

»YOUPRENEUR

— BLUEPRINT SERIES —

THE EXPERTISE BUNDLES

»YOU PRENEUR

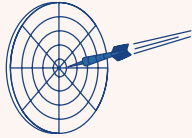
— BLUEPRINT SERIES —

MARKET YOUR EXPERTISE

HOW TO DEFINE YOUR PERFECT CUSTOMER

WHAT ARE YOU ALL ABOUT?

Before you start to build a 'tribe' of customers, you need to determine what you can offer them and if it can truly help them.



Which niche does your business occupy?

U.S.P.

What is your unique selling point (USP)?



Does your product or service solve a specific pain point?



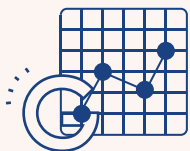
What is your edge over your competitors

IDENTIFYING YOUR AUDIENCE

This is where the idea of your audience begins to take shape, using facts and statistics to help you pinpoint where you would be best suited to help.

WHO IS YOUR IDEAL CUSTOMER?

WHERE IS YOUR TARGET AUDIENCE HANGING OUT ONLINE?



USE TOOLS SUCH AS GOOGLE ANALYTICS AND SOCIAL MEDIA ANALYTICS TO GAIN A BETTER UNDERSTANDING OF YOUR AUDIENCE.



GATHER DEMOGRAPHICS SUCH AS: age, gender, location, occupation, status, income

HOW TO DEFINE YOUR PERFECT CUSTOMER

UNDERSTANDING YOUR AUDIENCE

It's not enough to describe what your audience is, you also need to understand their needs, desires, and fears to get a better idea of who your perfect customer is.



What is your audience's most pressing issue, or biggest pain point?



Talk to your audience through surveys, or through social media.



Engage with your audience in real life (at live events) to get a better understanding of what they are all about and what motivates them.

Monitor your audience's social media activities - take note of what they react to, what kind of comments and conversations they hold online, as well as how your competitors converse with their audiences.



UNDERSTANDING YOUR AUDIENCE

This is where you can go into extreme detail and even include visual images. Putting together a profile and placing a face and name to your ideal customer can help give you a clearer picture of who you're looking to serve and sell to.



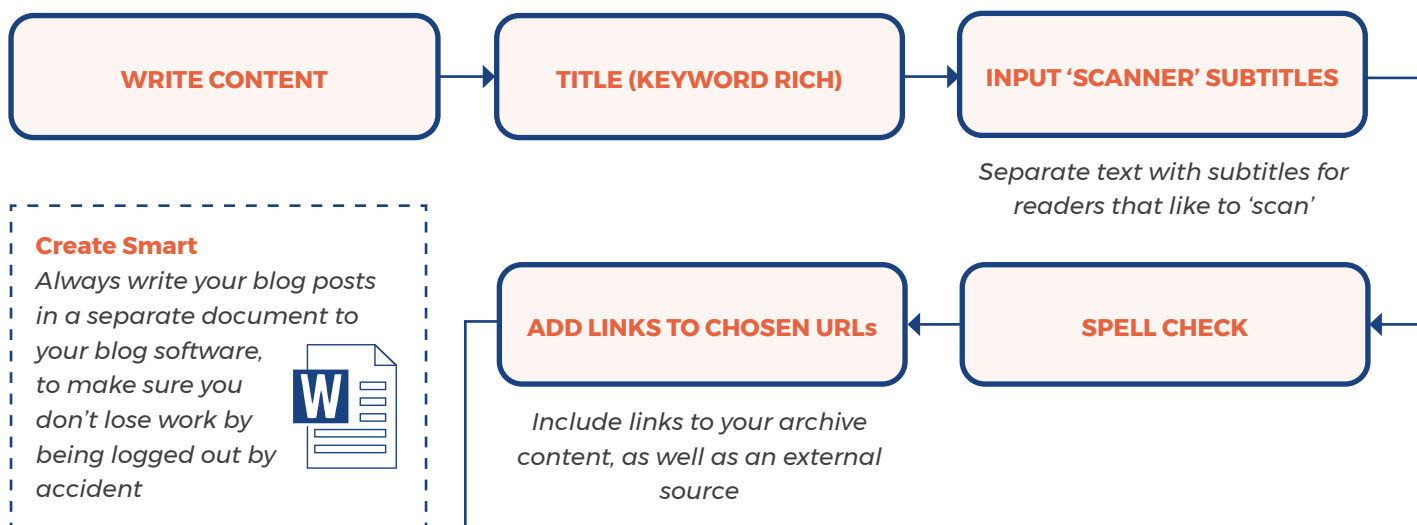
Give your avatar a name and age.
Where do they live, and what are their personal circumstances?
What are their motivations in life and business?
What are their biggest frustrations?
What are their biggest goals and aspirations?

THE BIG "WHY"...

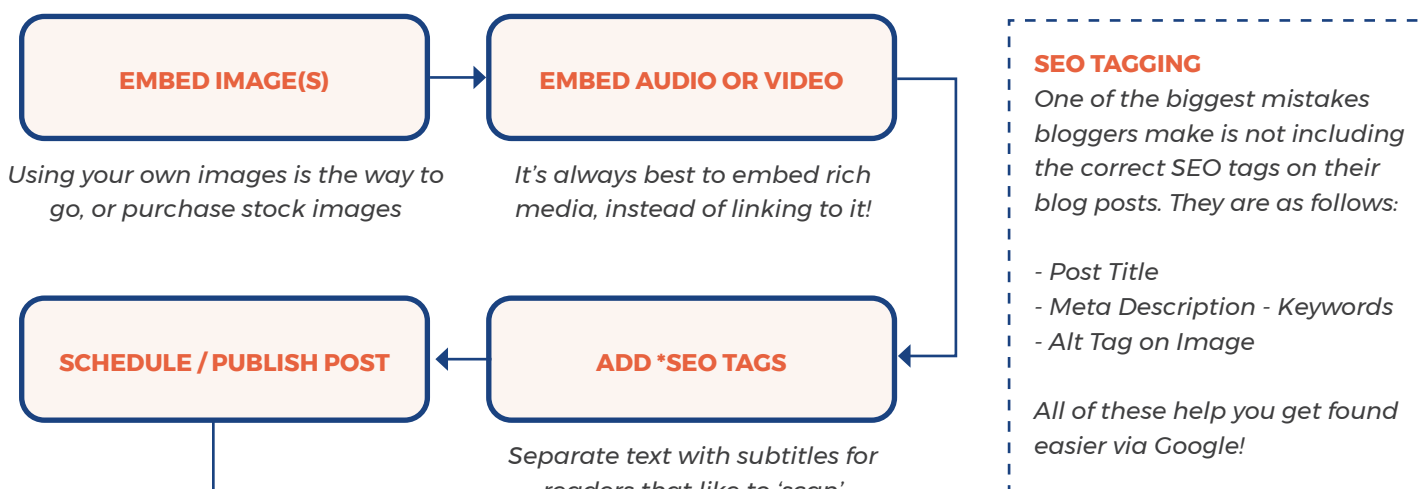
Once all this is created and tweaked to a final 'customer persona', you can then truly start to serve them in a way that'll ring true with them - not just when they're consuming your content, but more importantly, when they are presented with product and service offerings.

HOW TO CREATE & PROMOTE A BLOG POST

CREATION



LAYOUT

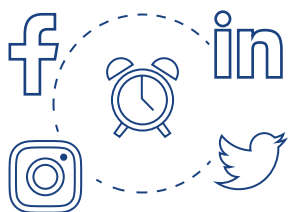


PROMOTION



HOW TO CREATE & PROMOTE A BLOG POST

ON-GOING MARKETING



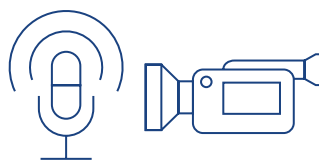
SCHEDULE SOCIAL MEDIA

Use social media software to schedule mentions regularly



LINK TO FRESH CONTENT

Keep new content fresh by linking to your archive



MENTION IN PODCASTS/VIDEOS

Casually drop in mentions (and links) when suitable



INSERT INTO AUTO-RESPONDER

Not all your posts, but the important, high-value ones

HOW TO DEVELOP AN EVERGREEN CONTENT MARKETING STRATEGY

There is no uniformed formula, or template when mapping out a content marketing strategy, but there are guidelines that every entrepreneur/business should keep top-of-mind, based on their particular needs.

DEFINING WHO YOU ARE

Before you go out and share what you have with your industry, you need to understand and outline what your business is all about.



THE VISION

Lay Out A Clear Idea Of Your Business, Your Mission And Your Voice To Give You A Clearer Sense Of What You Are All About And How You Can Serve Others.



THE EDGE

Write down what sets your business apart from your competitors and the unique value you provide. What gives you the edge?



THE OBJECTIVE

Plan out the goals for your content marketing, what obstacles you foresee and set benchmarks for you to track your progress against.

TOP TIP: List down three brand competitors in your niche and see what they are doing and what they do not offer, that you can.

HOW TO DEVELOP AN EVERGREEN CONTENT MARKETING STRATEGY

DEFINING WHO YOU ARE

Once you have established what your business is all about, it's time to start gathering information on who you can serve and how you can do that better than your competitors.



SURVEY YOUR AUDIENCE

Narrow down who your customer avatar is for a clearer picture of who you want to be serving and marketing to.



PAIN POINTS

Understand what your audience's problems are and what you can provide them. Those solutions will help set you apart from your competitors.

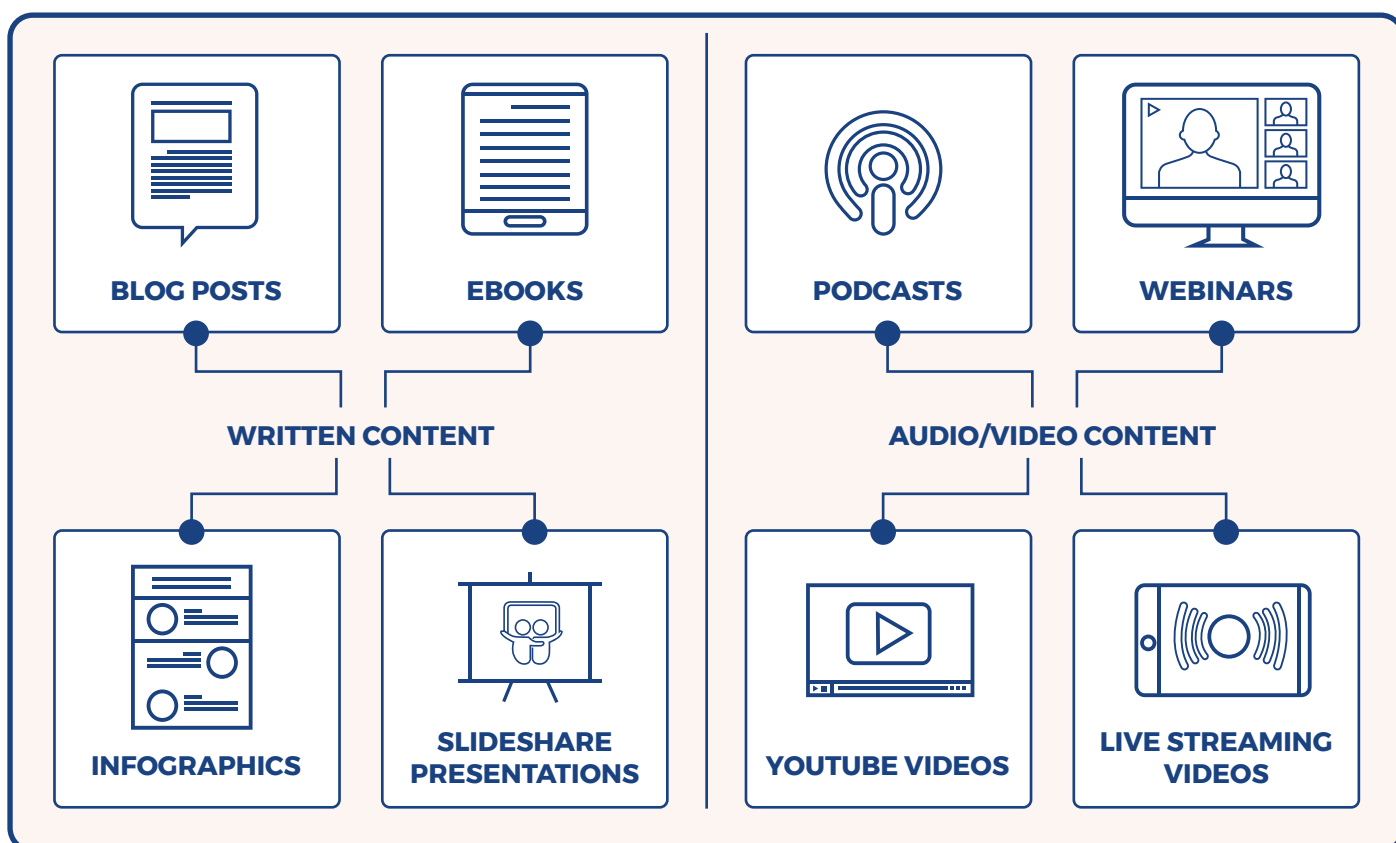


REACHING YOUR AUDIENCE

Find out where your audience likes to hang out, what kind of content they enjoy and the best way you can reach them on an on-going basis.

PLANNING YOUR CONTENT

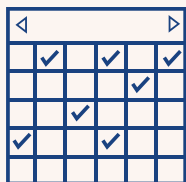
This is where your real work starts and you determine what kinds of content you want to develop for your audience and who should be assigned to carry it out. Here are some examples of content to create:



HOW TO DEVELOP AN EVERGREEN CONTENT MARKETING STRATEGY

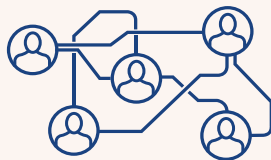
PLANNING YOUR CONTENT SCHEDULE

Now that you have your content in place, it's time to strategize how to use it properly.



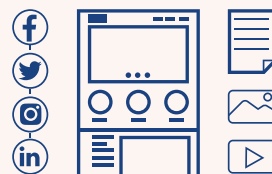
FREQUENCY

Establish how often in a week or month you would like to publish content.



PROCESS

Put a process in place assigning which member of your team does which task and the lead-time it takes to create the content.



PLATFORMS

Map out where you plan on taking your content to, whether it's social media, blogs, landing pages, guest posts, etc.

CLOSING TIP:

There are TWO important parts to the success of your content marketing strategy:

- 1) *Listen to your audience. They will tell you what they need help with, where their struggles are and how you can serve them - it's up to you to solve those problems for them.*
- 2) *Be consistent. The biggest 'killer' in content marketing is not consistently publishing high-value content on a regular basis. We want our audience to be WAITING for that next blog post, podcast or video - but, not waiting for too long!*

HOW TO BREATHE NEW LIFE INTO YOUR CONTENT ARCHIVE

Before you start working on revitalizing your older online content, you will need to plan which content you would like to focus on and move from there. You start preparing by:

INVENTORY

By using Google Analytics, take stock of what your top performing posts are, along with other factors such as social shares, bounce rate, etc.

PRIORITIES

Identify which of these blog posts have had the best impact on your blog. Start with the Top 10 and then go from there.

HOW TO BREATHE NEW LIFE INTO YOUR CONTENT ARCHIVE

NOW THAT YOU HAVE A LIST OF BLOG POSTS READY, IT'S TIME TO GET TO WORK!



1. BOOST YOUR SEO

Making sure that your SEO is in good shape and up to current standards can be a game-changer when it comes to bringing in traffic. Revise your blog post titles and add new meta-tags, such as keywords and decent descriptions, to make your posts more click-worthy and keyword-friendly.



2. SOCIAL MEDIA PROMOTION

Plan out a content calendar and use a social media scheduler to help bring back older posts to different platforms by using quotes, images and featured articles. Examples of social media schedulers are:



3. BACK LINKING

When you can, link back to older posts in your archive that are relevant to the current post's subject matter. Likewise, going into your archive and linking to newer pieces of content can have a big effect on click-through rates - keeping people on your site longer than usual.

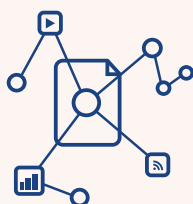


4. REFRESH OLD BLOG POSTS

Even the best of blog posts sometimes end up disappearing into your archive. Breathe some new life back into it by revising these posts with some updates, new facts and information.



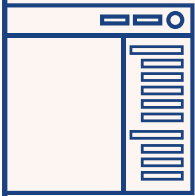
HOT TIP: Don't forget to weed out broken links and add in new resources and links to freshen it up to a whole new level!



5. ROUND-UP POSTS

Go through your archives and search for posts with similar topics to create a roundup post for your audience, so that you can share a list of your old posts in one convenient link. Giving visitors the chance to discover a collection of different types of content, such as blog posts, podcast episodes, infographics and videos, all focused around one topic is GOLD!

HOW TO BREATHE NEW LIFE INTO YOUR CONTENT ARCHIVE

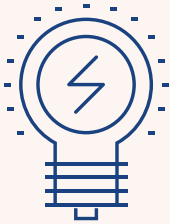


6. SIDEBAR VIEW

Link your 'most popular posts' in the sidebar of your blog to catch your audience's attention and help drive traffic to your older posts.



MONEY TIP: You can also use this section to promote posts that focus on conversions to affiliate sales and sales of your own products and services, too.



7. USE NEW FORMATS

Audiences consume content in different ways which is why it's always good to repurpose evergreen content in different formats to bring more attention to it:



VIDEO



EBOOK



MINI PODCAST



WEBINAR



INFOGRAPHIC



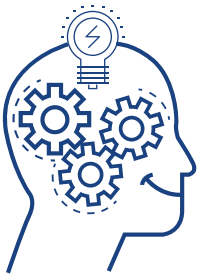
SLIDESHOW PRESENTATION

FINAL THOUGHT

Listen to your audience. Find out how they prefer to consume your content. Then, give them what they want. Make it easy for your visitors to consume your content, and they will be more likely to share it - creating a VIRAL marketing effect for you, at no cost at all.

HOW TO CREATE & MARKET A LIST BUILDING EBOOK

ORGANIZATION



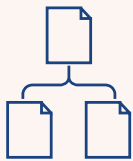
WHAT IT'S ALL ABOUT

Since you are aiming to generate leads with this opt-in offer, you want to make sure that you deliver value. Select a topic that you are passionate about or have knowledge and experience in.



EBOOK LENGTH

There is no minimum or maximum page limit when it comes to creating an ebook. Just make sure that your content is pure value and not packed with "fluff" or fillers to get it to a certain page count.



CREATE A CONTENT OUTLINE

Map out the content you would like to include thoroughly, making sure that it's structured to flow seamlessly from one chapter to the next so it feels natural and not disjointed.



EBOOK TITLE

Make your Ebook stand out by giving it an eye-catching and specific title that draws your audience in, making them want to learn more about your Ebook.

TIP: Make sure your topic suits your audience and their needs to make conversations happen easier.

CREATION

WRITING

With so many Ebooks on the market, it's important to bring in your own personal voice and experiences to set it apart from the rest of the competition. You don't need to get too technical or fancy with your words, write in simple and clear language to get your point across more effectively.

TIP: Don't forget to place appropriate CTA's (calls-to-action) in your Ebook to allow your prospects to find out more about you!



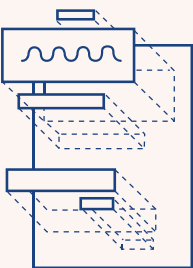
FORMATTING

Keep your ebook appealing for your readers by formatting your content clearly and consistently. This also helps emphasize important content that you would like to stand out. Remember, less is more so no need to get too crazy with the formatting!



EDITING

Have an editor proofread your Ebook to objectively check for any grammatical or spelling errors, as well as give their feedback on what could be changed to make sure your content is in tip-top shape.



EBOOK TITLE

When it comes to Ebooks, readers definitely judge them by their covers, which is why having an attractive and striking cover design can make or break your Ebook's success. Here are some tips to a great Ebook cover:

- Keep your title clear and easy to read by making the title with a nice bold font and a different color from your background.
- Bring your cover to life with original and good-quality images. You may want to invest in this part and steer clear of basic stock images or templates.
- Your Ebook will be displayed in different ways so it's important to test what it will look like in different size variations to make sure it's still readable.

HOW TO CREATE & MARKET A LIST BUILDING EBOOK

MARKETING

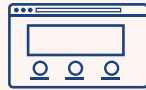


GETTING IT “OUT THERE”

Several factors are involved in this decision though there are some important questions you should ask yourself before setting a price, such as: what are your goals for this Ebook, who is your desired audience, how much value does it offer compared to your competitors and what can you do to make it even more attractive?

TIP: Remember, your Ebook content doesn't have to be permanent, so feel free to make changes and updates in the future to keep it super relevant, no matter when someone opt's in to grab it!

Since you are aiming to generate leads with this opt-in offer, you want to make sure that you deliver value. Select a topic that you are passionate about or have knowledge and experience in.



Set-up a dedicated landing page which can act as a hub to promote your Ebook across other marketing channels.



Get busy with social media and prepare quotes, images and tweetables that can link back to your Ebook.



Gather testimonials and reviews from peers and authority figures in your niche to feature on your landing page.



Promote your Ebook by doing guest blog posts and podcast interviews to get the word out there.



Be sure to add a link to your Ebook on the blog posts, and other related content, to boost optin numbers.