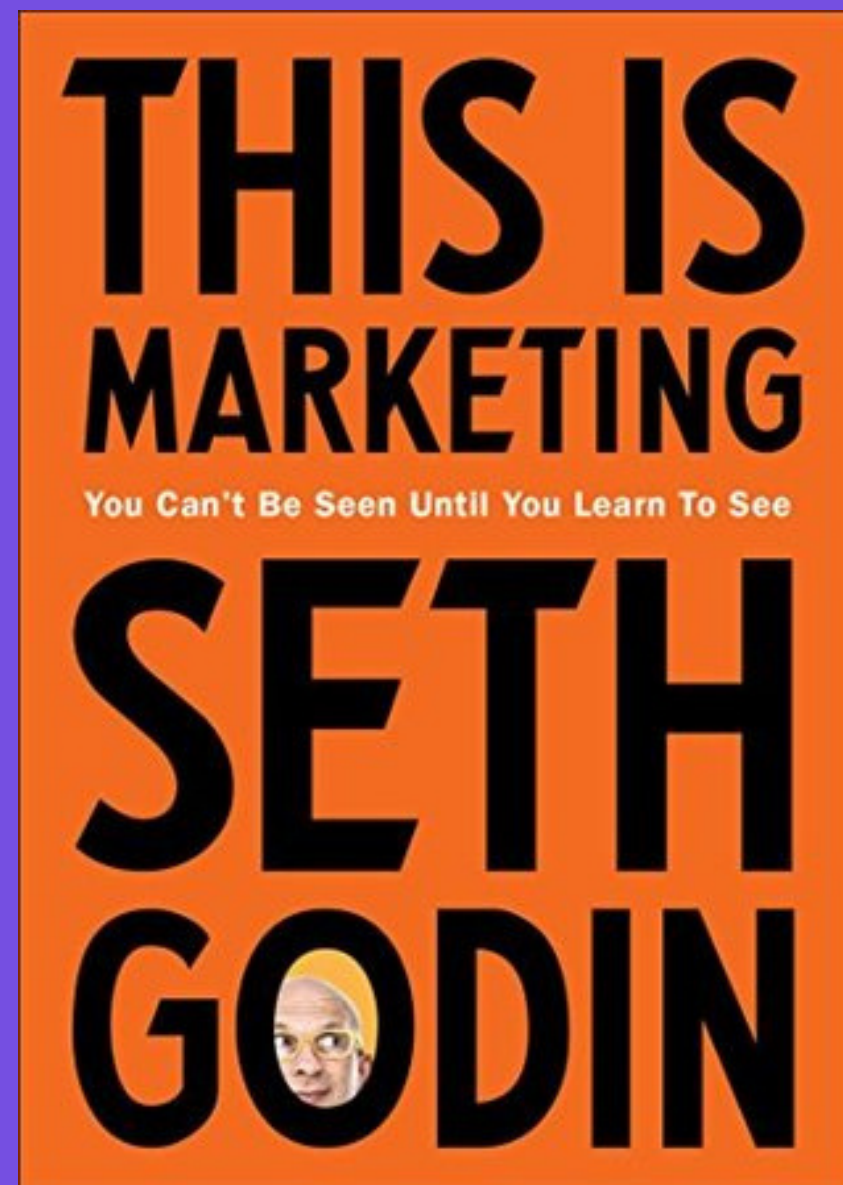
*Follow it by saying 1 nice thing
about yourself.*

MONTHLY MISSION

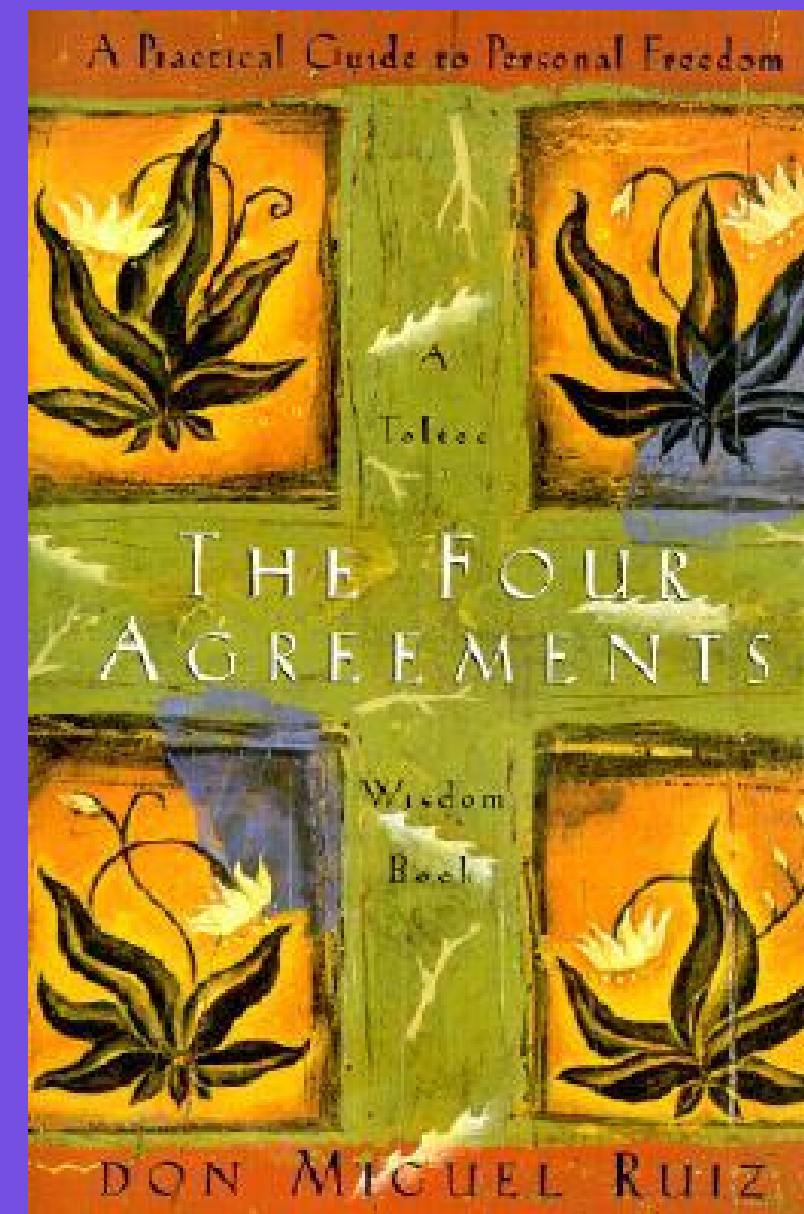


- 1 Turn down 1 thing this month that isn't a NOW PRIORITY**
- 2 Schedule 1 Free Day this Month**

360 Book Club



**This is Marketing-
Seth Godin**



**The Four Agreements-
Don Miguel Ruiz**



OPERATIONS & DELIVERY

What: The actual work you're paid to do, such as coaching, consulting, or training, making.

Why: It's your business's backbone, generating the revenue that sustains your operations.

How: Prioritize this time but also ensure you're not overcommitting, leaving room for other essential activities.



MANAGEMENT & ADMIN

What: Tasks that support your business operations, including invoicing, emails, calls, and planning.

Why: Keeps your business running smoothly, ensuring tasks are completed and communications are maintained.

How: Batch similar tasks together to reduce task-switching and inefficiency.



CREATION

What: The process of creating new ideas, products, or content.

Why: Fuels business growth and innovation.

How: Schedule uninterrupted time blocks for deep work, away from distractions.



CONSUMPTION

What: Time spent reading, learning, or consuming content.

Why: Keeps you informed and inspired.

How: Be selective in what you consume; focus on high-quality sources that contribute to your growth



R&D Vision Days *aka: think days*

What: Dedicated time for brainstorming, reflecting, and strategic thinking.

Why: Allows for big-picture thinking and can lead to significant breakthroughs.

How: Schedule regular intervals (e.g., one day a month) where you step back from daily demands and put your head in the clouds for business

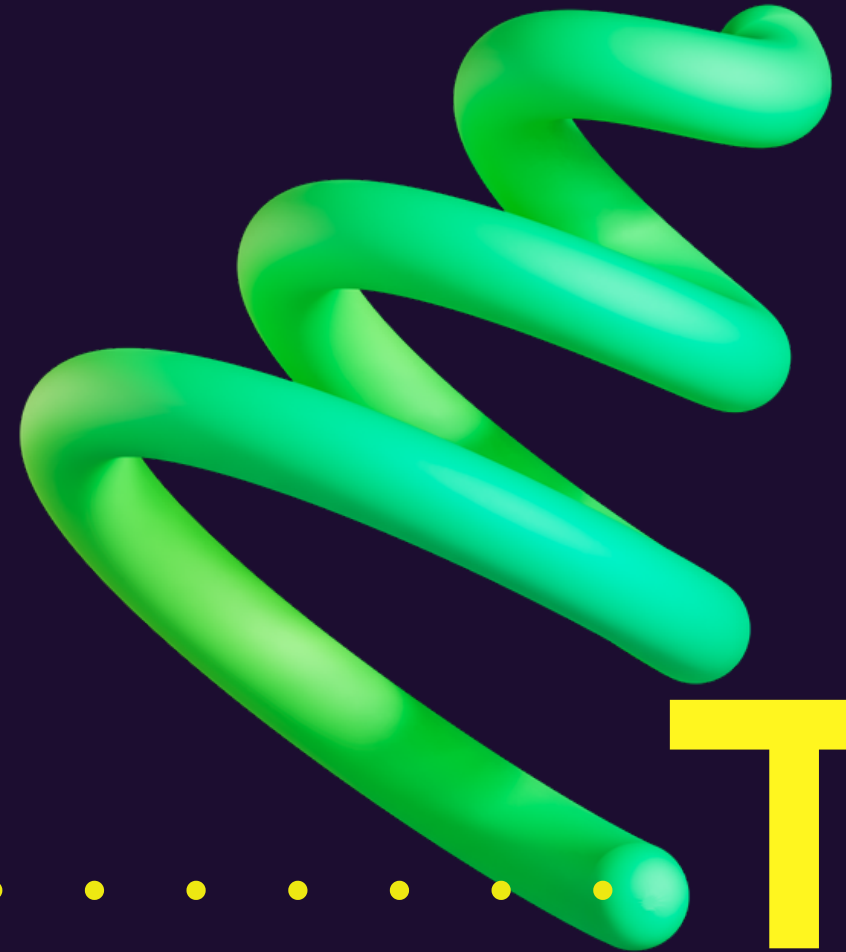


FREE Days

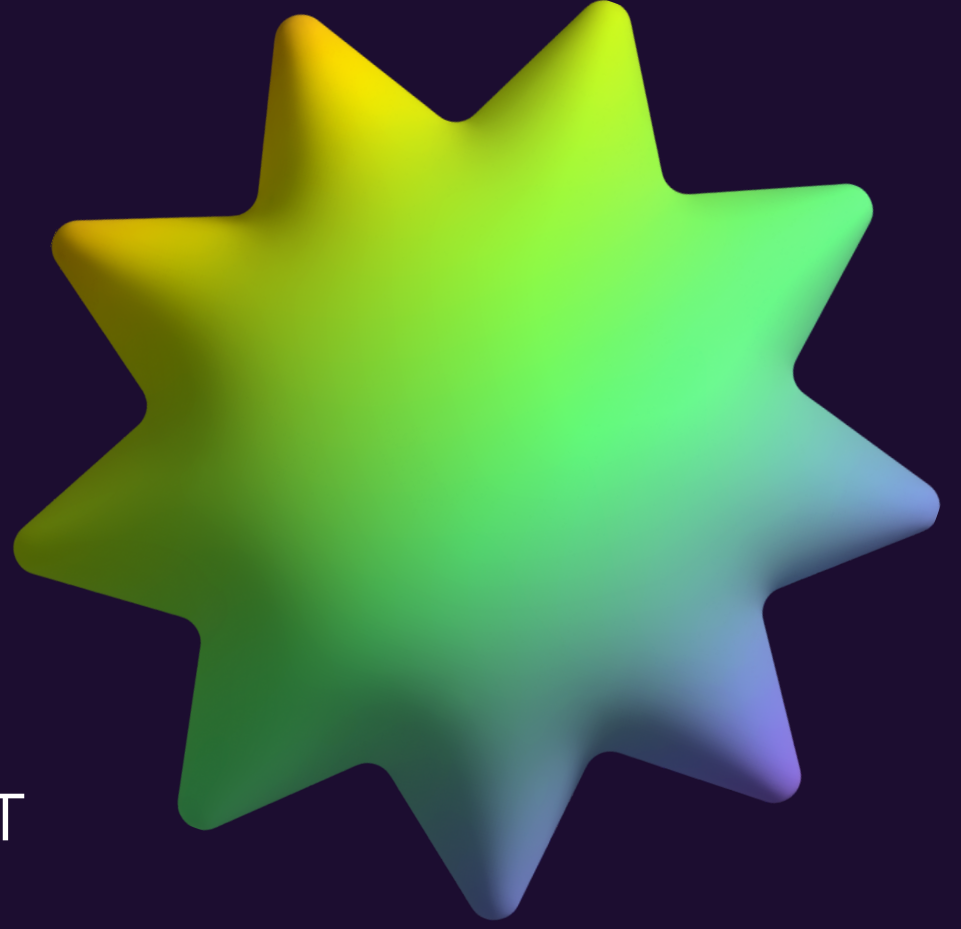
What: Dedicated time for brainstorming, reflecting, and strategic thinking.

Why: Allows for big-picture thinking and can lead to significant breakthroughs.

How: Schedule regular intervals (e.g., one day a month) where you step back from daily demands and put your head in the clouds for business



T3: TECH, TOOLS & TIPS



2024 Marketing
Stats

AI Tools for
Marketing

ChatGPT
Tips

OFFICE HOURS & HOTSEAT

Mini G.E.O. Lesson

Feb Review & March Goals





New
**COMMUNITY
PLATFORM**

NEXT WEEK!

CONTENT SPRINT



CONTENT AUDIT

What have you really been saying?



LIST OUR YOUR LAST 5-10 Pieces of Content

- Type Of Content
- Topic of Content



Content GOALS

What did you want your content to achieve?



1.



What Was the Purpose/Takeaway For the Reader?

2.

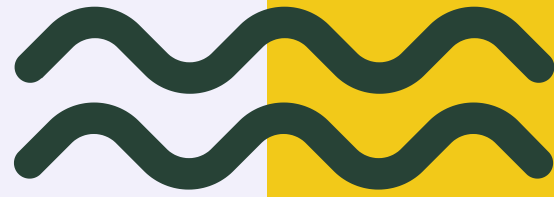


What was YOUR Goal with the Content?

3.



What were the CTAS on the Content?



Review Your last Content Pieces

Looking at them, would your reader know...




What You do?


What You Offer?


Who it's for?


Next Steps?



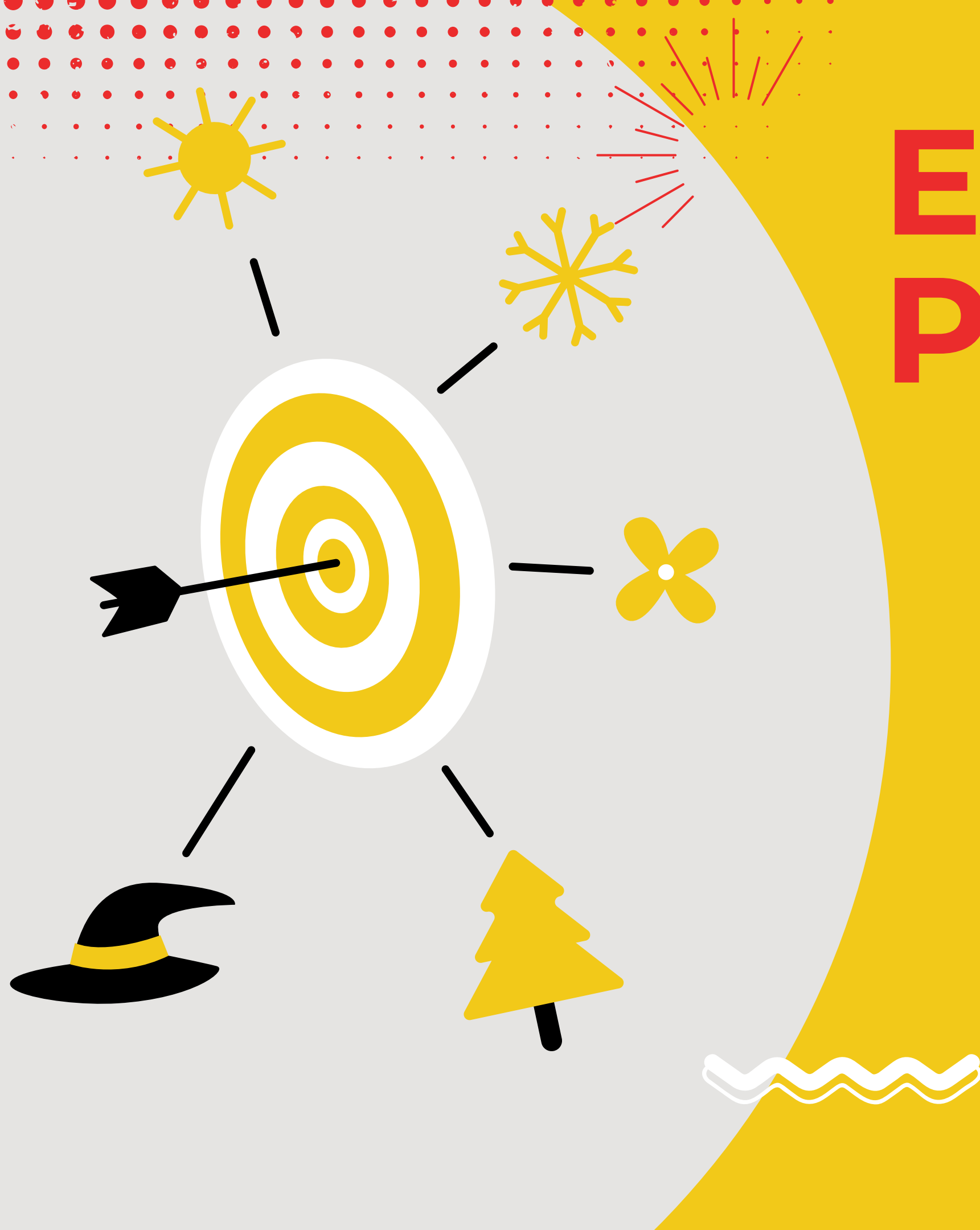


Has it been effective?

Has it been meeting the purpose, goals,
and outcomes you want?

EACH CONTENT PIECE NEEDS

- To Serve Your Audience Needs (Educate, Activate, Motivate)
- To Lead towards a Specific & Measurable Goal for You
 - *That Goal should also be beneficial for them*
- Include Next Steps





QUICK

WRITES



PROMPT 1

"Faced [Common Misconception],

Discovered [Truth/Method],

Here's How It Changed Everything"

EXAMPLE

"Believed I had to work 16 hours a day to succeed, found out rest is just as crucial, and it revolutionized my productivity. Here's the shift that happened."



DIRECTIONS:

- Outline:
 - **Start with the Misconception:** Briefly describe the common belief or practice you adhered to.
 - **Reveal the Discovery:** Introduce the truth, method, or insight you discovered.
 - **Impact:** Share how this discovery changed your approach, mindset, or results.



PROMPT 2

"Everyone Said [X], I Tried [Y],
and the Results Were Surprising"

EXAMPLE

"Everyone said paid ads were the key, I
focused on organic engagement, and the
results were surprising. See what I learned."



DIRECTIONS

- Outline:
 - **Set Up the Expectation:** Mention what the general advice or belief was.
 - **The Experiment:** Describe what you decided to do differently.
 - **The Outcome:** Share the surprising or unexpected results of your actions.



PROMPT 3

"Struggling with [Problem]?"

Simple Shift: [Solution] for [Improved Outcome]"

EXAMPLE

"Struggling with low engagement? Simple Shift: Authentic storytelling for tripled interactions. Why it works:"



DIRECTIONS

- Outline:
 - **Identify the Problem:** Clearly state the common issue your audience faces.
 - **Introduce the Solution:** Offer a straightforward, actionable solution.
 - **Explain the Outcome:** Detail the improved outcome or benefit from implementing the solution.



PROMPT 4

I Stopped [Ineffective Action], Started [Effective Action], and Here's the Difference It Made

EXAMPLE

"I stopped chasing perfection, started embracing progress, and here's the difference it made in my business growth."



DIRECTIONS:

- Outline:
 - **The Ineffective Action:** Describe what you were initially doing that wasn't working.
 - **The Effective Action:** Explain what you changed or started doing instead.
 - **The Impact:** Highlight the positive change or growth that resulted.
 -



PROMPT 5

"Why [Common Approach]

Doesn't Work and What You Should Do Instead"

EXAMPLE

"Why hustle culture doesn't work and what you should do instead to achieve real success."



DIRECTIONS

- Outline:
 - **Critique the Common Approach:** Briefly explain why the common approach is flawed or ineffective.
 - **Offer an Alternative:** Introduce a better method or mindset.
 - **Support with Evidence:** Share personal experiences, observations, or results that back up your claim.

YOUR TWO CENTS

INSIGHTS &
TAKEAWAYS



BREAKOUTS

