



BYS content creation

5 steps to create

1 choose the role that you play

every product tells a story

so whats your role?

whats your story?

- expert?
  - this is what ive done
  - this is what you do
  - this is how it'll work for you
- reclusive genius
- unsung hero
- mad professor
- loving teacher / mentor (michaels)
- the interviewer
- the researcher
- the re-purposer (modify existing) gorilla marketing as an example
- your unique role?

2 choose a framework for your product

- there's little difference between an expert and a novice, the expert just organises their information better skill can be developed
- problem / solution framework
- numerical framework (ie 7 habits of highly effective people) doesn't have to be chronological
- chronological framework ie pregnancy book
- modular framework
- compare / contrast framework ie good to great jim collins
- reference framework
- frameworks can be combined

3 choose a title that sells

- start with a working title (ie dont let this slow you down)
- have the promise of the product in the title or subtitle
- types of titles
  - suspensful
  - story line
  - pain or fear
  - attention grabbing
  - solution to problem
  - emotional connection

4 build your table of contents

- break your content into managable pieces
- 2-5 key points for each section

5 create content

- schedule a timetable for the first draft of each section
- 'philosiphy of the first draft' - is a data dump - dont be perfect
- tweak and improve