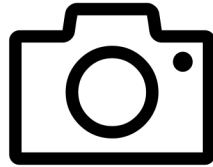




BLACK DIAMOND CLUB

Workshops and Events

CONTENT CREATION GUIDE



This guide aims to provide a **detailed walkthrough** for creating engaging content. By following this guide, you will be able to **deliver content** that connects and resonates with your audience. The sections below highlight different content categories, including **solo video ideas, collaborative video ideas, B-roll shots, and more.**

Solo Video Ideas

THESE ARE VIDEOS THAT YOU WILL CREATE ON YOUR OWN, FOCUSING ON DELIVERING VALUABLE CONTENT TO YOUR AUDIENCE

1 Problem to Solution

Speak to one problem or pain point of your Ideal Client and explain how you provide a solution to help.

2 Gratitude & Appreciation

A little thank you goes a long way. Take the time to thank someone or a group of people in your community.

3 Sharing Your Own Insight

Briefly share a piece of insight or wisdom that would help serve your audience/ideal client.

4 Share Your Experience

Share with your community the experience you are having of learning and becoming better for THEM.

5 Go LIVE

Hit that Go Live button on Facebook or IG - share what's happening in the moment! Engage with your viewers and have some fun with it!

6 Answer FAQs

Chances are you get asked the same questions over and over again. Why not record your answers? Make a list and answer each question one by one.

Examples

#	Type	Notes
1	<i>Problem/Solution</i>	How to Improve Audio Quality When Recording With Smartphone.
2	<i>Share Insight</i>	<i>How Creating Content for Social Media Builds Credibility and Authority</i>
3	<i>FAQ</i>	<i>What is the Best Camera to Buy?</i>



Collaborative Video Ideas

THESE VIDEOS ARE CREATED IN COLLABORATION WITH OTHERS, BRINGING A DIFFERENT PERSPECTIVE AND ADDED VALUE TO YOUR CONTENT.

1 Endorsement Videos

Gather testimonials from others who vouch for your expertise, while also reciprocating the support by endorsing their skills and services in your video.

2 Frequently Asked Questions

Have someone ask you FAQs that you usually get from your community and record your answers.

3 Interview Videos

This type of content allows for informative discussions, not only showcasing the interviewee's expertise but also offering your audience valuable insights into the industry or subject matter.

4 Mini-Podcasts

Record a discussion around a meaningful topics for your community, delivering value through expert insights, personal experiences, and enlightening information, strengthening your bond with your audience.

5 Poll Experiment

Ask several people a question relatable to your community, capture their answers, summarize the results at the end.

6 Special Guests

Engage with the special guests, ask them questions, let them share relevant experiences, solicit advice on behalf of your community, and thank them.

Examples

#	Type	Who	Notes
1	Interview	Ronda Vaughn	How to Build a Community Locally
2	Mini-Podcast	James Taylor	Podcast Tips: Publishing Your First 10 Episodes
3	Poll Experiment	20 People	What is the most difficult part of content creation?



B-Roll Shots

THESE SHOTS ARE USUALLY USED AS CUTAWAYS TO SUPPLEMENT YOUR PRIMARY SHOTS OR "A-ROLL" SHOTS.

1 Interactions

Capture active interactions with people such as hugs, handshakes, smiles, and laughs.

2 Traveling Sequences

Document the journey - airport, plane, car, hotel, etc. Tell a story by showing your who, what, and WHERE.

3 Experiences & Entertainment

Show different experiences like restaurants, entertainment, food & drinks. Capture the fun moments and events. No detail is too small to capture.

4 Special Guests

Record speakers on stage presenting & interacting with people and you. Don't be afraid to ask!

5 Scenes/Backgrounds

Capture the venue, the outdoor landscape, unique landmarks. Be sure to get shots of anything "instagram-worthy" as well!

6 Yourself!

Get shots of yourself in action, whether that's taking notes, engaging and watching the speakers present, or anything that helps tell the story of your journey.

Examples

#	Type	Notes
1	<i>Experiences/ Entertainment</i>	The restaurant signs and atmosphere of the VIP Dinner, cocktails being poured.
2	<i>Scenes/ Backgrounds</i>	Me waking in Downtown Indy at Monument Circle
3	<i>Myself</i>	<i>Setting up camera, A/V equipment, with headphones on, recording with the camera</i>



Photo Ideas

CAPTURE THE MOMENTS THAT SHOWCASE YOUR EXPERIENCE, BUILD CREDIBILITY, AND DISPLAY YOUR PERSONALITY.

1 Interactions

Capture active interactions with people such as hugs, handshakes, smiles, and laughs.

2 Headshots

A standard headshot that can be used in a variety of contexts. Can be professional or more casual.

3 Experiences & Entertainment

Show different experiences like restaurants, entertainment, food & drinks. Capture the fun moments and events. No detail is too small to capture.

4 Key Relationships

Be sure to get photos with people who you collaborate with, admire, and or have built a relationship with.

5 Landscape/ Environment

Capture the venue, the outdoor landscape, unique landmarks. Be sure to get shots of anything "instagram-worthy" as well!

6 Lifestyle Shots

Get shots of yourself in action, posing in a photo-worthy location, or engaging during the event.

Examples

#	Type	Notes
1	<i>Lifestyle Shots</i>	Sitting in the lobby of the hotel, holding my camera, for the camera :)
2	<i>Landscapes</i>	A wide shot of the hotel exterior from the street.
3	<i>Key Relationships</i>	Me speaking to Dave Meltzer in the book signing line.



Shot List

Download the Guide:



SOLO VIDEOS

#	Type	Notes
1		
2		
3		
4		
5		
6		
7		
8		

COLLAB VIDEOS

#	Type	Who	Notes
1			
2			
3			
4			
5			
6			
7			
8			



Shot List (cont.)

Download the Guide:



B-ROLL SHOTS

#	Type	Notes
1		
2		
3		
4		
5		
6		
7		
8		

PHOTO SHOTS

#	Type	Who	Notes
1			
2			
3			
4			
5			
6			
7			
8			



BLACK DIAMOND CLUB

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CONTENT CREATION GUIDE

1 **Introducing Yourself**

"Hi my name is Olivia and I will be helping you today. How can I help you find what you're looking for today?"

2 **Payments**

"We have various payment options. How would you like to make payment today?"

3 **Product Details**

"What were you wanting to know about this product? Is this product for yourself or for a friend or family member?"

4 **Customer Is Confused**

"So you're not sure on what you'd like to purchase today. That's okay, I'll help you! What occasion is the gift for? Who is the gift for? What are their hobbies?"

5 **Customer Wants To Think About Purchase**

"That's great that you'd like to think about the purchase, however I'd like to remind you that this price is only for the weekend as the sale ends on Sunday."

6 **Customer Wants To Make A Return On A Purchase**

"That isn't a problem. I will require the purchase receipt, the product and packaging before I can process the return."

7 **Customer Has A Complaint**

"What is your complaint about and how would you like to see us resolve this for you?"

8 **Customer Is Just Looking**

"Not a problem, just give me a call out if you need help with anything at all."

Shot List

Download the Guide:



SOLO VIDEOS

#	Type	Notes
1		
2		
3		
4		
5		

COLLAB VIDEOS

#	Type	Who	Notes
1			
2			
3			
4			
5			

B-ROLL SHOTS

#	Type	Notes
1		
2		
3		
4		
5		

