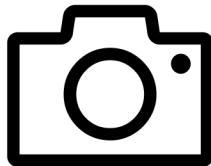




BLACK DIAMOND CLUB

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



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	<i>Podcast Tips: Publishing Your First 10 Episodes</i>
3	Poll Experiment	20 People	<i>What is the most difficult part of content creation?</i>



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 walking 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	Lifestyle Shots	Sitting in the lobby of the hotel, holding my camera, for the camera :)
2	Landscapes	A wide shot of the hotel exterior from the street.
3	Key Relationships	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

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SOLO VIDEOS

#	Type	Notes
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COLLAB VIDEOS

#	Type	Who	Notes
1			
2			
3			
4			
5			

B-ROLL SHOTS

#	Type	Notes
1		
2		
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4		
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