Digital Content Creation

A SCTP Digital Marketing Course by @ASK Training

Welcome

Digital Content Creation

Trainer:

Digital Content Creation

Duration: 19 Hours (including 2 hours – Assessment)

Assessment:

- ✓ It will be conducted in a e-assessment format where learners will log into their individual accounts and key their answers into the course portal.
- ✓ Login details will be sent to the learner's registered email with the training institute, a day before the assessment.

Technical Skills & Competencies (TSC) Proficiency Level 5:

Formulate suite of policies to govern the creation and curation of web content, scan the horizon for emerging system capabilities in the area of web content management and advise on the applicability of such offerings in answering the organisation's needs in a cost-appropriate way.

Assessments

Short Questions and Answers (40 minutes)

Individual Project (80 minutes) focusing on:

✓ Your ability to demonstrate proficiency in developing a digital content strategy, including content creation and implementation.

Digital Content Creation

Learning Unit 1: Content Management Strategies & Content Management System

Learning Unit 2: Digital Content Strategy and Planning

Learning Unit 3: Content Creation and Optimisation

Learning Unit 4: Advanced Techniques and Trends

Learning Outcomes

At the course's end, you should be able to:

LO1:

Transform an overall content management strategy into policies on web content creation and curation, breaking down the strategy into specific guidelines and rules that govern how content is created, curated, and managed on the web.

LO2:

Develop a web content strategy for an organisation, including defining target audiences, setting clear goals, planning content creation, and evaluating content management system options, considering cost, scalability, user-friendliness, and integration capabilities.

Learning Outcomes

At the course's end, you should be able to:

LO3:

Create and optimise various forms of digital content, including written, multimedia, and interactive content, adhering to best practices for search engine optimisation (SEO), user experience (UX) design, and accessibility to enhance the visibility, engagement, and effectiveness of web content for their target audience.

LO4:

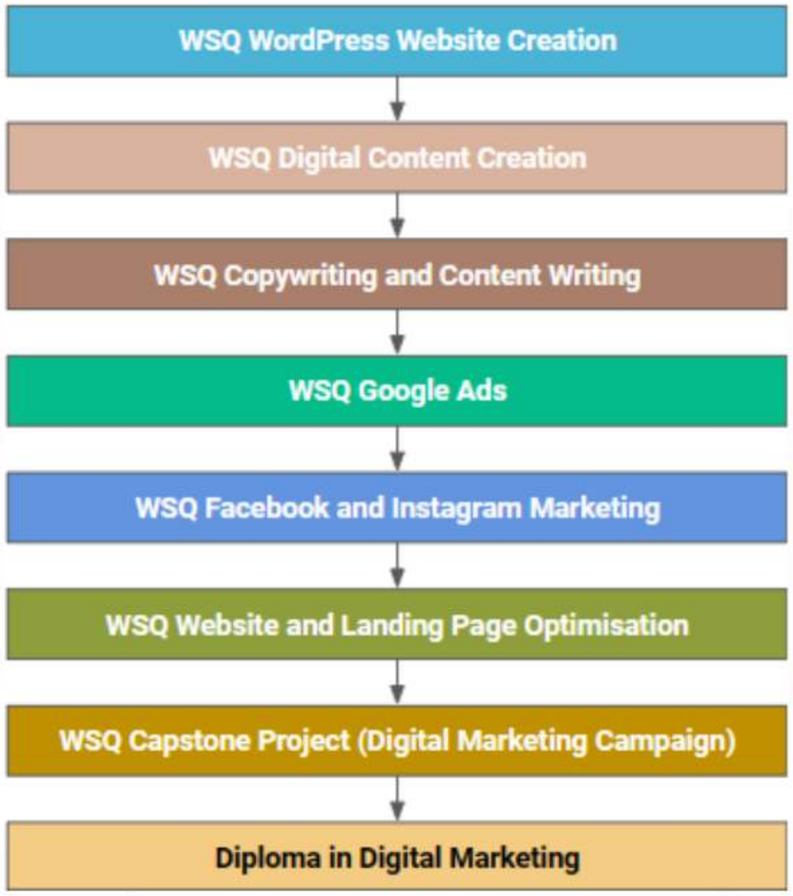
Assess emerging tools and techniques, including applying them to enhance user engagement and adapt to evolving user behaviours in their content creation and management efforts.

Qualification Programmes

Diploma in Digital Marketing (DDM)

SEVEN Modules (6 months):

1. WSQ WordPress Website Creation
2. WSQ Digital Content Creation
3. WSQ Copywriting & Content Writing
4. WSQ Google Ads
5. WSQ Facebook & Instagram Marketing
6. WSQ Website & Landing Page Optimisation
7. WSQ Capstone Project (Digital Marketing Campaign)



@ASK Training is registered as a Private Education Institution (PEI) by the Council of Private Education (CPE)

Qualification Programmes

Specialist Diploma in Digital Marketing (SDDM)

EIGHT Modules (6 months):

1. WSQ Advanced Digital Marketing Strategy
2. WSQ Advanced Digital Content Marketing
3. WSQ Advanced Digital Advertising
4. WSQ Advanced Social Media Management
5. WSQ Advanced Search Engine Optimisation
6. WSQ Advanced Digital Marketing Analytics (Google Analytics)
7. WSQ Email Marketing
8. WSQ Capstone Project (Digital Marketing Strategic Plan)

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About You

- Name
- Industry
- Desired takeaway from this course

Digital Marketing Community of Learning @ASK Training

SCAN ME

Telegram: https://t.me/+HUTdEvGsnUYzODY1

Learning Unit 1

Content Management Strategies & Content Management System

LU1: 1. Content Management Strategies & Content Management System

What will you be learning?

- ❑ What Is Digital Content
- ❑ Your Brand, Tone, Style, Quality
- ❑ Maintaining Content Standard

What Is “Digital Content”?

Digital Content:

Any Readable, Watchable, Listenable Information Including…

- Articles
- Images
- Videos
- Audios
- Other Forms Of Media

…That Are Put Up Online

Content Management Strategies

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Readable

- Blog Posts
- Articles
- Written Social Media Posts
- Images
- Email Newsletters
- Infographics
- Transcripts
- Ebooks

Watchable

- Videos
- Webinars
- Social Media Stories
- Animation
- Talking Head
- Virtual Reality
- Web Series

Listenable

- Podcasts
- Audiobooks
- Interviews & Conversations

Content Management Strategies

Medium Search Write Sign up

14 habits that make you more focused than 98% of people

Alex Mathers · Follow
3 min read · May 19

11K 200

What's the deal with staying focused?

Here are some ideas I've picked up over decades of procrastination and spreading myself too thin:

1. Know the difference between being overloaded and overwhelmed.

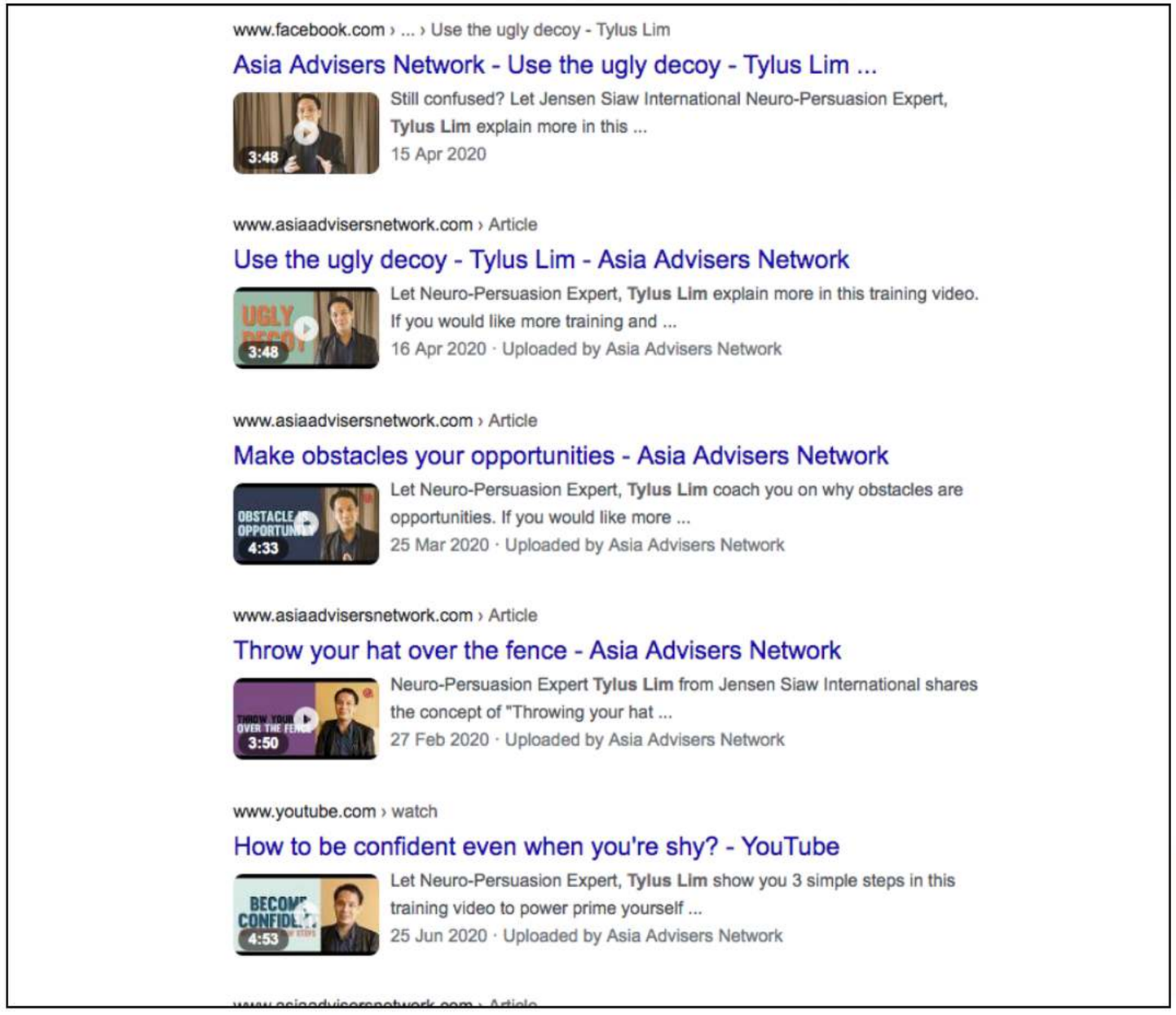
When we're overloaded, we need to do less. When we're overwhelmed, we need to think less and do more.

Top highlight

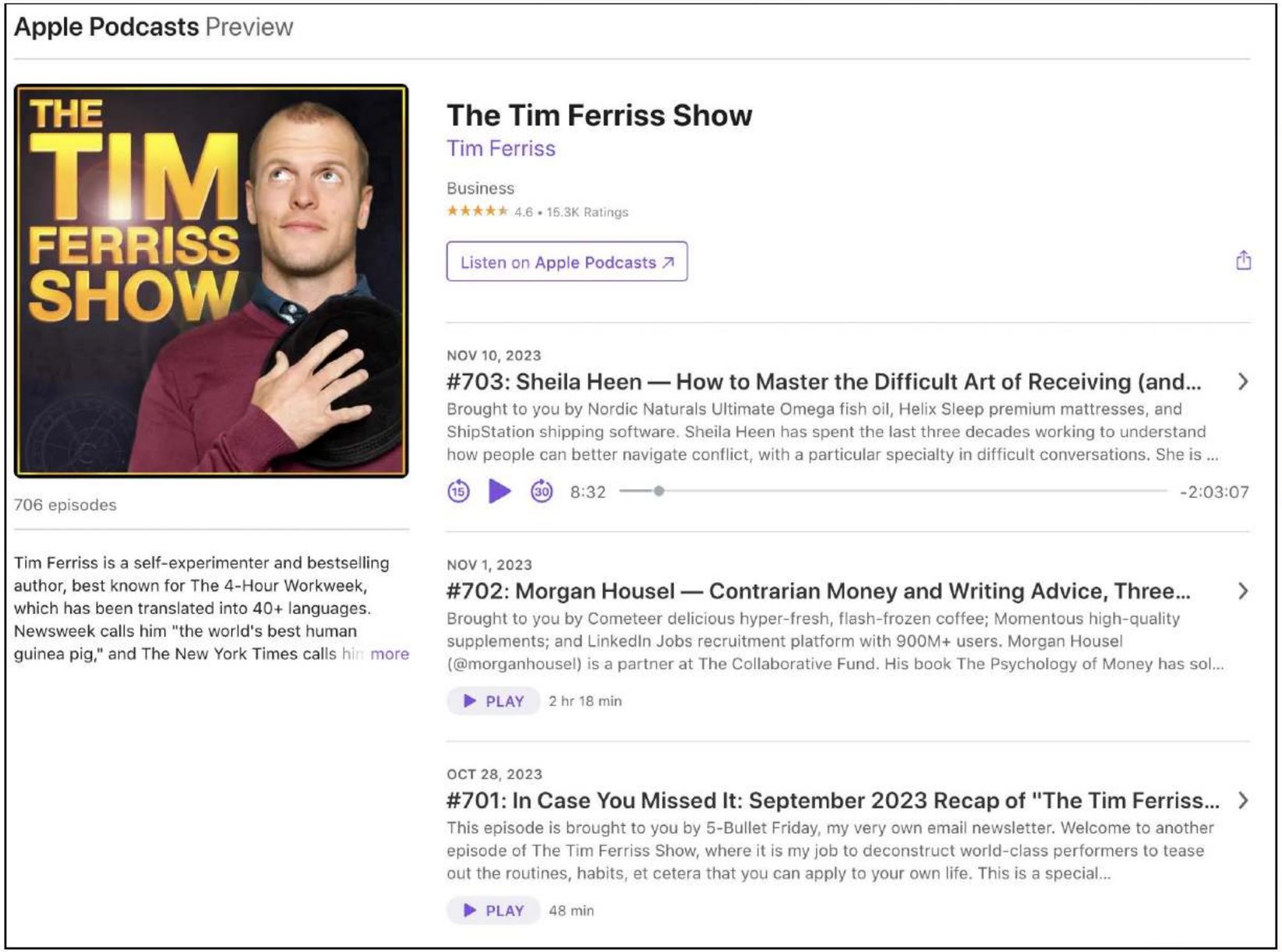
2. Continually ask: 'how can I do more with less?'

Then apply your answers to your life.

Content Management Strategies



Content Management Strategies



Where Can You Put Your (Written… Video… Or Audio) Content?

Content Management Strategies

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Platforms You Can Control

Eg: Your own website with its own Content Management System(CMS)

External Platforms

Eg: Social media platforms

Wherever You Put Your Content:

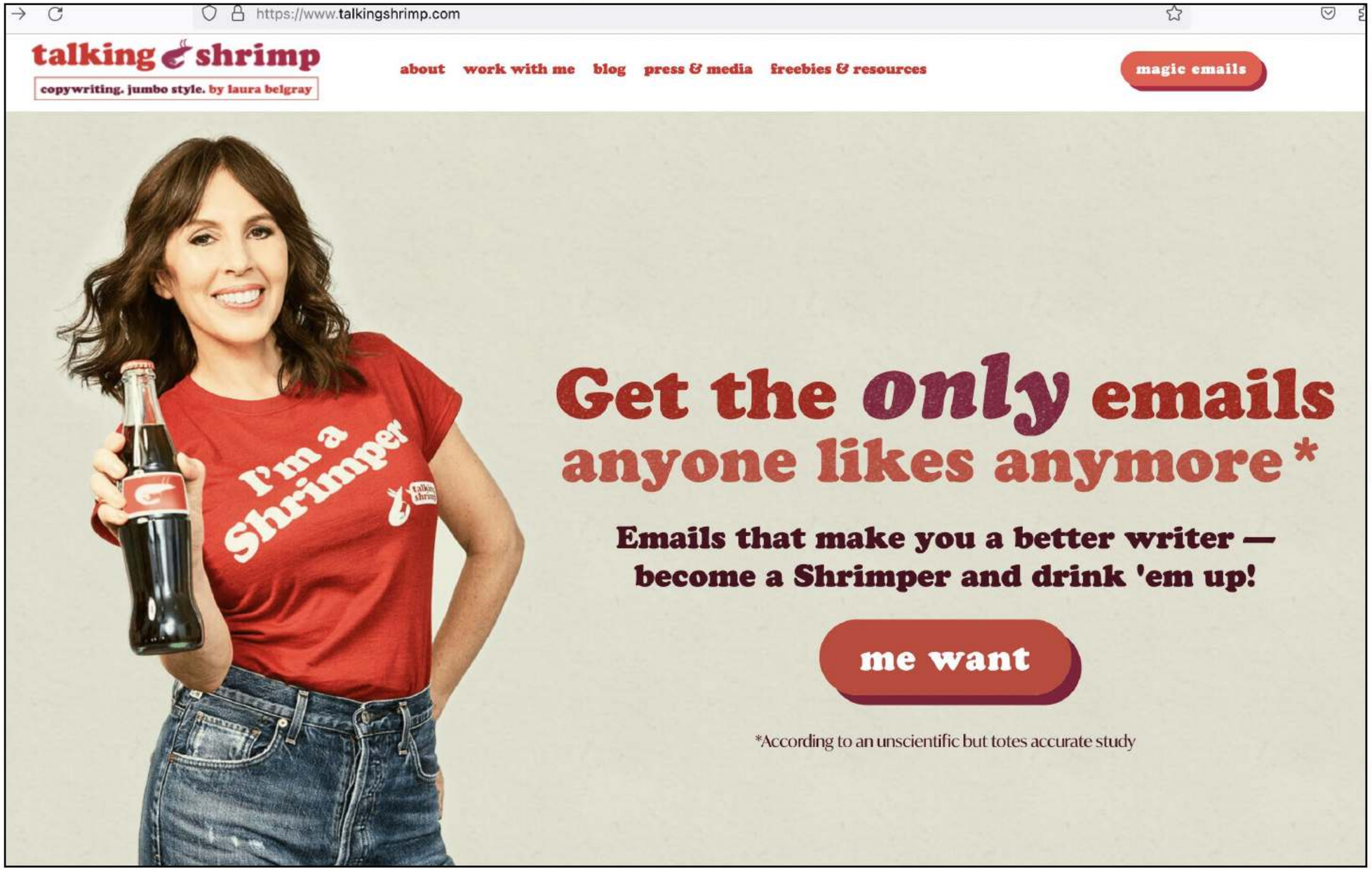
Consider Your…

Brand

What Is Its…

- Tone
- Style
- Quality

Content Management Strategies



Content Management Strategies

https://www.talkingshrimp.com/blog

Shrimpmukkah! A 2021 roundup of must-have opt-in freebies from Shrimp Club superstars

Interested in the most recent Shrimpmukkah Freebies? Check out the list from 2022 here. Happy seasons! There are plenty of gift-buying guides out there. I thought I'd add one that's a gift-getting guide. Free gifts, for you. All they cost is your email address. Whether you're shopping for help with: Getting your business in the […]

KEEP READING

The secret 2-minute tweak to get your emails opened and read (Nope, it's not the subject line)

I've said it before: Email is the most powerful marketing tool on the planet. (Well, aside from good ol' s-e-x. That still sells, right? Or is that over?) But email only works if your emails get opened. And it works way better if your emails get more opened. There are 3 keys to getting great […]

KEEP READING

Do we believe in "manifesting"? (The Woo-Adjacent Manifesto)

One of my most popular emails was one where I wrote about hiding my "woo" side from my husband. (Subject line: Don't tell my husband.) I'm not a true woo-woo type. You'll never hear me say I'm on a "spiritual quest" or call myself a "seeker." I won't give you my "favorite manifesting crystal" for […]

KEEP READING

Content Management Strategies

https://www.talkingshrimp.com/blog/page/5

The power of saying "whoopsie".

Steven and I had a recent restaurant experience that really bugged me. Actually, it wasn't all that recent – it was last spring – but it still bugs me.

KEEP READING

The Curious Case Of The Cagey Waitress And Her Secret Steak

"Before we decide, I want to hear about the specials," our friend JP said. He and his wife, Caroline, had been to this Brooklyn restaurant before and had wanted to come back, with us. Mostly because they liked it, but partly because JP felt ripped off that no one had mentioned any specials, and then he saw […]

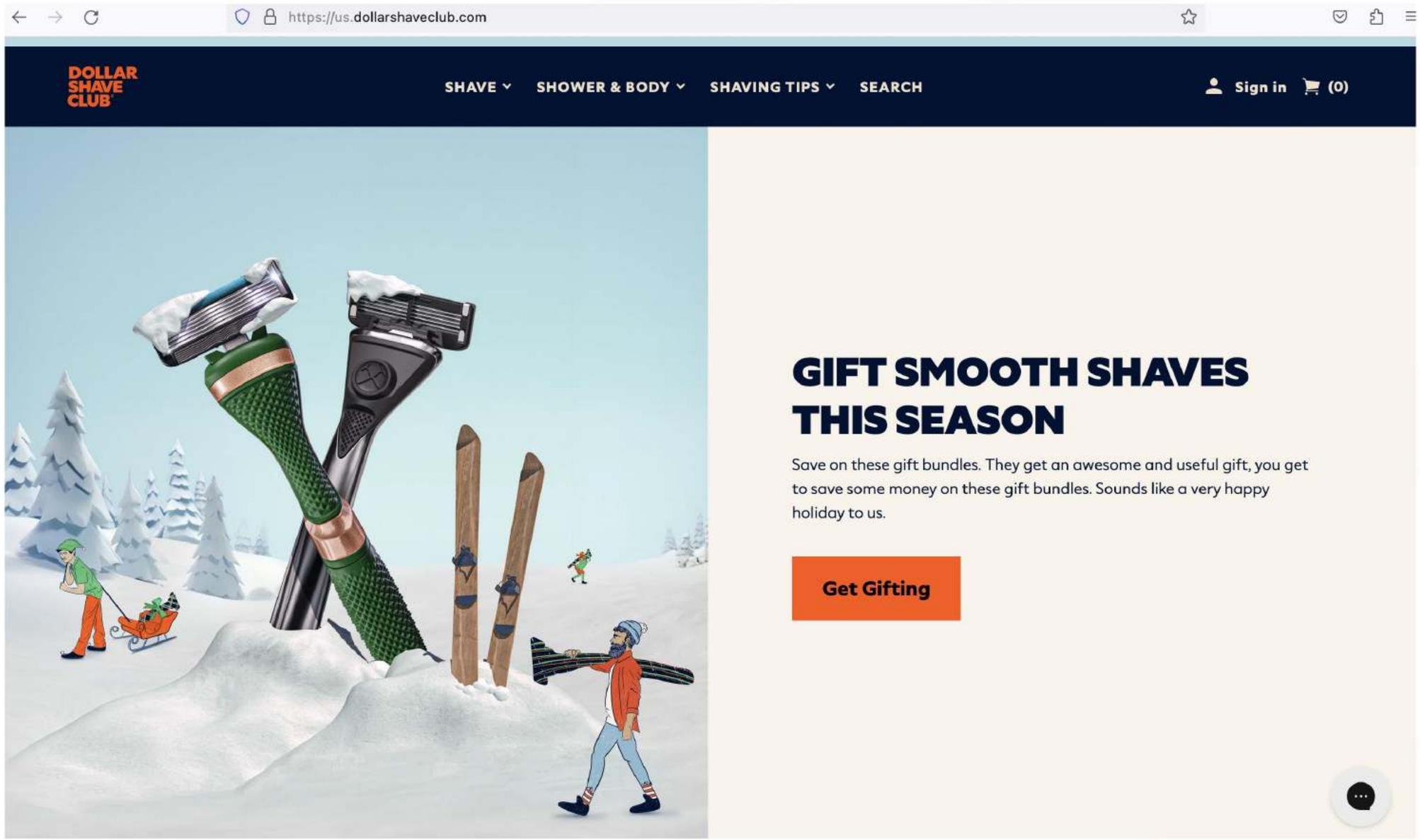
KEEP READING

I deserve to be lazy. But so what.

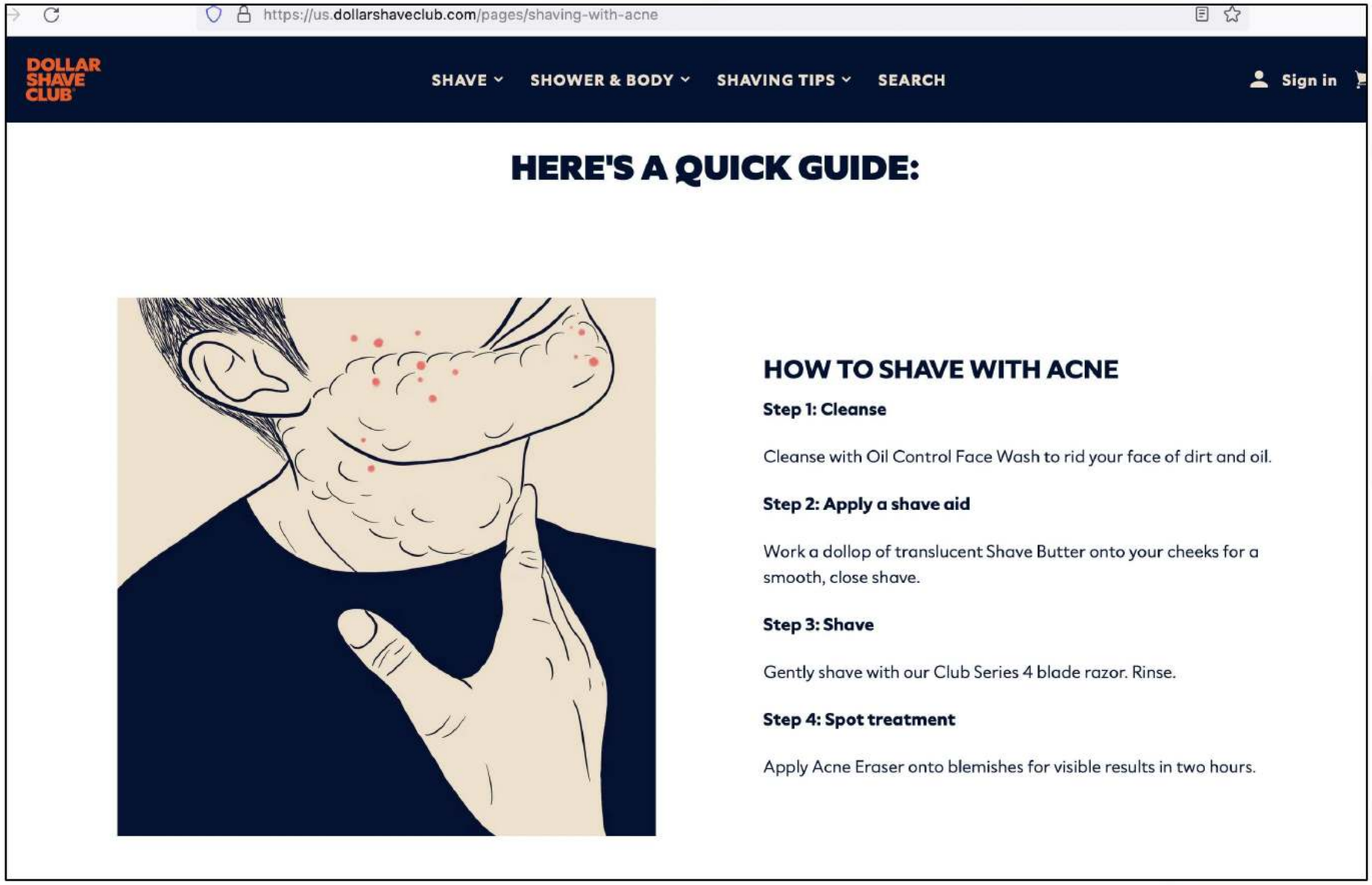
I've been very deserve-y since I got back from Europe. (Sorry for that sentence. "Since I got back from Europe" is a heinous thing to say. Makes me think of my first day at my private all-girls school in 9th grade. During lunch, one of the fanciest girls in the class — her last name was one […]

KEEP READING

Content Management Strategies



Content Management Strategies

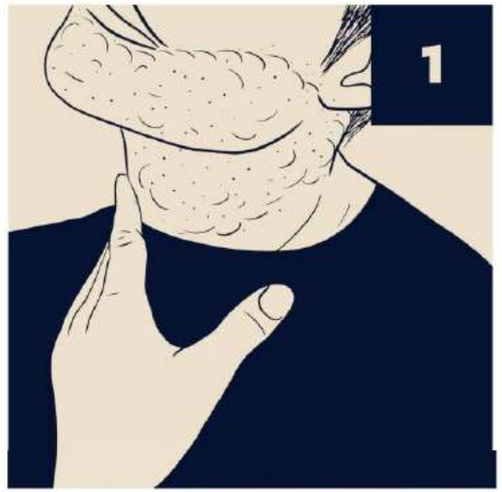


Content Management Strategies

DOLLAR SHAVE CLUB

SHAVE SHOWER & BODY SHAVING TIPS SEARCH Sign in (0)

HOW TO SHAVE THAT NECK LINE



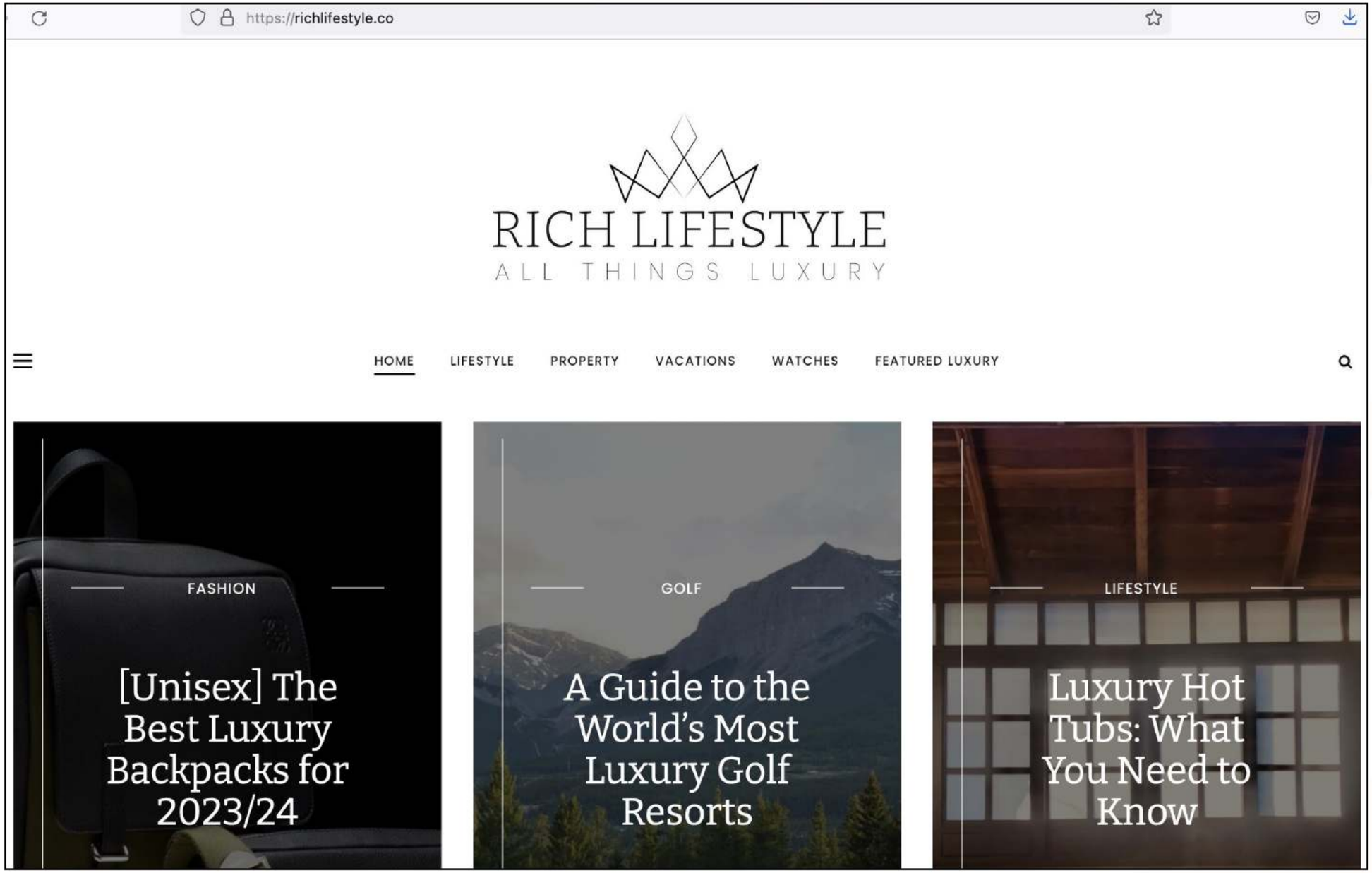
EXFOLIATE

Gently scrub the area with an exfoliating **Prep Scrub** to remove any dirt or gunk that might clog up your blade. This will get those hair standing straight up.

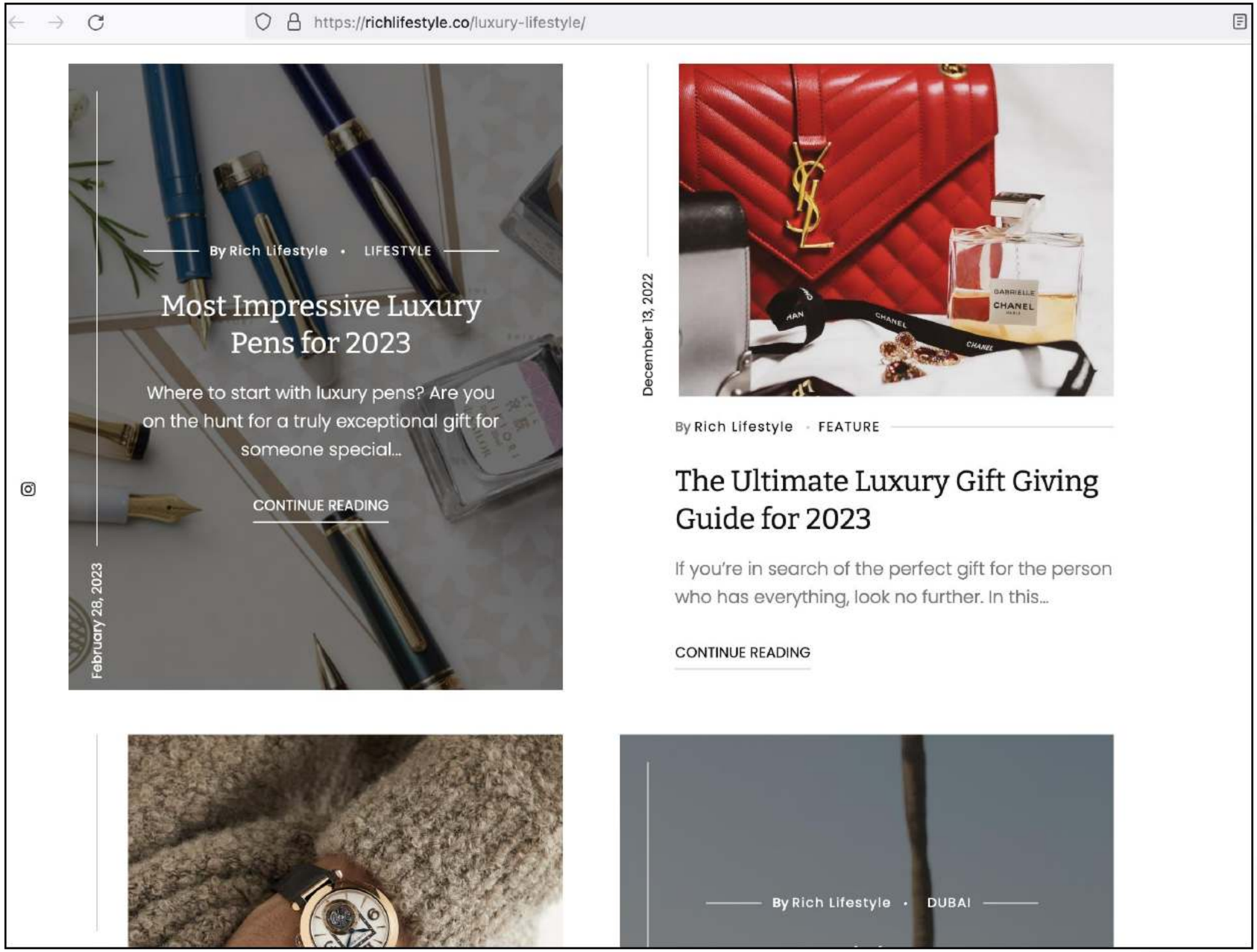
SOFTEN HAIRS

Apply a warm, wet towel to the area for a few minutes to soften up the hairs. This will allow your razor to glide through your hairs like a zamboni cleans snow from an ice rink.

Content Management Strategies

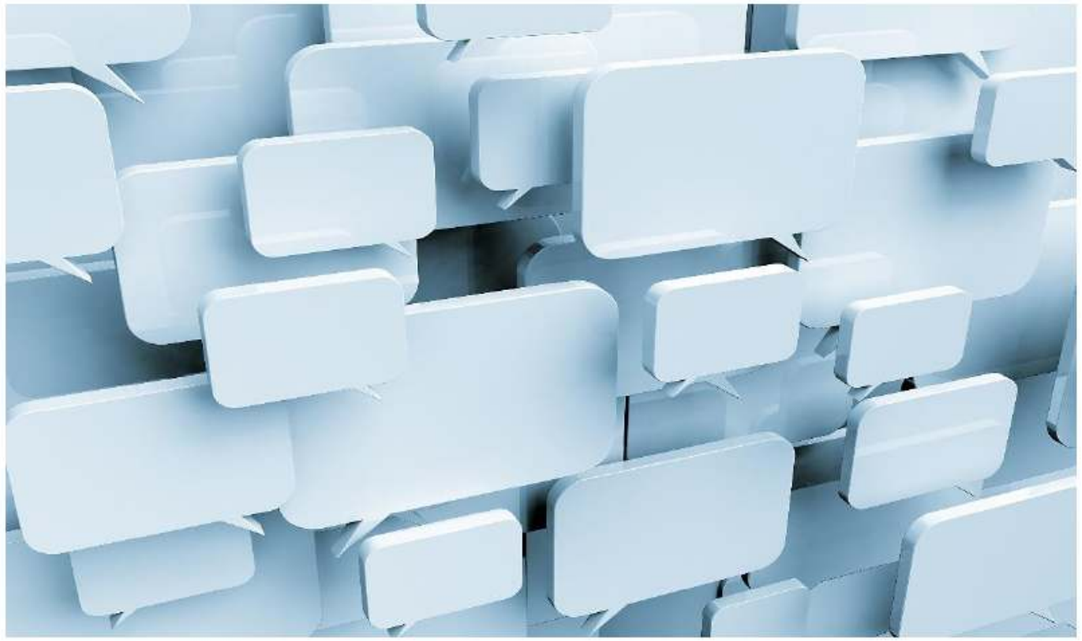


Content Management Strategies



Learning Activity

Discussion



You head your company's content management efforts. The company wishes to put up regular content (like articles and videos) on the company's website.

The 3 company staff who are helping you - Tom, Kathy, Peter… they each have their own thoughts when it comes to content.

- Tom thinks the website articles are too tame and wants to make them more edgy
- Kathy thinks there is no need for articles, just videos will be good enough
- Peter thinks the words in the articles should not be in black colour text, they should be changed to gold colour instead
- and so on…

Things are inconsistent and not unified. People want to do their own thing. What can be done about it?

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Things are inconsistent and not unified. People want to do their own thing. What can be done about it?

To Prevent "All Over The Place" Situations…

Maintain A Unified & Consistent Standard For The Content

Establish a centralized content management team responsible for overseeing and standardizing content across regions.

Implement a Content Management System (CMS) will ensure uniformity and ease of content updates.

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How To…

Ensure that the information on the website is always up-to-date and relevant?

- Set up regular audits

Translate content management strategy into specific policies for web content creation and curation?

- Develop policies that clearly define the tone, style, and quality of content that aligns with brand identity

Prevent content redundancy?

- Establish a single repository for storing and managing content
- Duplication checks before content publishing (Tools: www.copyscape.com duplichecker.com)

Example Content Creation Policy

1. Purpose:

This policy aims to provide clear guidelines for creating and maintaining high-quality content that aligns with our brand identity.

2. Brand Voice and Tone:

Brand Voice: Our brand voice is [e.g., friendly, authoritative, innovative]. It reflects our company's personality and values. Tone: Tailor the tone to suit the context (e.g., casual for social media, casual yet respectful for official communications). Consistency: Ensure a consistent brand voice across all platforms and content types.

3. Style Guidelines:

Language: Use clear, concise, and jargon-free language.
Grammar and Spelling: Maintain impeccable grammar and spelling.
Formatting: Follow a consistent formatting style for headings, subheadings, and body text.
Visuals: Integrate visuals that align with our brand aesthetics. Use high-quality images and graphics.

4. Audience Understanding:

Target Alignment: Create content with our target audience personas in mind.
Problem-Solution Approach: Address the audience's needs and provide solutions.

5. Content Types and Platforms:

Blog Posts: Engage readers with informative, actionable, and shareable content.
Social Media: Craft concise and compelling messages suitable for each platform.
Emails: Use personalized and relevant content. A/B test subject lines and content to optimize engagement.

6. SEO Guidelines:

Keyword Usage: Integrate relevant keywords naturally into the content.

7. Review Process:

Peer Review: All content must undergo a peer review to catch errors and ensure alignment with brand guidelines.
Editorial Calendar: Use an editorial calendar to plan and schedule content. Ensure deadlines are met.

8. Quality Assurance:

Fact-Checking: Verify all facts and statistics before publishing.
Brand Consistency: Confirm that content aligns with our brand guidelines and values.

PROJECT

Now… Decide On An Industry/Business/Company/Niche

The Content You Create Will Be Based On It

LU2: Digital Content Strategy and Planning

What will you be learning?

- ❑ Your Content Goal/Objective
- ❑ Your Target Audience
- ❑ Type Of Content
- ❑ Where To Publish Your Content

What Is Your Content Goal/Objective?

Digital Content Strategy and Planning

Broad	"I want my Youtube video to provide good value to the viewers"
Specific Goal-Oriented	"I aim to get 300 likes for my Youtube video in 2 weeks"
Broad	"I wish to have as many Instagram followers as possible"
Specific Goal-Oriented	"I aim to have another 150 Instagram followers in 1 month"
Broad	"I hope my blog readership will increase"
Specific Goal-Oriented	"I aim to increase my blog readership by 30% within the next 8 weeks"

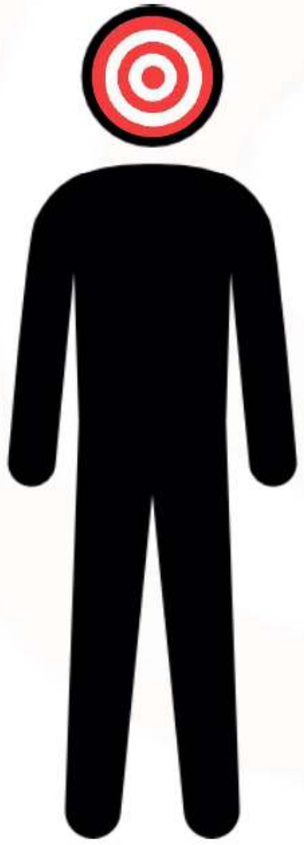
Get [Amount] of [Result] in [Time]

- Get 500 Instagram Followers In 3 Months
- Get 200 Facebook Page Likes in 1 Week
- Get 500 TikTok Followers in 2 Months
- Get 30 Instagram Likes on a Post in 24 Hours
- Get 50 Five-Star Reviews on Apple Podcasts in 1 Month
- Get 200 LinkedIn Connections in 3 Months
- Get 8,000 YouTube Subscribers in 1 Year
- Get 1,000 Email Newsletter Subscribers In 5 Months

PROJECT

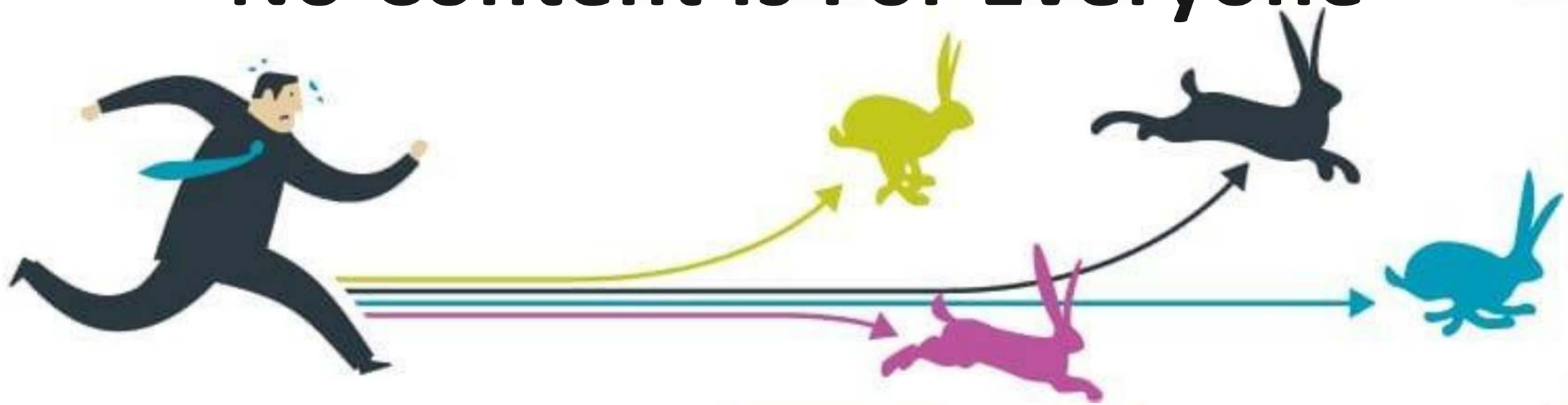
What's Your Content Goal(s)/Objective(s)? Craft It

Create Content Your Target Audience Want To Consume



So… Who Is Your Target Audience?

No Content Is For Everyone



"Whoever Tries To Catch Too Many Rabbits… Catches None"

Who Is The Target Audience Of Your Content?

Describe Him/Her

Demographic Information:
What is the age range of your target audience?
What is their gender?
What is their marital status?
Do they have children?

Professional Background:
What is their occupation?
What industry do they work in?
What is their income range?
What is their educational background?

Psychographic Information:
What are their values and beliefs?
What are their hobbies and interests?
What are their lifestyle choices?

Who Is The Target Audience Of Your Content?

Behavioral Patterns:
How do they spend their free time?
What social media platforms do they use?
What are their shopping habits?

Challenges and Pain Points:
What problems or challenges are they currently facing?
What frustrations do they experience in their daily lives?

Goals and Aspirations:
What are their short-term and long-term goals?
What do they aspire to achieve in their personal and professional lives?

Media Consumption:
What do they search online?
What publications, blogs, or websites do they read?
What podcasts do they listen to?
What TV shows, movies, or YouTube channels do they follow?

Describe Him/Her

Relating To 'Health'

Example Target Audience: Alex

Demographics & Background:

Age: Early 30s
Gender: Male
Occupation: Software Developer

Alex is a professional with a background in computer science. He graduated from a local university and has been working as a software developer for a tech company. While he enjoys his work, he is starting to feel the impact of a sedentary lifestyle on his health.

Psychographics & Interests/Hobbies:

Alex has always enjoyed outdoor activities but finds it challenging to make time for them due to his busy work schedule. He has a growing interest in cooking and experimenting with healthy recipes. He values nutritious and easy-to-prepare meals that fit into his busy lifestyle. Alex is also interested in maintaining mental well-being and has started exploring mindfulness practices such as meditation.

Behavioral Patterns:

Working long hours in front of a computer, Alex is aware of the negative impact on his health. He is comfortable using technology including apps and devices that help him track and manage his health and fitness goals. With a demanding job, Alex values time efficiency. He is looking for solutions that fit into his schedule without requiring a significant time commitment.

Goals and Challenges:

Alex's primary goal is to improve his overall fitness and incorporate regular exercise into his routine. He is interested in activities that are enjoyable and can be sustained in the long term. He wants to adopt a healthier diet and make better food choices. He is looking for resources that align with his nutrition goals.
Balancing work commitments with a healthier lifestyle is a challenge for Alex. He is on a lookout for solutions that seamlessly integrate into his daily life.

Media Consumption:

Alex follows YouTube channels that offer fitness tips, workout routines, and nutritional advice. He watches content from channels like Athlean-X for fitness training or Mind Pump for a holistic approach to health and wellness. He also reads health-related blogs for tips to incorporate more movement into his daily routine.

Relating To 'Beauty'

Example Target Audience: Emily

Demographics & Background:

Age: Mid 20s
Gender: Female
Occupation: Account Executive

Emily graduated with a degree in marketing and secured a position as an account executive in an e-commerce online shopping company. She has a keen interest in beauty and fashion, always staying updated on the latest trends in the industry.

Psychographics & Interests/Hobbies:

Emily enjoys experimenting with makeup looks and is passionate about skincare. She follows beauty influencers on social media for product recommendations and tutorials. Emily is also a fashion enthusiast and is aware of the latest fashion trends. She enjoys expressing herself through her clothing and accessories.

Behavioral Patterns:

Emily enjoys shopping for beauty products and is drawn to brands that align with current trends. Limited edition or exclusive releases often catch her attention. While she enjoys trying new products, Emily also has a few favorite beauty brands that she trusts for their quality and consistency. On top of shopping in malls, Emily is frequently on a lookout online for the latest deals in beauty products.

Goals and Challenges:

Emily is on a journey to enhance her makeup and skincare skills. She seeks products and tips that help her achieve a natural look.
Balancing a busy work schedule and social life, Emily looks for beauty products that are efficient and easy to apply. It's a challenge for her to find beauty products that use mostly natural ingredients and are not too harsh on the skin.

Media Consumption:

Emily is highly active on platforms like Instagram, Pinterest, and YouTube. She uses these platforms to discover new beauty products, trends, and to share her own beauty journey. She also actively participates in online beauty communities, such as Reddit's MakeupAddiction or beauty forums on platforms like Beautylish.

Relating To 'Parenting'

Example Target Audience: Bee Ling

Demographics & Background:

Age: Late 20s
Gender: Female
Occupation: Human Resources Manager

Bee Ling is a working professional who recently became a mother. She has a background in human resources and is currently on maternity leave, navigating the challenges and joys of parenthood.

Psychographics & Interests/Hobbies:

Bee Ling is deeply interested in parenting techniques, child development, and early childhood education. She reads books and take notes of advice from experienced relatives on these topics. Balancing motherhood with self-care is important to Bee Ling. She's interested in products and services that support her physical and mental well-being while taking care of the child.

Behavioral Patterns:

Bee Ling believes every moment of interaction with the child is important in the child's development. She values the importance of building a strong emotional bond with her child through regular and meaningful interactions. Bee Ling is open to trying new activities or engaging in conversations with the child as these moments contribute to the child's cognitive development and knowledge acquisition.

Goals and Challenges:

Bee Ling's primary goal is to be a confident and informed parent. She seeks to balance the challenges of parenthood while maintaining her own healthy mental well-being. Trying to stabilise her career with motherhood is a challenge for Bee Ling. She looks for solutions that support work-life balance and help her transition back to work smoothly.

Media Consumption:

Bee Ling follows local-based parenting blogs and websites that provide valuable insights, tips, and expert advice on various aspects of parenting. She also goes to forums and Facebook groups dedicated to parenting discussions.

PROJECT

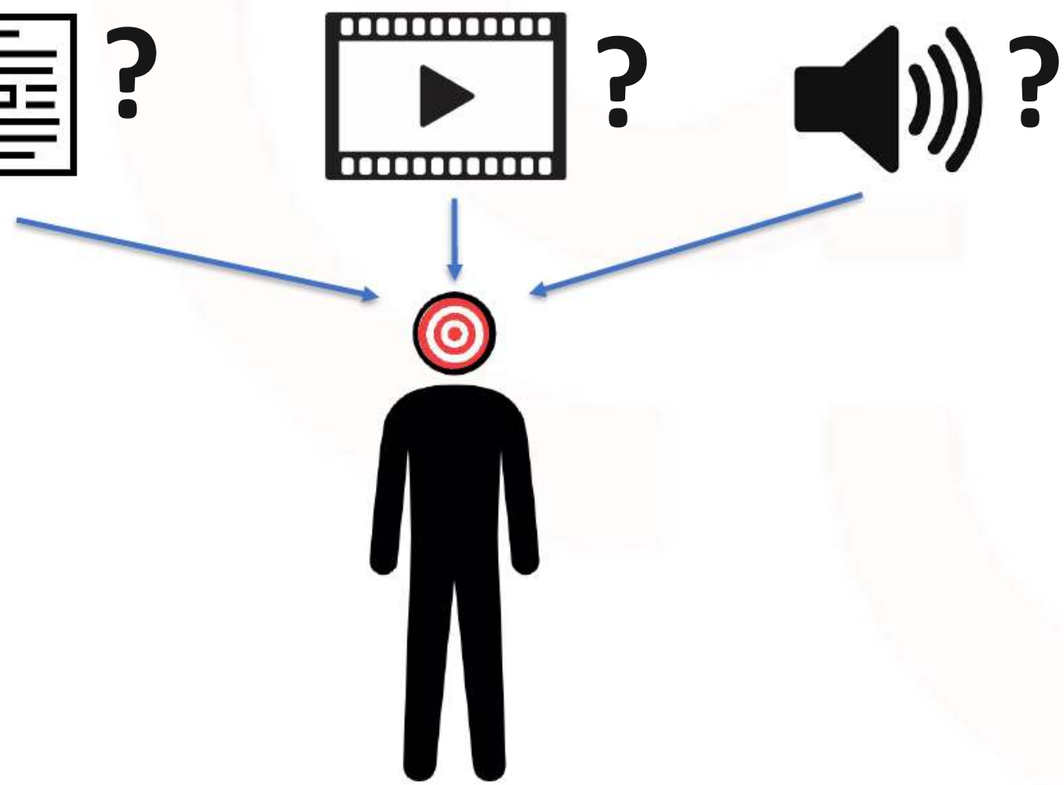
Relating To '_____'

Target Audience: _____

Who Is The Target Audience Of Your Content?

Describe Him/Her

What Type Of Content Will You Create For Your Target Audience?



Digital Content Strategy and Planning

"People who like to read blogs are already reading other blogs…

People who like listening to podcasts are already listening to other podcasts…

People who like watching videos are already watching other videos…"

Readable	Watchable	Listenable
- Blog Posts - Articles - Written Social Media Posts - Images - Email Newsletters - Infographics - Transcripts - Ebooks	- Videos - Webinars - Social Media Stories - Animation - Talking Head - Virtual Reality - Web Series	- Podcasts - Audiobooks - Interviews & Conversations

It's Tempting To Start By Swimming Against The Tide…

… Don't

You Should Create The Type Of Content Your Target Audience Are Already Inclined To Like

Discovery Activity

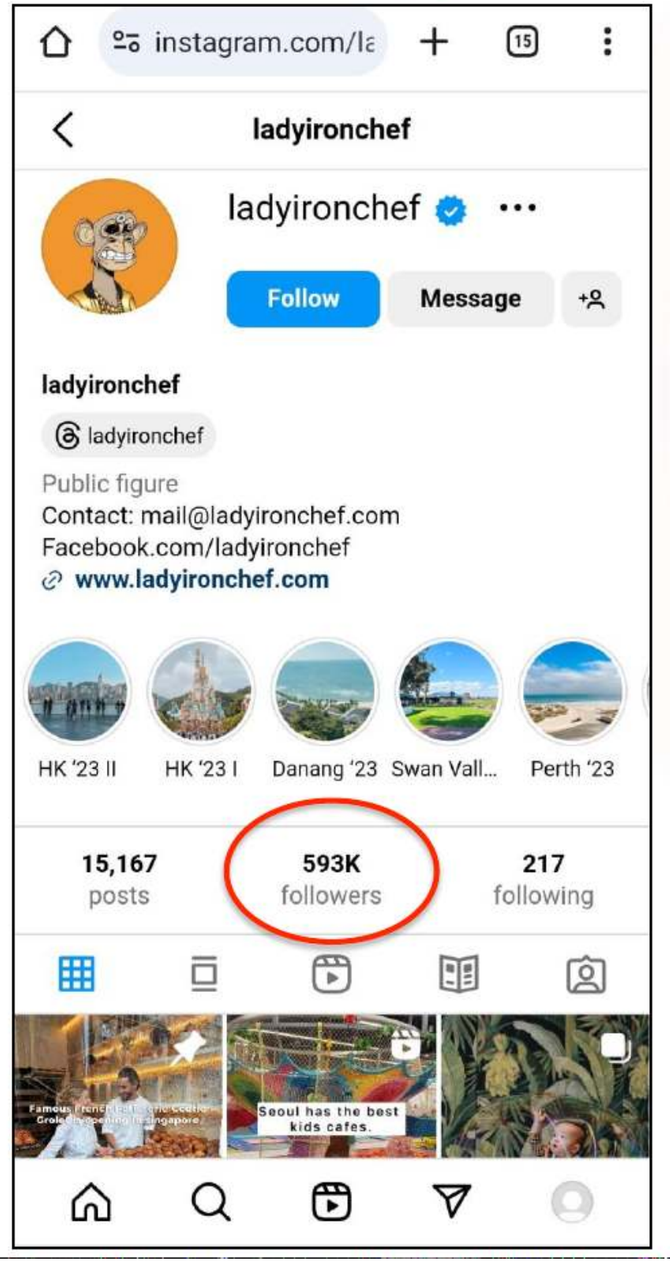
Go online and analyse the 'big players' in your industry/business/niche…

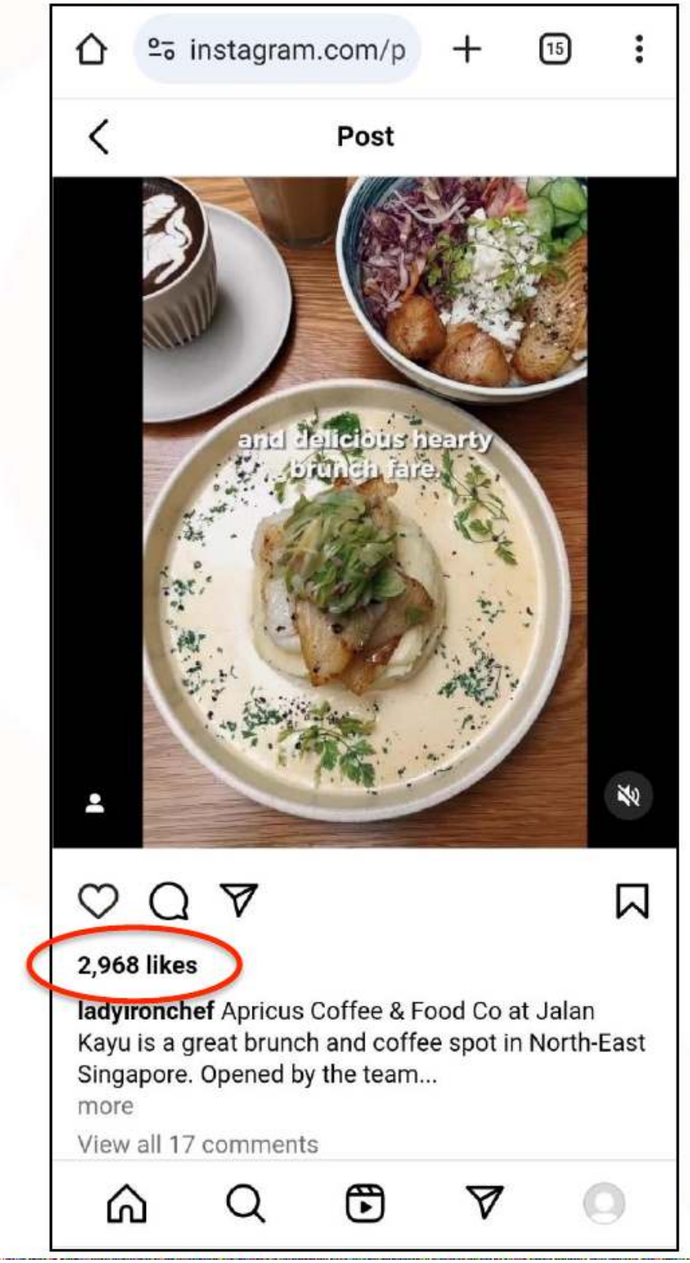
What are the types of content they put up?

Are they mostly:
- Readable?
- Watchable?
- Listenable?

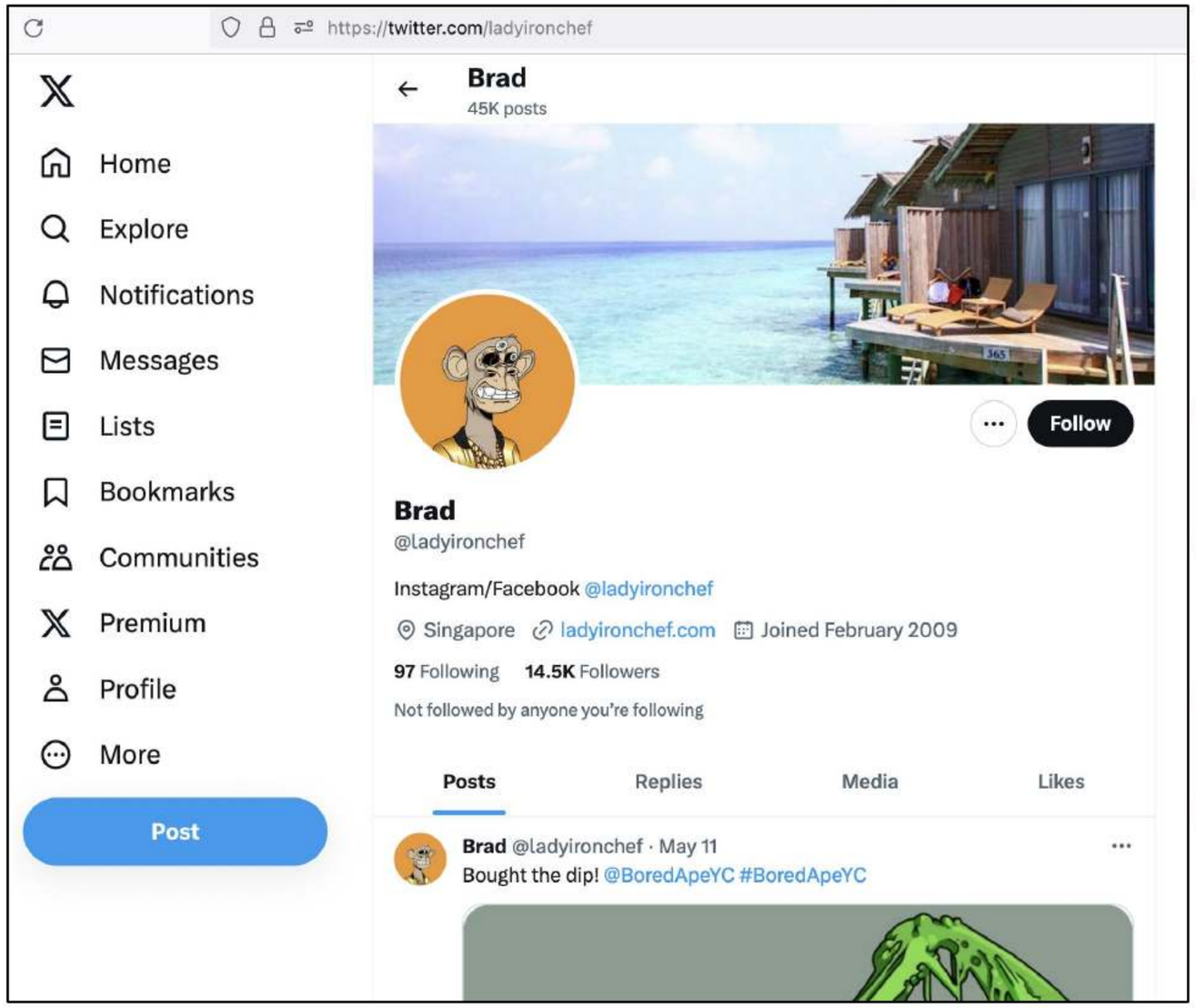
If their contents are on social media, which content types have the most engagement (subscribes, followers, likes, comments)?

Digital Content Strategy and Planning





Digital Content Strategy and Planning



Where To Publish Your Content?

Platforms You Can Control

Eg: Your own website with its own Content Management System(CMS)

External Platforms

Eg: Social media platforms

Your Own Website With Its Own Content Management System(CMS)

Considerations:

- User interface
- Workflow simplicity
- Learning curve (Don’t require extensive training)
- Intuitive

The Web's Favourite Content Management System(CMS)

Facts:

- Wordpress powers more than 43% of all websites

- Wordpress dominates 67% of CMS market share

- There are thousands of plugins (both free & paid) in Wordpress [Plugins are apps or add-ons that bring more functions to your Wordpress site]

- When you get website hosting for your website, most major web hosting services readily let you install Wordpress on your website

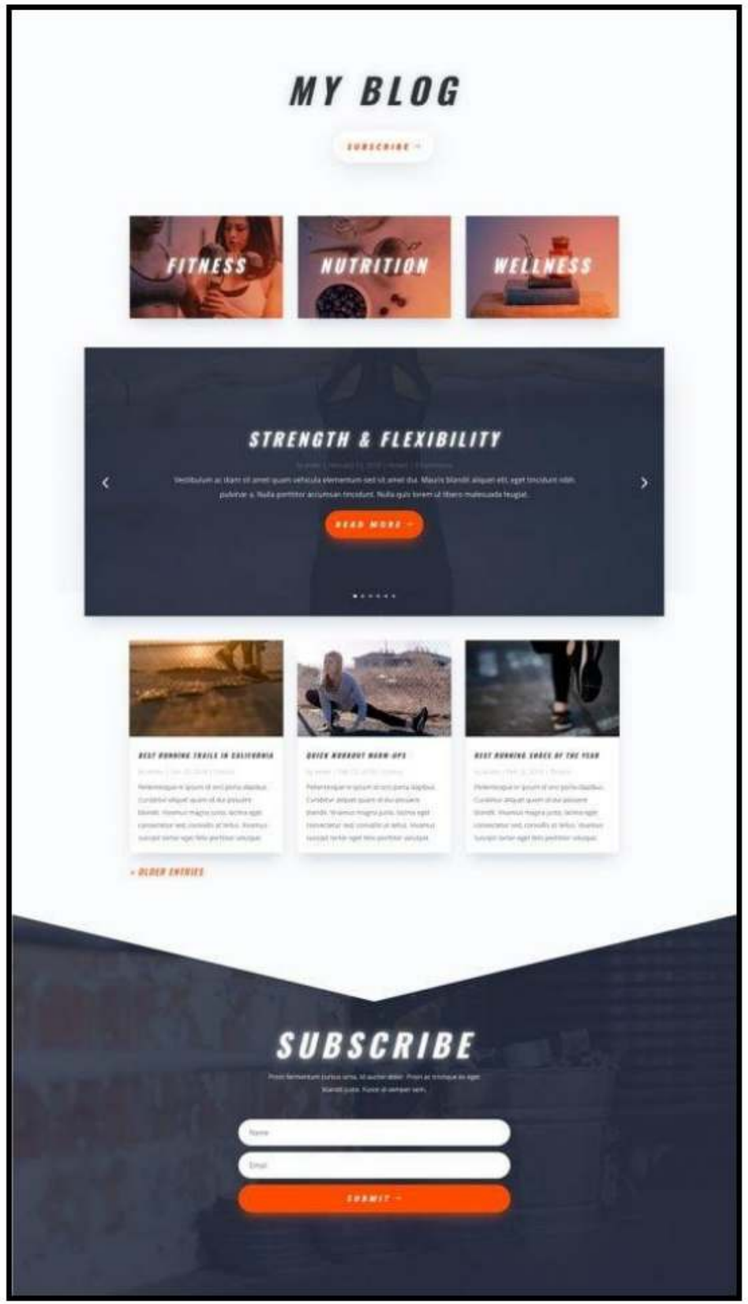
Website Builder Plugins For Wordpress

(Lets You Create A Fully Functional Website Where You Can Put Text, Images, Videos In)

Divi
https://www.elegantthemes.com/gallery/divi/

Optimizepress
https://www.optimizepress.com/

Elementor
https://elementor.com/



External Platforms

Considerations:

- Each platform's sensitivity and policies
- The 'culture' in each platform
- Feature changes in each platform

Digital Content Strategy and Planning

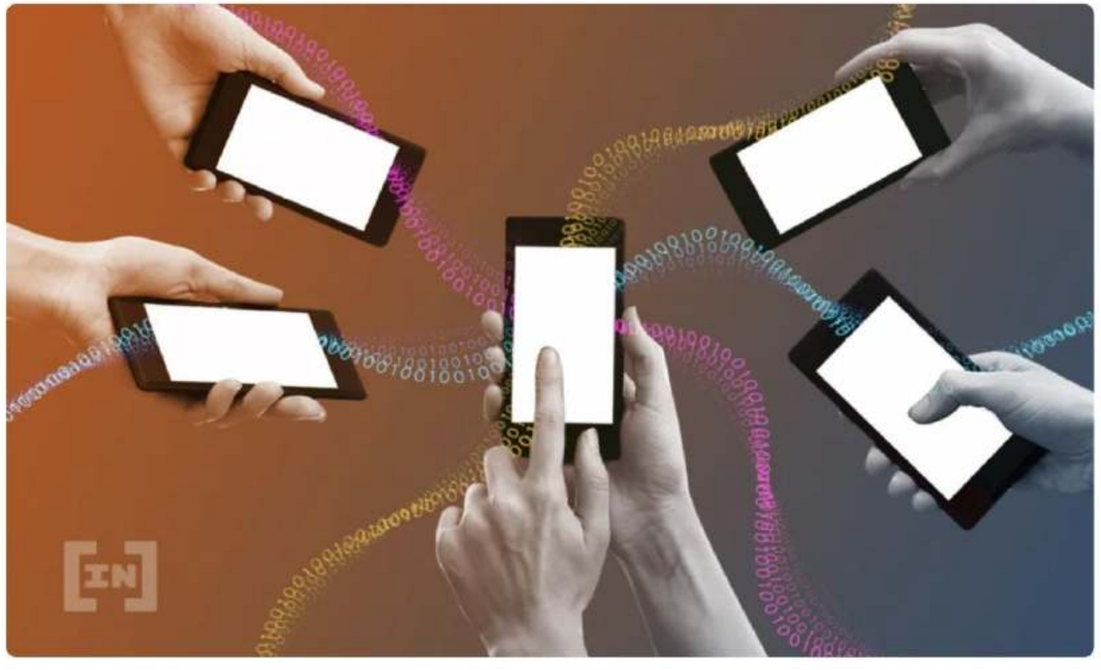
yahoo!finance

Search for news, symbols or companies

TikTok Bans Influencers From Promoting Cryptocurrencies

Matthew De Saro

July 10, 2021 · 2 min read



Forbes

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BREAKING

Twitter Announces Ban On Promoting Other Social Media Sites In Latest Controversial Move Since Elon Musk's Takeover

Sara Dorn Forbes Staff

Politics

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Dec 18, 2022, 04:30pm EST

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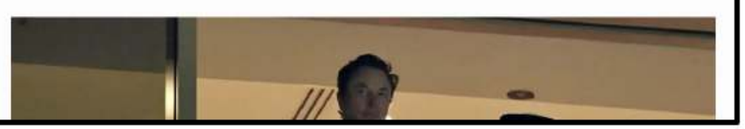
TOPLINE Twitter descended further into controversy on Sunday, announcing a new policy banning the promotion of some other social media sites–a move that comes after the company suspended several prominent journalists from its site and as other users have defected to competing networks.



Learning Unit 3

Content Creation & Optimisation

LU3: Content Creation & Optimisation

What will you be learning?

- ❑ Generate Your Content Pieces, Titles & Topics
- ❑ Create Your Written Content
- ❑ Create Your Video Content
- ❑ Your Content Creation Calendar

Creating Your Content

Start With This:
PROBLEMS

Every Problem Your Target Audience Have

PROJECT

How To Know Your Target Audience's Problems?

- What are they asking on internet forums?
- What are they asking on Reddit?
- What are they asking on Quora?
- Use Google search bar autocomplete
- Use Youtube search bar autocomplete
- Use Answer The Public (https://answerthepublic.com)
- Check out the type of Youtube videos they would watch and read the comments section
- Ask them (survey, focus group, interview)
- [Best Scenario]: If you had been through what your target audience is going through

Content Creation & Optimisation

@ASK Training
Attitude | Skills | Knowledge

https://www.reddit.com/r/TravelHacks/

r/TravelHacks | Search in r/TravelHacks | Get app | Log In

u/Addicted_2_tacos · 21 hr. ago

Should I visit more of the US or go to New Zealand (roadtrip)?

I did a roadtrip around the US: I visited Sequoia, Yosemite, the Oregon Coast, Mt Rainier, Olympic, Glacier, New England in the fall, Shenandoah, the Blue ridge parkway, Florida, NOLA and back.

Honestly, some of these places were so **breathtakingly beautiful** I even cried a little in Glacier because my eyes couldn't stand the beauty (sorry I'm corny). I did about 10 hikes and I only visited a little section of the park. Same thing happened in New England (the fall foliage). And well, everywhere else was just drop dead gorgeous as well.

Now, I have 3 months to do another trip and I'm really thinking about visiting Colorado, Wyoming, Utah, Arizona, South California and Yellowstone and more of Glacier!

However I am also toying with the idea of going to NZ instead since it's another country and different culture (I love roadtrips and nature). I would be renting a campervan and going through the South island. I looked at youtube videos of places to see and go and honestly it doesn't look that impressive (besides a couple of places) compared to what I've seen in the usa. This really makes me hesitant to go! But I'm probably wrong.

I don't know where to pick!! Need insights and non-biased opinions please :)

View full post

5 | 15 | Share

Travel Hacks

Cheap traveling, ways to get around, tips & tricks, etc.

2.4M	451	Top 1%
Members	Online	Rank by size

RULES

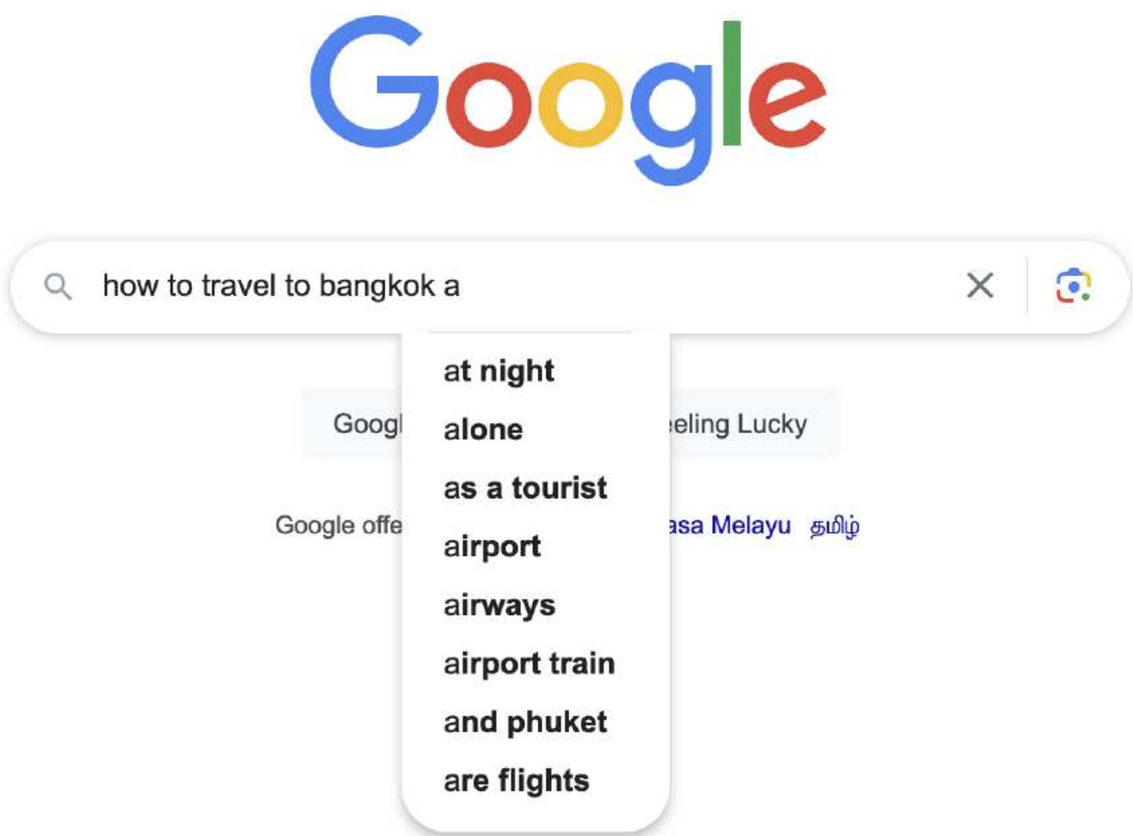
1. Use a descriptive title - not "Help please" or "Question"
2. No spam, selling, referral links or other adverts

u/GMSinBethlehem · 14 hr. ago

How Much Layover Time is Enough?

I'm flying Spirit airlines from Richmond to Portland next week and when I booked awhile ago, the only viable option was a flight through Vegas with only a 48min connection time. I have to check a bag, I can't do carry-on only. The flights come into and leave out of the same terminal but it IS a gate change. Is 48mins enough time for them to xfer my checked bag from plane to plane or is my bag not likely to make it with me. Wee bit nervous about this but I have no choice about checking a bag. Is there such a thing as priority bag handling when I check in that I can request to make sure they hustle with my bag? The package I bought already gets me priority boarding on the plane.

1 | 10 | Share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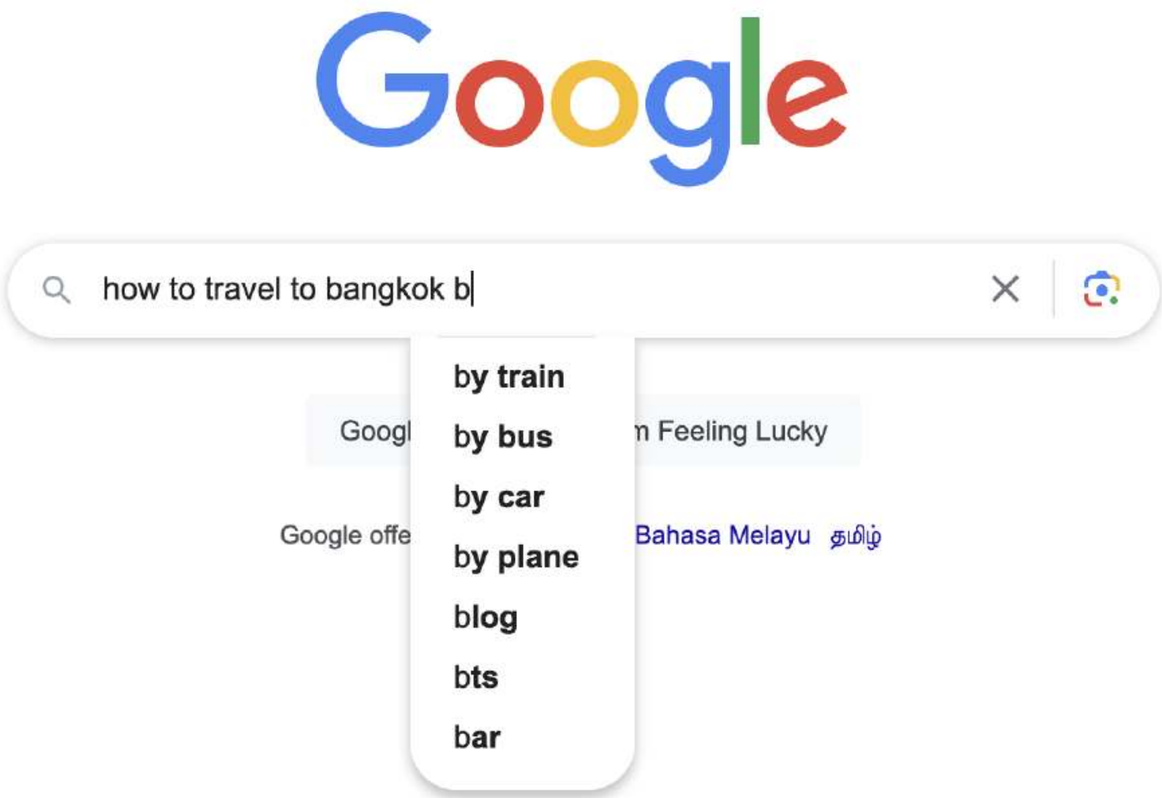

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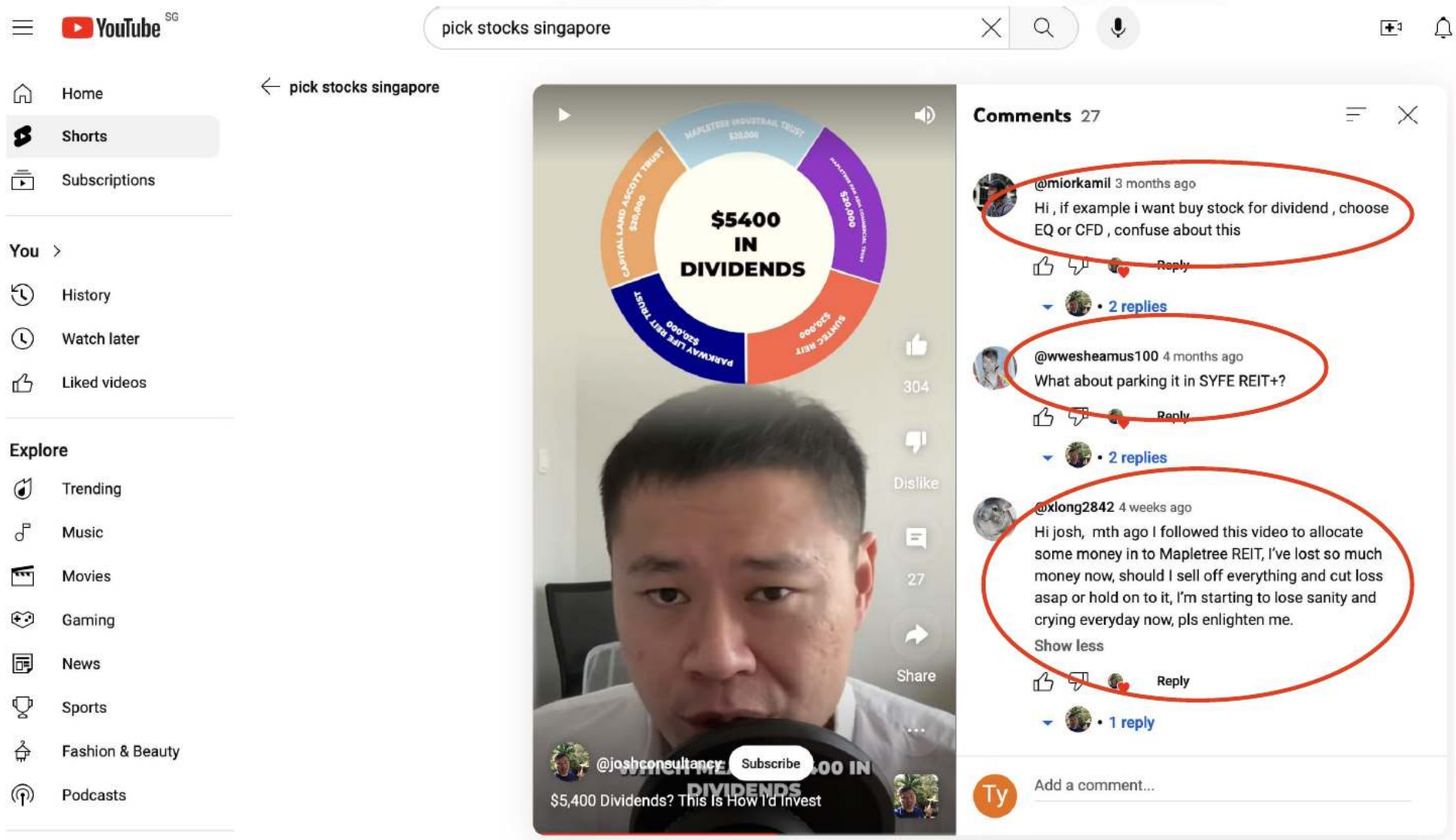

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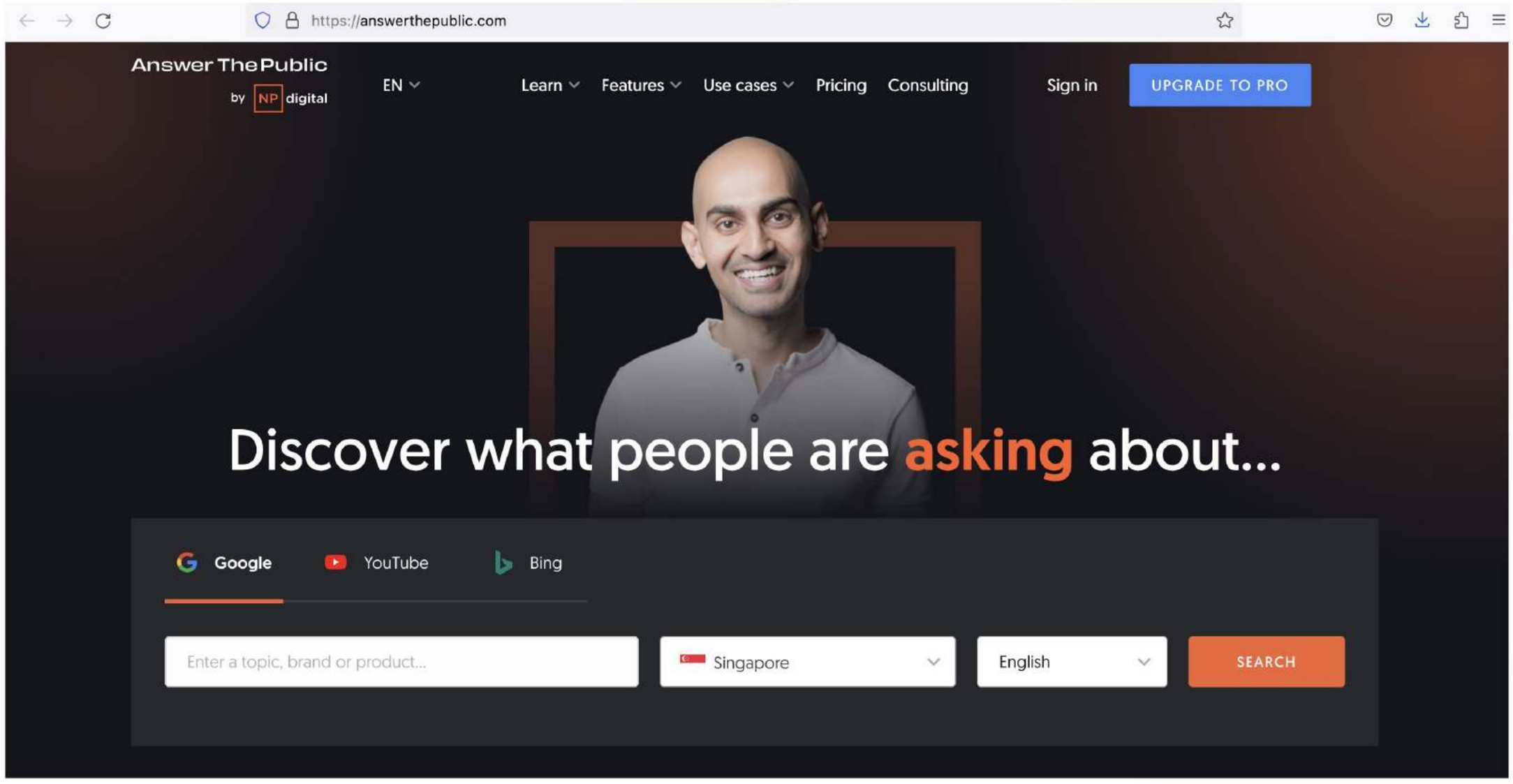

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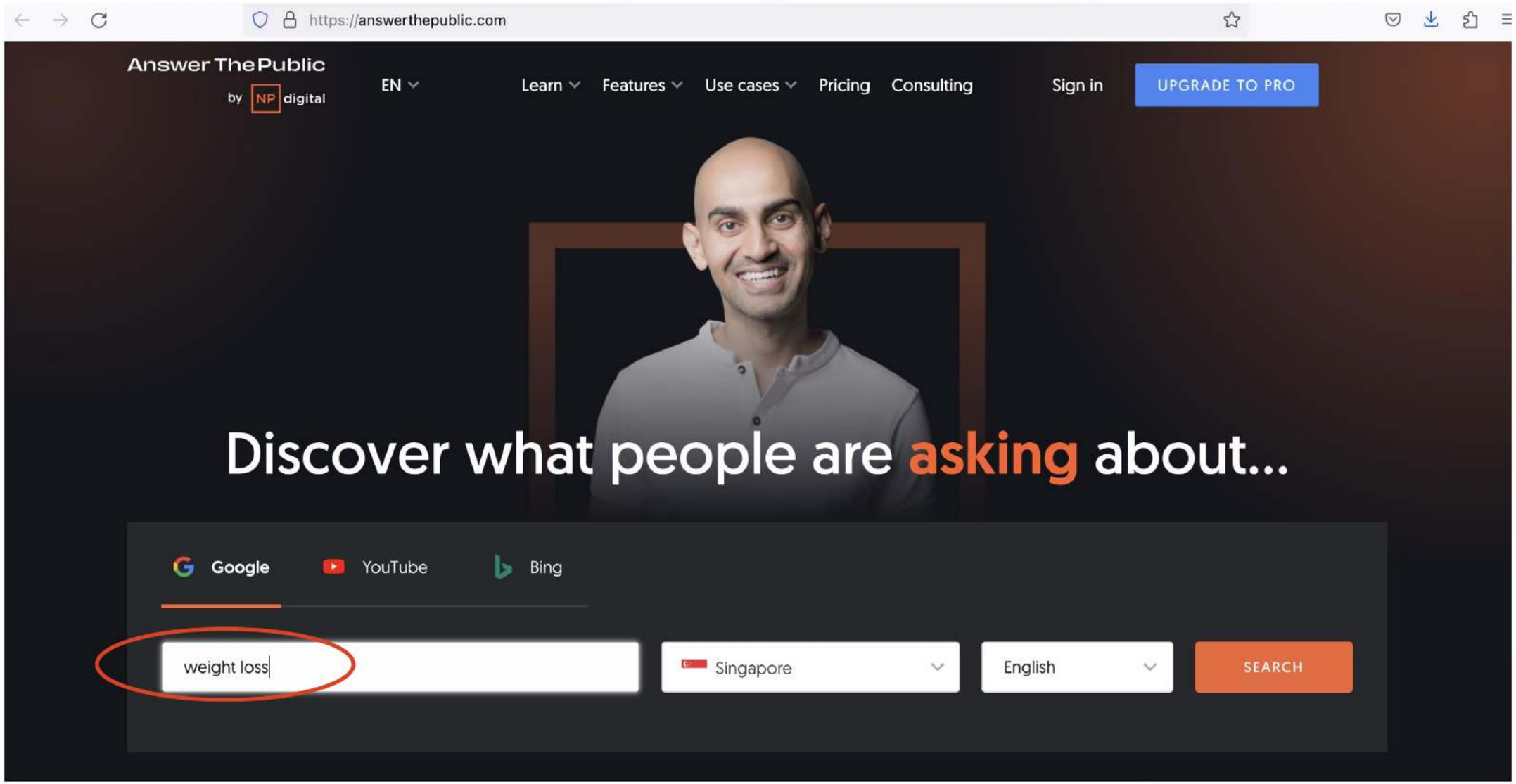

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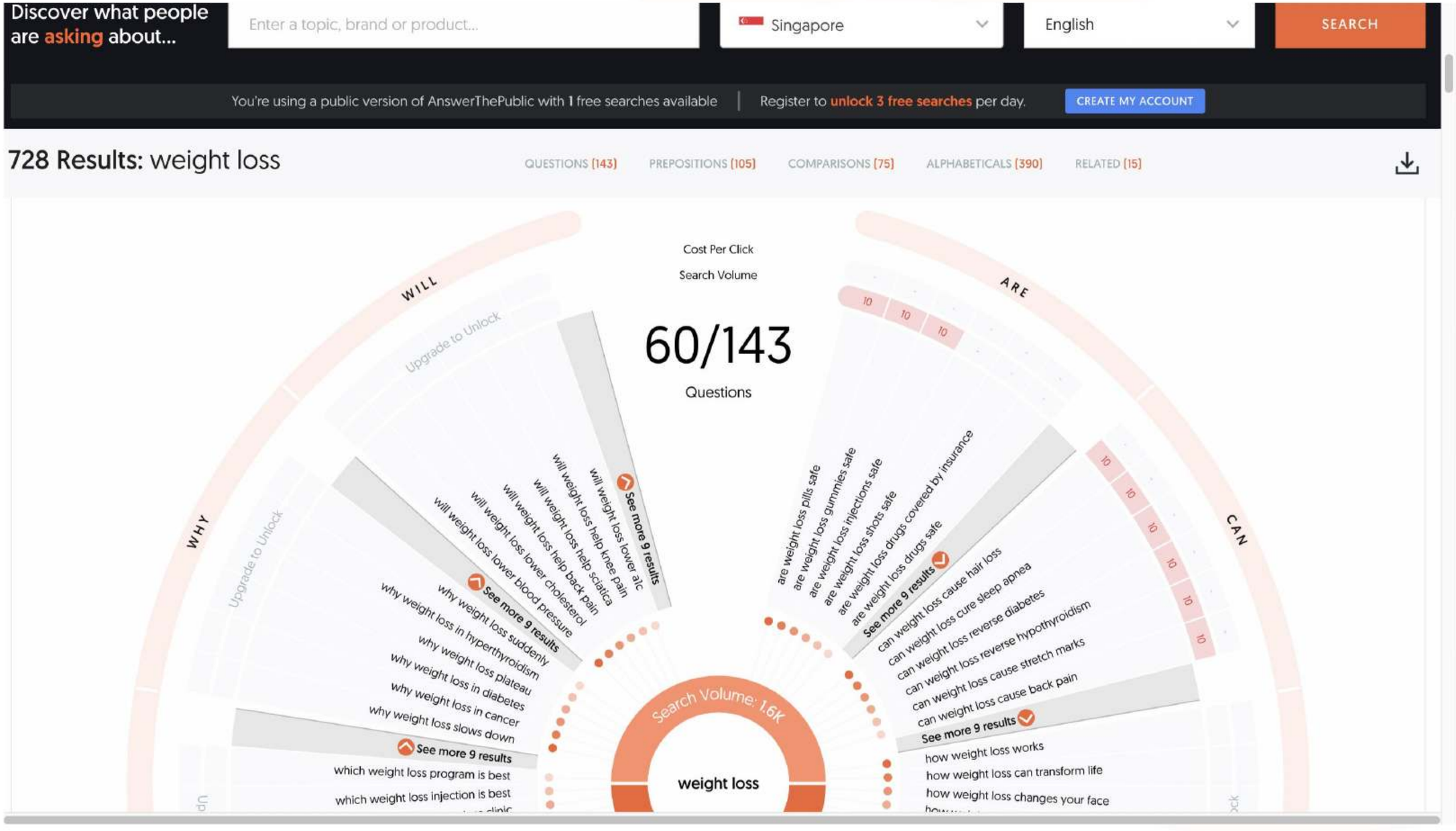

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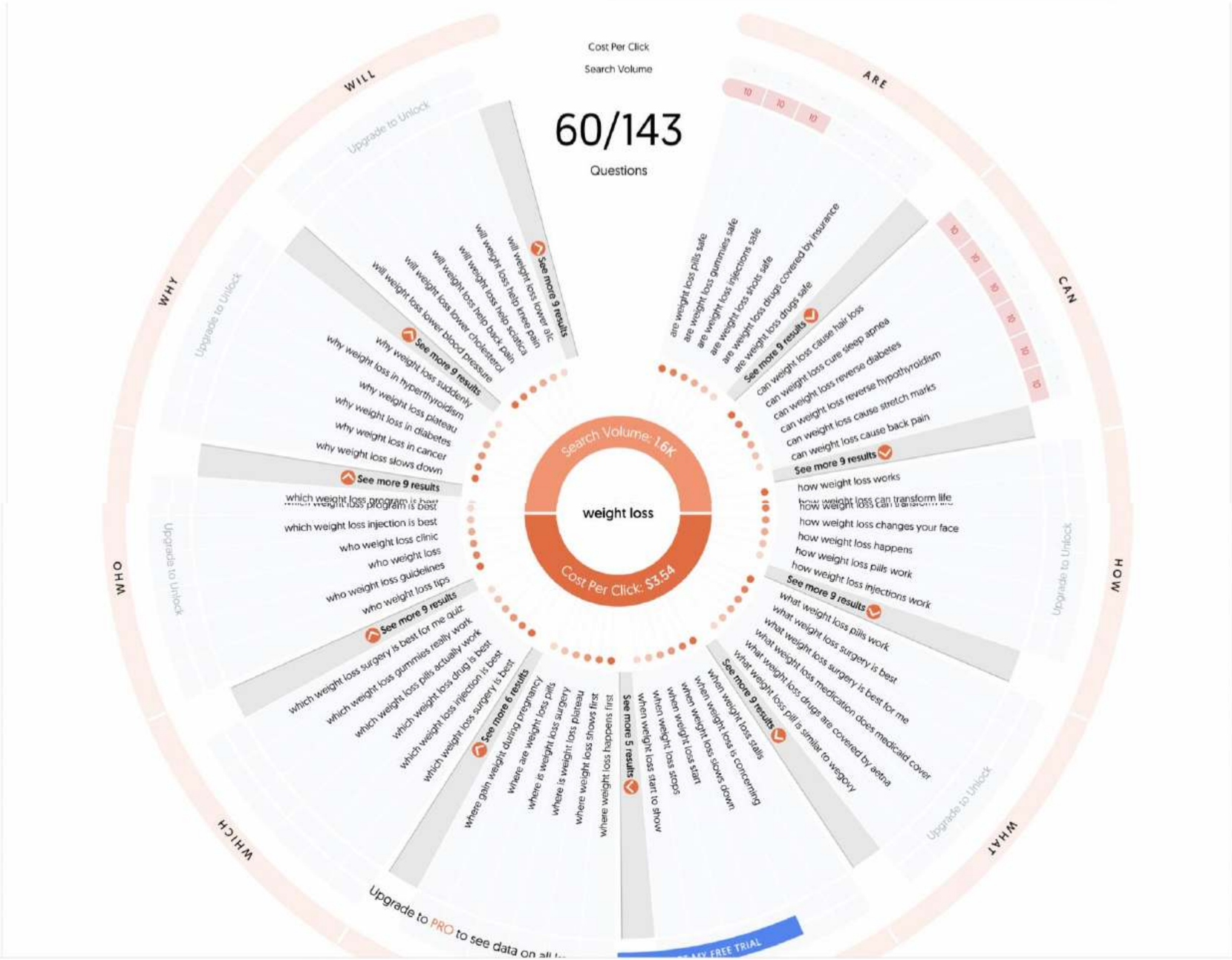

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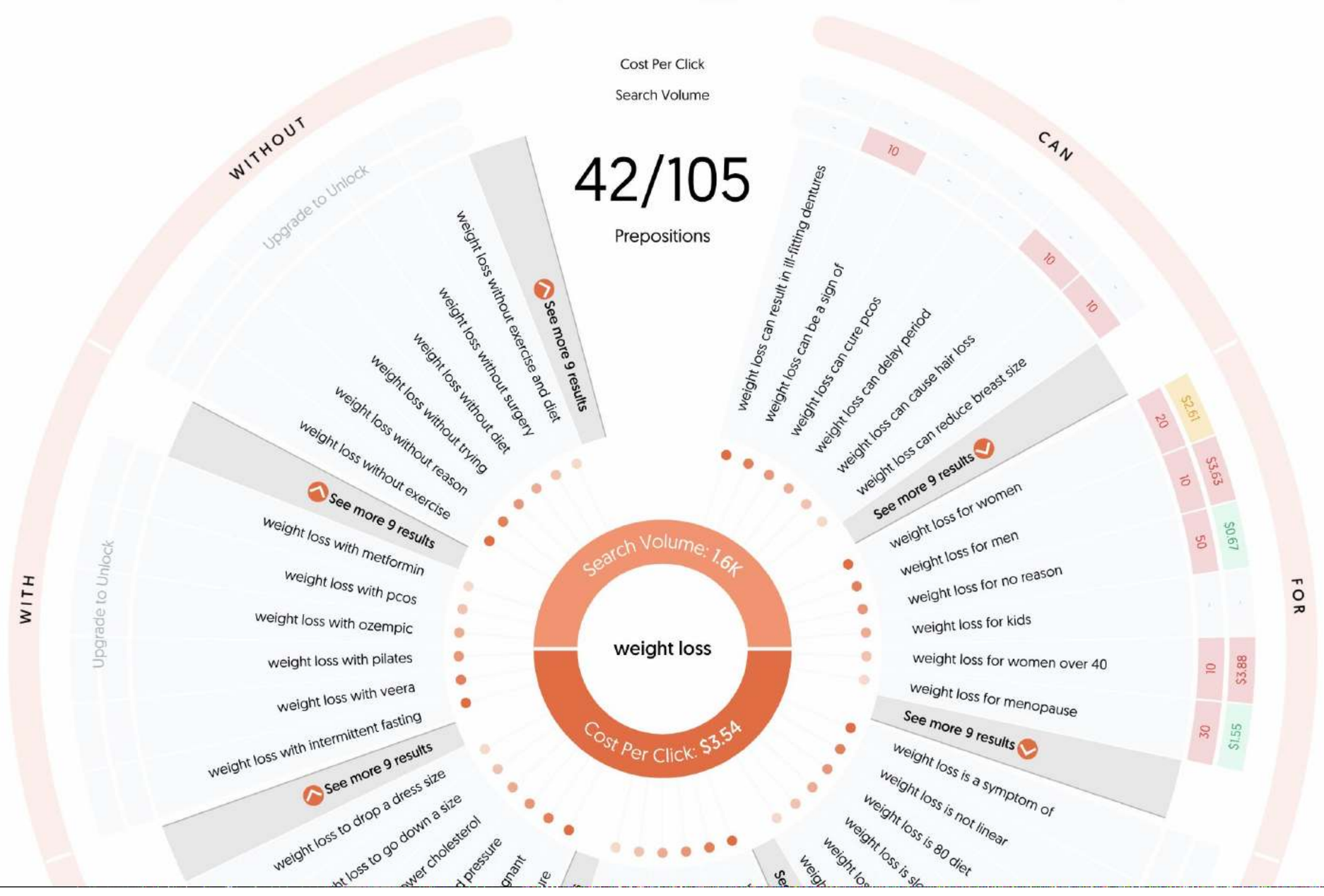

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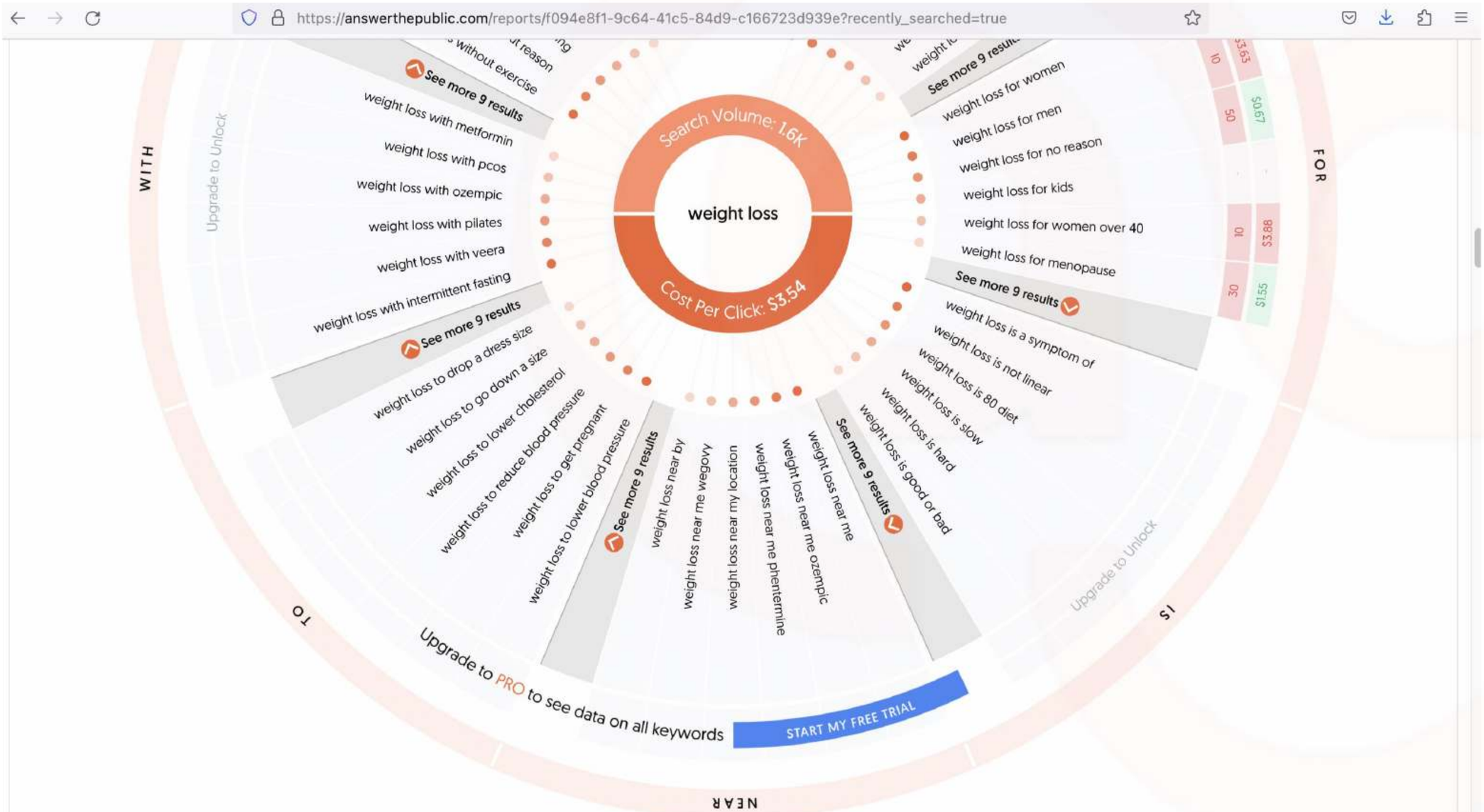

Content Creation & Optimisation

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Showing
390/390 Alphabeticals: weight loss

a

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Keywords	Search Vol.	CPC
weight loss after uterine polyp removal	40	$0.71
weight loss app		
weight loss after pregnancy		
weight loss acupuncture		
weight loss at home		
weight loss and hair loss		
weight loss after stopping antihistamines		
weight loss after covid	START MY FREE TRIAL	
weight loss apple cider vinegar		
weight loss affirmations		
weight loss and muscle gain		
weight loss and diabetes		
weight loss acupuncture points		
weight loss after 40 female		
weight loss after surgery		

b

View Image

Keywords	Search Vol.	CPC
weight loss breakfast	110	$0.6
weight loss before and after		
weight loss boot camp		
weight loss boot camp singapore		
weight loss breastfeeding		
weight loss breakfast recipes		
weight loss belt		
weight loss by walking	START MY FREE TRIAL	
weight loss bread		
weight loss banana trick		
weight loss benefits		
weight loss before period		
weight loss blogs		
weight loss balloon		
weight loss breakfast indian		

c

View Image

Keywords	Search Vol.	CPC
weight loss calculator	480	$0.34
weight loss clinic singapore		
weight loss challenge		
weight loss camp singapore		
weight loss coffee		
weight loss clinic		
weight loss cupping		
weight loss cabbage soup recipe	START MY FREE TRIAL	
weight loss calories		
weight loss camp		
weight loss causes		
weight loss calorie deficit		
weight loss challenge singapore		
weight loss chart		
weight loss coach singapore		

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https://answerthepublic.com/reports/f094e8f1-9c64-41c5-84d9-c166723d939e?recently_searched=true

d

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Keywords	Search Vol.	CPC
weight loss diet plan	590	$1.1
weight loss drugs		
weight loss drink		
weight loss diabetes		
weight loss doctor singapore		
weight loss dinner		
weight loss drugs singapore		
weight loss diet plan singapore	START MY FREE TRIAL	
weight loss during pregnancy		
weight loss diet plan for women		
weight loss diabetes medication		
weight loss diet meal plan		
weight loss diets		
weight loss during period		
weight loss dinner recipes		

e

View Image

Keywords	Search Vol.	CPC
weight loss exercise	170	$1.04
weight loss exercise plan		
weight loss exercise at home		
weight loss exercise in gym		
weight loss exercise plan at home		
weight loss earrings		
weight loss exercise for men		
weight loss eating plan	START MY FREE TRIAL	
weight loss equipment		
weight loss estimator		
weight loss early pregnancy		
weight loss exercise for male at home		
weight loss exercise in hindi		
weight loss early pregnancy sign		
weight loss excess skin		

f

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Keywords	Search Vol.	CPC
weight loss food	320	$0.86
weight loss fruits		
weight loss food plan		
weight loss fruit juice		
weight loss food singapore		
weight loss first trimester		
weight loss face change		
weight loss for men	START MY FREE TRIAL	
weight loss food delivery singapore		
weight loss for no reason		
weight loss for women		
weight loss face		
weight loss for kids		
weight loss forums		
weight loss for women over 40		

My Target Audience's Problem List Compilation

Example: Target Audience Interested In 'Anti-Aging'

My Target Audience's Problem List Compilation

I have visible signs of aging with fine lines and wrinkles on the face

My skin has lost elasticity, it is sagging and became less firm

I have uneven skin tone with age spots and other discolorations leading to an uneven complexion

I suffer from joint stiffness with reduced flexibility in joints and muscles

My memory is not as good as before, I have trouble with memory loss and maintaining mental sharpness.

There is increased risk in osteoporosis and higher chance of bone fractures.

I have difficulty in maintaining a healthy weight as my metabolism slows down

I feel more fatigue and decreased energy these days - affecting daily activities and productivity

Sleep problems occur where I have difficulty falling or staying asleep

I think about the financial costs associated with anti-aging products, treatments, and procedures

Example: Target Audience Interested In 'Dog Training'

My Target Audience's Problem List Compilation

My dog barks excessively in the middle of the night

My dog keeps chewing on objects its not suppose to chew - like the furniture and shoes

I have difficulty controlling my dog as it keeps pulling on the leash during walks

My dog behaves aggressively towards other members of my family

My dog attacks other dogs in public places

My dog has problems being left along and constantly clings to me

I am frustrated with my dog's lack of responsiveness to basic commands like sit or stay

My dog has a fear of thunderstorms or loud noises

Example: Target Audience Interested In 'Financial Independence'

My Target Audience's Problem List Compilation

I struggle with high levels of debt, including credit card debt or mortgages

There is limited income growth as I face challenges in increasing income or salary over time

I lack a substantial emergency fund for unexpected expenses

I feel overwhelmed and unsure about investment options and strategies to grow wealth

There is concerns about not having a solid retirement plan in place and I may not be able to retire

With lifestyle inflation, I find it hard to have extra money to save or invest

Healthcare costs is a worry because with rising expenses, healthcare will get more expensive as I get older

I consider starting a business for financial independence but am concerned about the risks involved

I hope to have more income streams instead of just being restricted to one

I have problems juggling my financial goals with responsibilities of supporting family members - such as children or aging parents

PROJECT

How To Know Your Target Audience's Problems?

- What are they asking on internet forums?
- What are they asking on Reddit?
- What are they asking on Quora?
- Use Google search bar autocomplete
- Use Youtube search bar autocomplete
- Use Answer The Public (https://answerthepublic.com)
- Check out the type of Youtube videos they would watch and read the comments section
- Ask them (survey, focus group, interview)
- [Best Scenario]: If you had been through what your target audience is going through

PROJECT

My Target Audience's Problem List Compilation

_____

_____

_____

_____

_____

_____

_____

_____

_____

Research and discover the keywords/phrases your target audience use to describe their problems
Write down as many of their problems as possible

Now Convert Each Problem… …Into A Solution

By Attaching These Words To The Front:

How To

X Ways To

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Problems	How To
I have visible signs of aging with fine lines and wrinkles on the face	How to Reduce Fine Lines and Wrinkles on Your Face
My skin has lost elasticity, it is sagging and became less firm	How to Improve Skin Elasticity and Firmness
I have uneven skin tone with age spots and other discolorations leading to an uneven complexion	How to Achieve an Even Skin Tone and Reduce Age Spots
I suffer from joint stiffness with reduced flexibility in joints and muscles	How to Get Rid of Joint Stiffness and Gain More Flexibility in Your Muscles
My memory is not as good as before, I have trouble with memory loss and maintaining mental sharpness.	How to Enhance Your Memory and Maintain Mental Sharpness at Any Age
There is increased risk in osteoporosis and higher chance of bone fractures.	How to Lessen the Risk of Osteoporosis and Bone Fractures
I have difficulty in maintaining a healthy weight as my metabolism slows down	How to Stay at a Healthy Weight Even as Metabolism Slows Down
I feel more fatigue with decreased energy these days - affecting my daily activities	How to Combat Fatigue and Give Yourself a Renewed Level of Energy for Your Day-to-Day Activities
Sleep problems occur where I have difficulty falling or staying asleep	How to Say Goodbye to Sleep Problems and Improve Your Sleep Quality
I think about the financial costs associated with anti-aging products, treatments, and procedures	How to Obtain Anti-Aging Products and Procedures Without Worrying

@ASK Training
Attitude | Skills | Knowledge

Problems	X Ways To
My dog barks excessively in the middle of the night	3 Ways to Stop Your Dog from Barking in the Middle of the Night
My dog keeps chewing on objects its not suppose to chew - like the furniture and shoes	5 Ways to Prevent Your Dog from Inappropriately Chewing on Valuable Objects
I have difficulty controlling my dog as it keeps pulling on the leash during walks	6 Ways to Maintain Full Control of Your Dog During Walks
My dog behaves aggressively towards other members of my family	3 Ways to Tame Your Dog's Aggressive Behavior Towards Others
My dog attacks other dogs in public places	The #1 Way to Get Your Dog to Play Friendly with Other Dogs
My dog has problems being left along and constantly clings to me	7 Ways to Reduce Your Dog's Separation Anxiety and Clinginess
I am frustrated with my dog's lack of responsiveness to basic commands like sit or stay	The Best Way to Have Your Dog Obey Basic Commands Like Sit or Stay
My dog has a fear of thunderstorms or loud noises	2 Ways to Help Your Dog Be Less Frightened of Thunderstorms or Loud Noises

Content Creation & Optimisation

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Attitude | Skills | Knowledge

Problems	How To / X Ways To
I struggle with high levels of debt, including credit card debt or mortgages	6 Ways to Make Your Debt Problems Disappear By This Time Next Year
There is limited income growth as I face challenges in increasing income or salary over time	How to Give Yourself A Salary Raise & Boost Your Income By 2X
I lack a substantial emergency fund for unexpected expenses	3 Ways to Build an Emergency Fund Without Stress
I feel overwhelmed and unsure about investment options and strategies to grow wealth	How to Pick The Right Type of Investment Strategies Without Getting Overwhelmed
There is concerns about not having a solid retirement plan in place and I may not be able to retire	The #1 Way to Ensure You Have Enough Money By The Time You Retire
With lifestyle inflation, I find it hard to have extra money to save or invest	How to Prevent Lifestyle Inflation From Eating Into Your Savings & Investments
Healthcare costs is a worry because with rising expenses, healthcare will get more expensive as I get older	5 Ways to Tackle Rising Healthcare Costs
I consider starting a business for financial independence but am concerned about the risks involved	How to Start A Business Without Taking On Unnecessary Risks
I hope to have more income streams instead of just being restricted to one	7 Ways to Get Out Of The 'One Revenue Trap' & Give Yourself New Income Streams
I have problems juggling my financial goals with responsibilities of	How to Balance Your Financial Goals (Even If You Are Piled With Family

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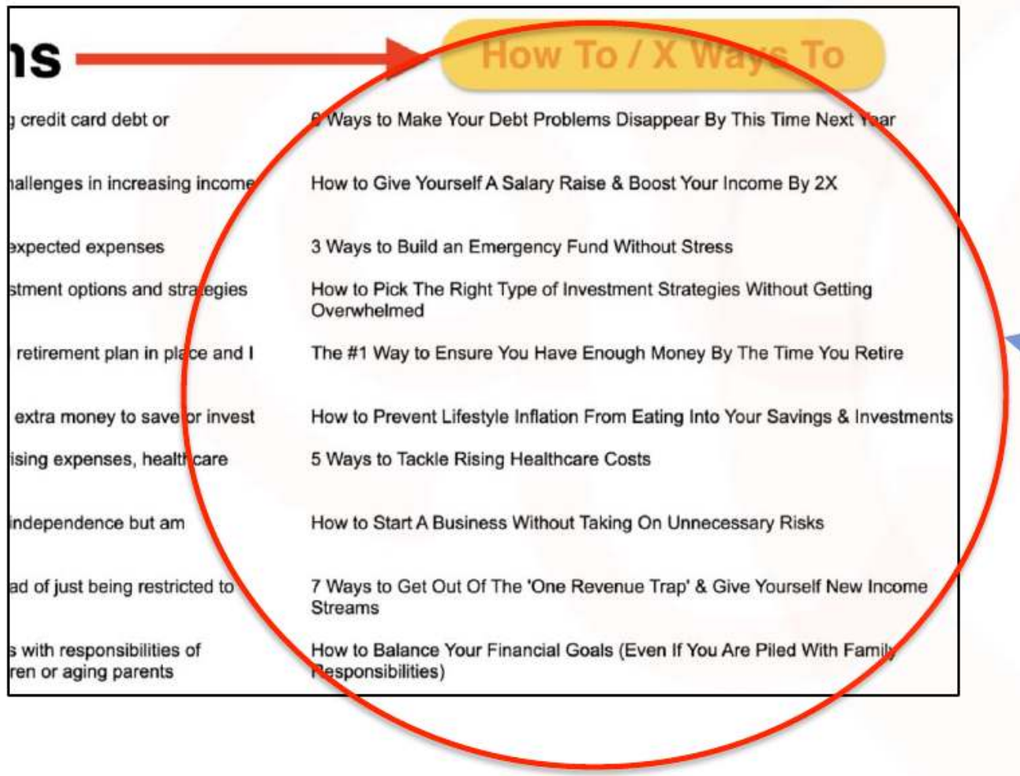

ns	How To / X Ways To
g credit card debt or	6 Ways to Make Your Debt Problems Disappear By This Time Next Year
hallenges in increasing income	How to Give Yourself A Salary Raise & Boost Your Income By 2X
xpected expenses	3 Ways to Build an Emergency Fund Without Stress
stment options and strategies	How to Pick The Right Type of Investment Strategies Without Getting Overwhelmed
retirement plan in place and I	The #1 Way to Ensure You Have Enough Money By The Time You Retire
extra money to save or invest	How to Prevent Lifestyle Inflation From Eating Into Your Savings & Investments
ising expenses, healthcare	5 Ways to Tackle Rising Healthcare Costs
independence but am	How to Start A Business Without Taking On Unnecessary Risks
ad of just being restricted to	7 Ways to Get Out Of The 'One Revenue Trap' & Give Yourself New Income Streams
s with responsibilities of ren or aging parents	How to Balance Your Financial Goals (Even If You Are Piled With Family Responsibilities)

All These…

…Generate Your Content Pieces, Titles & Topics

Content Creation & Optimisation

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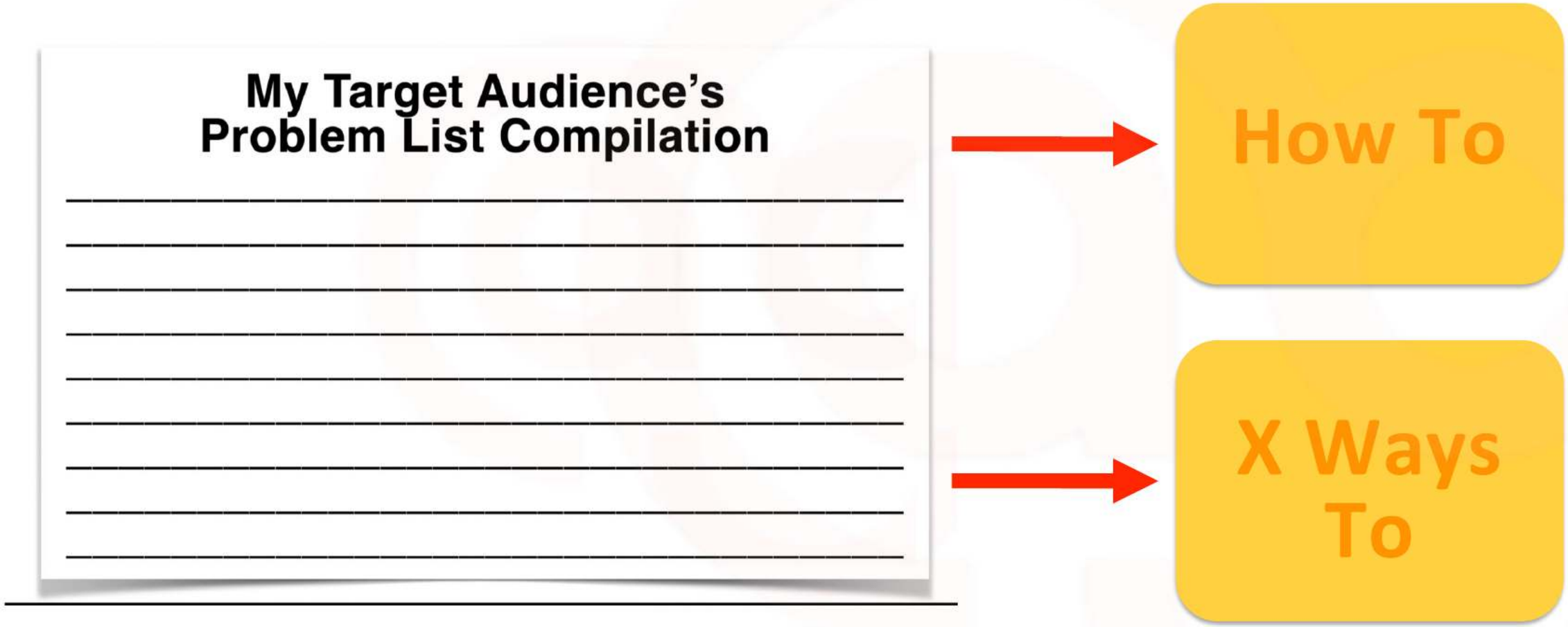

Go Ahead And Convert Each Of Your Target Audience's Problem…
…Into A Solution

You'll End Up With Your Own 'Solution Stack'

Create Your Written Content Piece

Written Content Framework

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Pick 1 From Your 'How To / X Ways To' Solution Stack

Content Creation & Optimisation

@ASK Training
Attitude | Skills | Knowledge

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

You can open with:

- Question (Relating To Problem)
- Picture This
- Story
- Shocking Statement

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

You can open with:

- **Question (Relating To Problem)**

11 Time Management Tips By Susan Ward

Do you feel the need to be more organized and/or more productive? Do you spend your day in a frenzy of activity and then wonder why you haven't accomplished much?

Time management skills are especially important for small business people, who often find themselves performing many different jobs during the course of a single day. These time management tips will help you increase your productivity and stay cool and collected.

Time Management Tips

1) Realize that time management is a myth

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

You can open with:

- **Question (Relating To Problem)**

How To Confidently Present On Stage Without Feeling Nervous

Have you ever been in a situation where you rehearsed an upcoming presentation over and over again. But when it's the actual showtime… you find your heart rate go up, feeling a sudden tremendous amount of nervousness and afraid of saying the wrong things?

You are not alone. This gap between rehearsal and performance is a common experience in the world of public speaking. It raises the question: Why does this happen, and how can you navigate such situations effectively? Let's explore 3 ways to ensure a confident transition from practice to presentation.

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

You can open with:

- Picture This

6 Ways to Choose the Right Place to Rent

Picture this: You've just moved into what you thought would be your dream rental… only to find yourself living a real-life nightmare.

The walls are peeling, the neighbors are less than friendly, and the promised "scenic view" turns out to be a brick wall.

The wrong rental choice can turn your excitement into frustration. Fear not! In this guide, we'll explore 6 crucial ways to ensure you choose the right place to rent, sparing you from the horrors of a housing decision gone wrong.

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

You can open with:

- Story

How 'Small Talk' With A Stranger Changed My Life

In a buffet line at a marketing conference 10 years ago, I found myself awkwardly scooping fried rice onto my plate, unaware the ensuing small talk with the male stranger in front of me would change my life.

Despite my thriving enterprise crossing the $80,000 annual milestone, the revelation of this man earning $100,000 monthly left me astounded. The prospect of my business reaching a million dollars annually had never occurred to me until that transformative encounter. In an instant, an "idea virus" took hold, the realization that greatness was attainable and possible.

Within a few years, my business, too, reached the million-dollar mark, a testament to the power of transformative encounters. This is why such 'small talk' with strangers hold a special place for me, offering inspiration and unveiling new possibilities — forever altering my outlook on achievable heights.

If you find yourself in chance conversation situations like the one I had, here's how you can fully harness and make the most out of that situation.

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

You can open with:

- **Shocking Statement**

3 Ways To Get A More Restful Sleep — Starting Tonight

A staggering 35% of adults suffer from regular bouts of insomnia, robbing them of the restorative sleep crucial for overall well-being.

The harsh reality is that a significant portion of the population is grappling with sleep deprivation, leading to unnecessary health issues.

However, the good news is that reclaiming restful nights is not a difficult challenge. In fact, here are 3 powerful ways you can kickstart a journey to a more restful sleep, starting tonight.

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Points:

5 Ways to Keep Your Brain Healthy (and Prevent Dementia)

Here are five lifestyle choices that can help us keep our brains healthy as we age.

1. Physical Activity

Regular physical exercise may keep the brain healthy and lower the risk of dementia. Exercise may directly benefit brain cells by increasing blood and oxygen flow to brain tissue. Physical activity and social interaction may delay the onset of dementia and reduce its symptoms. [Scarmess N et al., 2010]

As we age, we have to remember to exercise safely. Please consult with your primary care provider to ensure you are healthy enough to exercise. Some of the safest exercises as we get older include water aerobics and low-impact cardio, such as a stationary or recumbent bike. For most healthy adults, professional organizations recommend 150 minutes a week of moderate aerobic activity spread out evenly throughout the week.

2. Cognitive and Social Activity

A number of studies indicate that maintaining strong social connections and keeping mentally active as we age might lower the risk of cognitive decline and Alzheimer's. Experts are not certain about the reason for this association. It may be due to direct mechanisms

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Points:

5 Ways to Keep Your Brain Healthy (and Prevent Dementia)

3. Strict Management of Chronic Disease

Management of chronic conditions, such as hypertension, diabetes, high cholesterol, and depression, protects the brain. There is good evidence to support proper control of cardiovascular and cerebrovascular risk factors reduces the risk for dementia. Keeping blood pressure, glucose, cholesterol, and weight in the normal range allow vascular and brain cells to function better. Tobacco use is associated with higher vascular disease and cognitive impairment, and alcohol abuse is strongly linked to cognitive decline.

Depression is also a risk factor for cognitive decline. It's important to keep depression under control. This could be achieved by regular visits to your healthcare provider, paying attention to diet, and taking medication on time.

4. Healthy Diet

Many of the risk factors for dementia may be modified by diet. In addition, a diet high in antioxidants may reduce inflammation, which is associated with the risk of dementia. It is reasonable to suggest that the risk of dementia itself could be modified by diet.

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Points:

5 Ways to Keep Your Brain Healthy (and Prevent Dementia)

5. Fall Prevention

Simply put, falls often cause a head injury. There appears to be a strong link between the future risk of brain function decline and serious head injury, especially when the injury involves loss of consciousness.

We can reduce the risk of brain health decline by wearing a helmet when active and making our homes "fall-proof" by removing unnecessary rugs and furniture and placing handrails in bathrooms.

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Points:

Length Of Your Written Content — Is Based On How Many Points You Have

Longer Piece: More Points

Shorter Piece: Lesser Points

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Recap/Summary:

4 Easy Ways To Enjoy Every Moment Of Life

.....
.....
.....

To recap, the 4 ways to enjoy every single moment are:
1) Be grateful for the big and small things
2) Smile, even if it's for no reason at all
3) Detach from the past and future, stay in the present
4) Feel deep contentment with what you have

May you find every moment in your life filled with beauty and bliss.

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Recap/Summary:

How To Dress And Look Like The Most Stylish Person In The Room

.....
.....
.....

Dressing to give off a stylish impression doesn't have to be a confusing task. It just comes down to the right combination of colours and stripes.

Go dazzle and make the impression.

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Action:

What action would you like your reader to take after reading your written piece?

Share? Like? Leave a comment?
Click to go to a website?
Subscribe to an email newsletter?
Read other content?

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Action:

_____

For more strategies on picking stocks that would double in the next year, visit http://www.abcde.com

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Action:

_____

Want more? I have 16 other ways to make your party the most memorable one in your friends' minds. Check out this article "16 Party Ideas That Will Make Your Event An Unforgettable One" here

Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action

Action:

_____

If you find this post useful, please share it with any of your loved ones who may benefit from it.

How To Never Spend Another Christmas, New Year Or Festive Season As A Single Guy Again

Discussion

Picture this: It's another festive season… and as a single guy, you find yourself navigating through a sea of happy couples, surrounded by warmth and laughter.

This time of the year — synonymous with joy and togetherness, often brings about a sense of 'missing out' for those flying solo. While everyone else seems to be wrapped up in the holiday spirit, you might be feeling like an outsider, yearning for a connection… but there is no one to spend the day with.

Here's the thing, the next festive holiday is going to be here whether you like it or not. Whether you want it or not.

If you desire a change in outcome this time round , here are 3 things to do —

#1: Decide & commit to make this next festive holiday different

Yes, decide. Which means you won't back out of it no matter what. This commitment signifies a conscious choice to break away from the patterns of the past. It involves a mental shift that solidifies your intention to actively seek and embrace new opportunities for connection, companionship, and shared joy.

#2: Start making a list of who you can go out with that day

Go through your phone list or even contacts from years ago Secondary school mates, or the bunch of friends you knew from that part-time job years ago… and start recontacting these people.

#3: Join hobby and interest groups now to know more people (Join now, don't wait till a few days before the festive season)

When you wait till you're dehydrated before you start drinking, it's too late already. Begin knowing people from different circles and groups now.

~~So there, follow these 3 steps and surprise yourself with the level of social success you gained by the next festive season.~~

Want more tips to get the social life you've always wanted? Go to http://www.123456.com to download your "Never Single Again" ebook

How To Never Spend Another Christmas, New Year Or Festive Season As A Single Guy Again

OPENING

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POINTS

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RECAP/SUMMARY

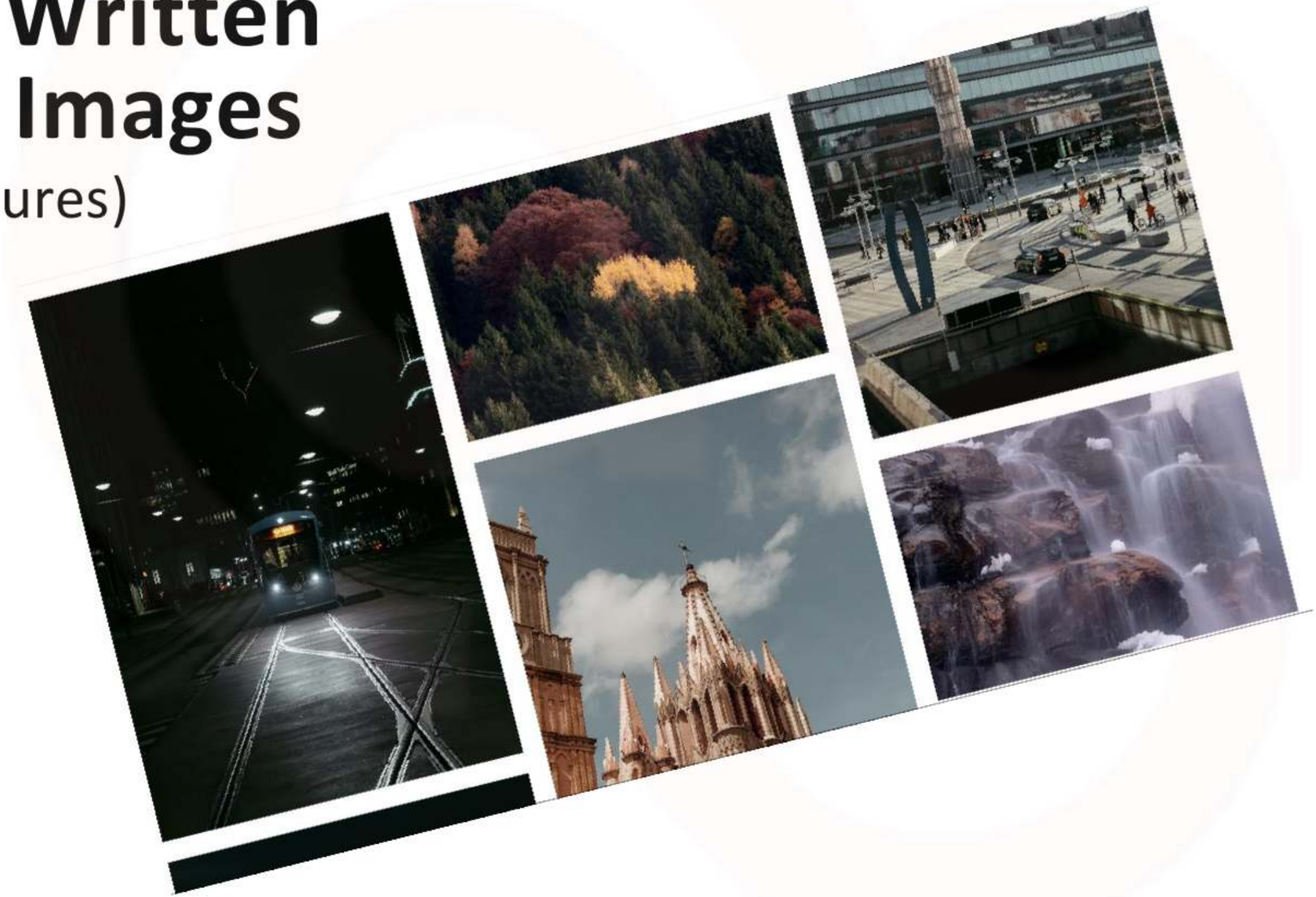
~~So there, follow these 3 steps and surprise yourself with the level of social success you gained by the next festive season.~~

ACTION

Want more tips to get the social life you've always wanted? Go to http://www.123456.com to download your "Never Single Again" ebook

Enhance Your Written Content With Images

(Royalty-Free Pictures)



Pexels
https://www.pexels.com

Unsplash
https://unsplash.com

Stocksnap
https://stocksnap.io

PROJECT

Now… Create Your Written Content

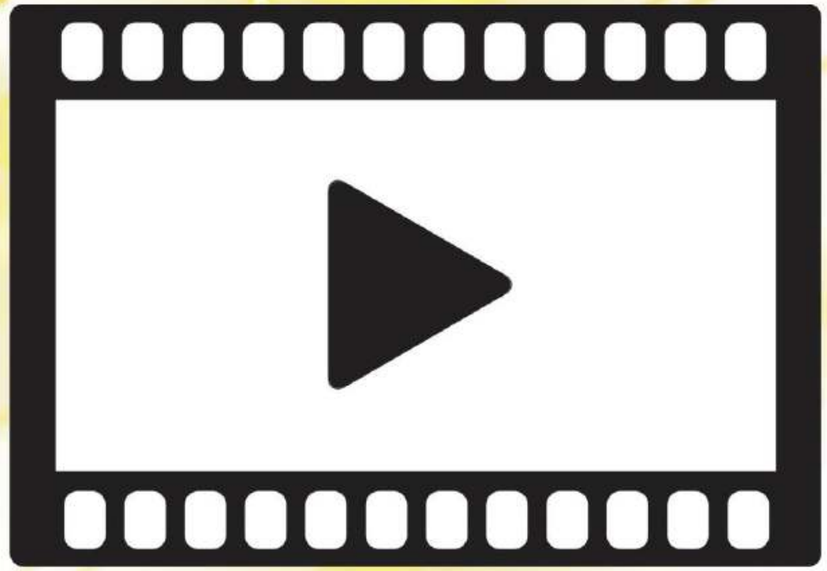
Content Title: _____

Opening

Points (1, 2, X)

Recap/Summary

Action



Create Your Video Content Piece

@ASK Training
Attitude | Skills | Knowledge

Video Content Framework

Content Title: _____

Long Videos

- Who
- What [Problem]
- Why [Important]
- How [Solution(s)]
- What If [Troubleshoot]
- Recap/Summary
- Action

Short Videos

Content Title: _____

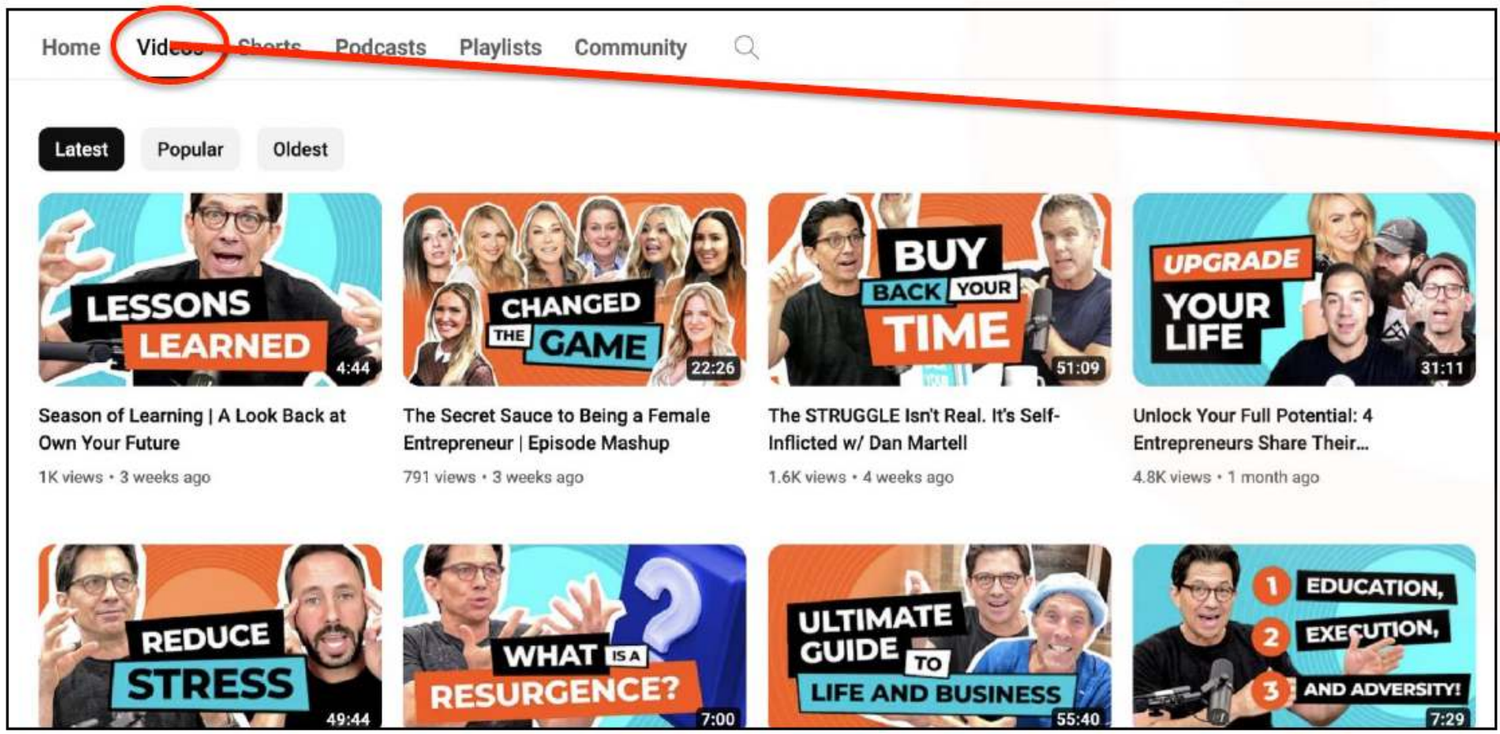
- What [Problem]
- How [Solution(s)]
- Recap/Summary

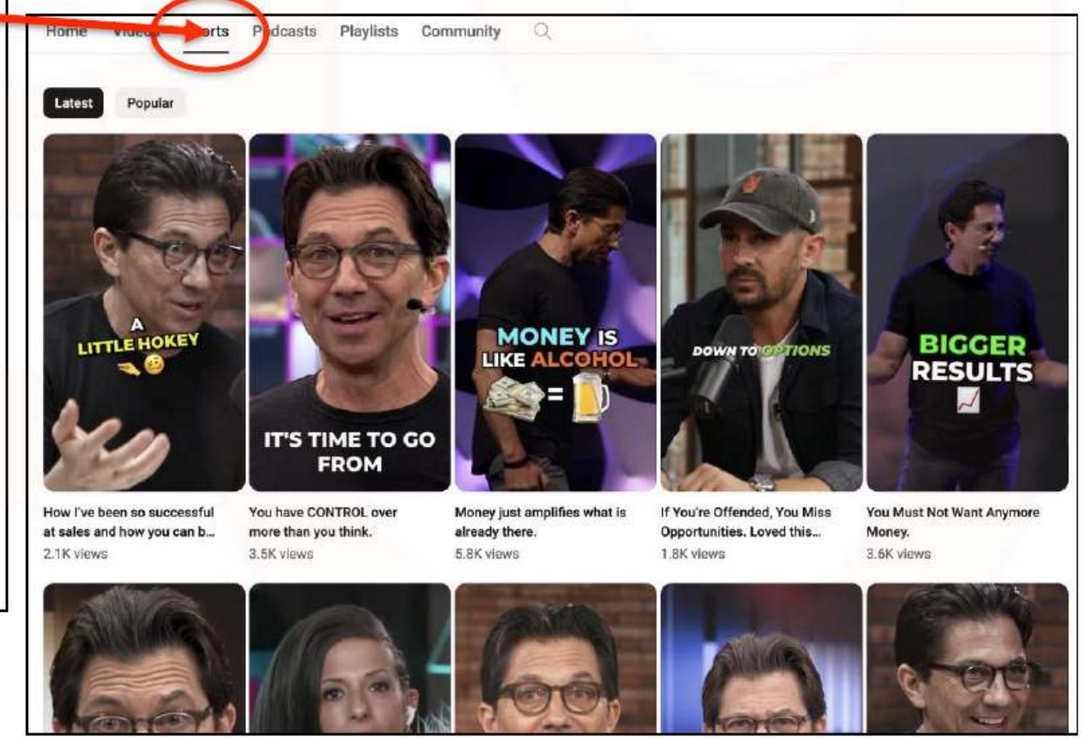
Content Creation & Optimisation

@ASK Training
Attitude | Skills | Knowledge

Strategically, Some Content Creators Record A Long Video First, Then Take Parts From It And Make Them Into Short Bite-Sized Videos

(Or Even Rip The Sound From The Video And Turn It Into An Audio Content)





Content Title: _____

Who
What [Problem]
Why [Important]
How [Solution(s)]
What If [Troubleshoot]
Recap/Summary
Action

Video Content Title:

How To Create A Positive First Impression With Your Handshake

Content Title: _____

- Who
- What [Problem]
- Why [Important]
- How [Solution(s)]
- What If [Troubleshoot]
- Recap/Summary
- Action

Who:

"Hi, my name is Robert Tan and together with my team at Rapport Inc, we are dedicated to help managers, executives and professionals make lasting impressions through effective interpersonal skills."

Content Title: _____

Who

What [Problem]

Why [Important]

How [Solution(s)]

What If [Troubleshoot]

Recap/Summary

Action

What [Problem]:

"Over the past 10 years, I've been frequently asked about one of the most pressing problems when it comes to communicating with others. It is — how to make a positive first impression with other people… within the first minute."

Content Title: _____

Who

What [Problem]

Why [Important]

How [Solution(s)]

What If [Troubleshoot]

Recap/Summary

Action

Why [Important]:

"It is an important problem to address because the first few moments with people is key if you want to build better bonds and relationships with them. As the saying goes: You never get a second chance to make a first impression.

Think about how — if you've made a wonderful first impression with a person, they will develop initial liking and good vibes with you. From there, the foundation for a positive relationship is laid.

On the other hand, if for some reason the other person has a not-so-nice first impression. Things will be uphill from there — where it'll be more difficult to gain trust and rapport with them."

Content Title: _____

Who

What [Problem]

Why [Important]

How [Solution(s)]

What If [Troubleshoot]

Recap/Summary

Action

How [Solution(s)]:

"So how can one create a positive first impression? The answer — believe it or not, is in your handshake.

There is a research by the University of Iowa that shows not all handshakes are equal. There is one type of handshake that brings out the most amount of positive feelings in others.

This handshake must have 3 things happening as you shake hands with others.

First — eye contact. You maintain a comfortable eye contact with the other person as you are shaking hands with them.

Two — firm. Your handshake must be firm… as most people appreciate a firmer handshake as opposed to a fishy handshake.

Three — the handshake has a vigorous up and down motion. Most typical handshakes are done like this… both parties hold hands for a while and let go. No up and down motion. Yet, interestingly, it's been discovered that some up and down motion will create warm vibes in others."

Content Title: _____

- Who
- What [Problem]
- Why [Important]
- How [Solution(s)]
- **What If [Troubleshoot]**
- Recap/Summary
- Action

What If [Troubleshoot]:

"'But what if the other person is hesitant about shaking hands?' you might ask.

That's a crucial point as you might have encounters with another person where shaking hands isn't the usual greeting gesture in their culture.

For that, if you reach out your hand and sense the other person is hesitant about shaking it, what you do is — you convert your handshake into a sincere bow.

Yes, extend back your hand, place it on your heart and give a heartfelt bow."

Content Title: _____

Who

What [Problem]

Why [Important]

How [Solution(s)]

What If [Troubleshoot]

Recap/Summary

Action

Recap/Summary:

"So, to recap. In many of your interactions with others, if you want to create a good first impression, it comes down to your handshake. Eye contact, firm, vigorous up and down motion. Remember, a handshake is not just a handshake… it's a tool for building connections and leaving a positive mark. Go out there and make all your handshakes count."

Content Title: _____

Who

What [Problem]

Why [Important]

How [Solution(s)]

What If [Troubleshoot]

Recap/Summary

Action

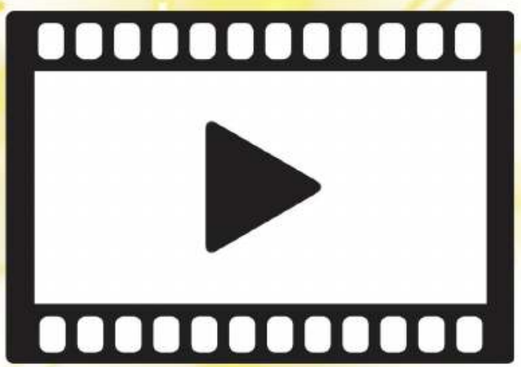
Action:

"I appreciate you taking the time to watch today's clip. To get notified for more videos like this one, please hit the subscribe button.

Until next time, take care, stay awesome and I'll catch you in the next video."

PROJECT

Now… Create Your Video Content



Long Videos

Content Title: _____

- Who
- What [Problem]
- Why [Important]
- How [Solution(s)]
- What If [Troubleshoot]
- Recap/Summary
- Action

Short Videos

Content Title: _____

- What [Problem]
- How [Solution(s)]
- Recap/Summary

With Your Content… When Will You Publish Them?

Content Creation & Optimisation

@ASK Training
Attitude | Skills | Knowledge

Content Title	Type	Platform	Notes	Creation Due Date	Editing Due Date	Publish Date

Content Creation & Optimisation

@ASK Training
Attitude | Skills | Knowledge

Content Title	Type	Platform	Notes	Creation Due Date	Editing Due Date	Publish Date
How to Pick The Right Type of Investment Strategies Without Getting Overwhelmed	Written	Facebook		12 Sept 2023	14 Sept 2023	28 Sept 2023
7 Ways to Get Out Of The 'One Revenue Trap' & Give Yourself New Income Streams	Written	Blog		17 Sept 2023	19 Sept 2023	2 Oct 2023
How to Give Yourself A Salary Raise & Boost Your Income By 2X	Video	Youtube	Include relevant hashtags	25 Sept 2023	28 Sept 2023	10 Oct 2023
The #1 Way to Ensure You Have Enough Money By The Time You Retire	Audio	Apple Podcast		30 Sept 2023	3 Oct 2023	17 Oct 2023
How to Start A Business Without Taking On Unnecessary Risks	Video	Youtube Shorts		8 Oct 2023	11 Oct 2023	25 Oct 2023
How to Balance Your Financial Goals (Even If You Are Piled With Family Responsibilities)	Video	Youtube	Get stock video of families or parents with kids	15 Oct 2023	17 Oct 2023	3 Nov 2023
3 Ways to Build an Emergency Fund Without Stress	Written	Facebook		22 Oct 2023	24 Oct 2023	11 Nov 2023
How to Prevent Lifestyle Inflation From Eating Into Your Savings & Investments	Written	Blog		31 Oct 2023	3 Nov 2023	18 Nov 2023
6 Ways to Make Your Debt Problems Disappear By This Time Next Year	Video	Youtube		9 Nov 2023	12 Nov 2023	26 Nov 2023
How to Never Have Credit Card Debt Again	Audio	Apple Podcast		16 Nov 2023	19 Nov 2023	4 Dec 2023
5 Ways to Tackle Rising Healthcare Costs	Written	Blog	Include infographic	24 Nov 2023	27 Nov 2023	11 Dec 2023
How to Earn 3 Times More While Working Less	Video	Youtube Shorts		2 Dec 2023	5 Dec 2023	19 Dec 2023
8 Strategies To Lower Your Household Expenses	Video	Youtube		9 Dec 2023	12 Dec 2023	27 Dec 2023
How to Make This New Year Your Wealthiest Yet	Written	Blog		15 Dec 2023	18 Dec 2023	31 Dec 2023

PROJECT

Plan The Next 3 Months With Your Content Creation Calendar

Content Title	Type	Platform	Notes	Creation Due Date	Editing Due Date	Publish Date

Learning Unit 4

Advanced Techniques and Trends

LU4: Advanced Techniques and Trends

What will you be learning?

- ❑ Trends
- ❑ AI Tools For Written & Video Content

Trends

Content For Each Platform → Caas (Content as a Service)

Static Videos → Interactive AR, VR, 360 Videos

Human-Created Content → AI-Created Content

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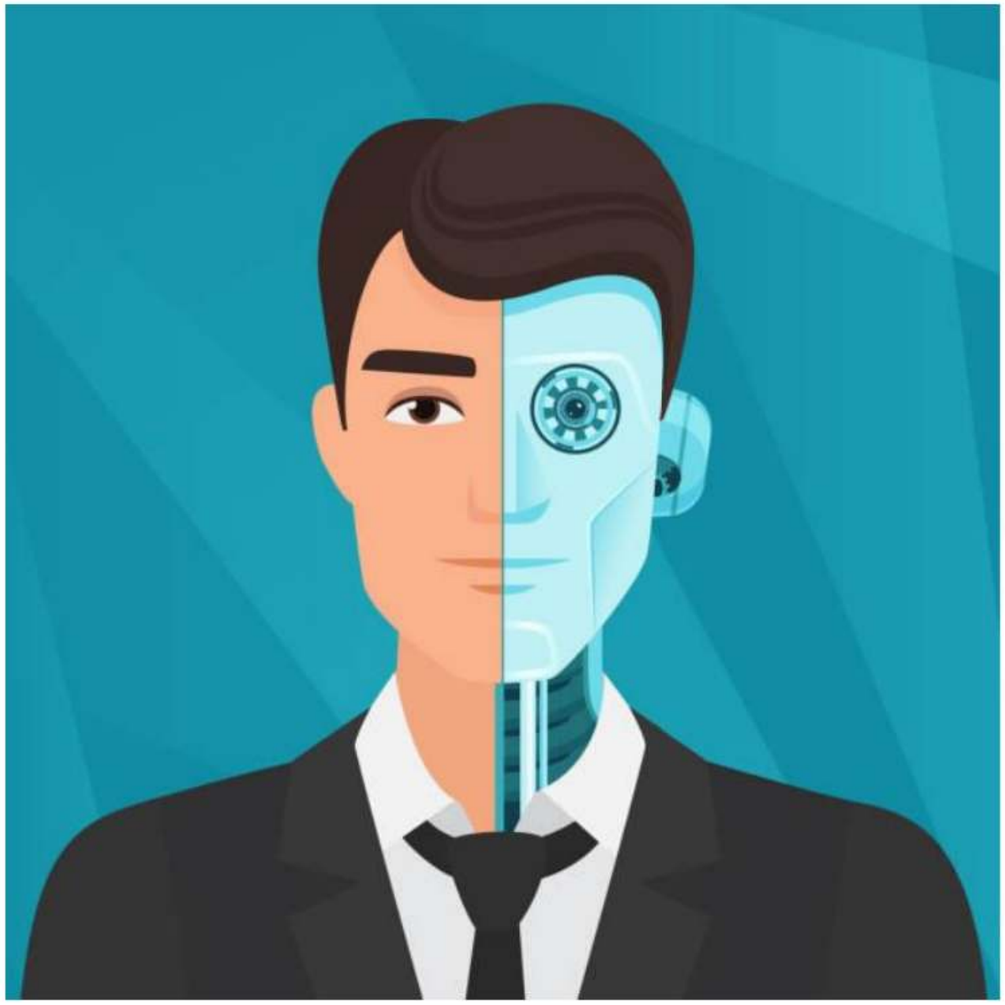
Attitude | Skills | Knowledge

https://www.youtube.com/watch?v=eKumVFvGHFA

Content Is Now Made By…

Meat



& Machine

How Can You…

Assess and implement emerging tools and techniques for digital content creation?

- By establishing a dedicated team to explore, test, and assess emerging tools such as AI-driven content creation, virtual reality, and interactive media

And…

What criteria should be used to evaluate these tools?

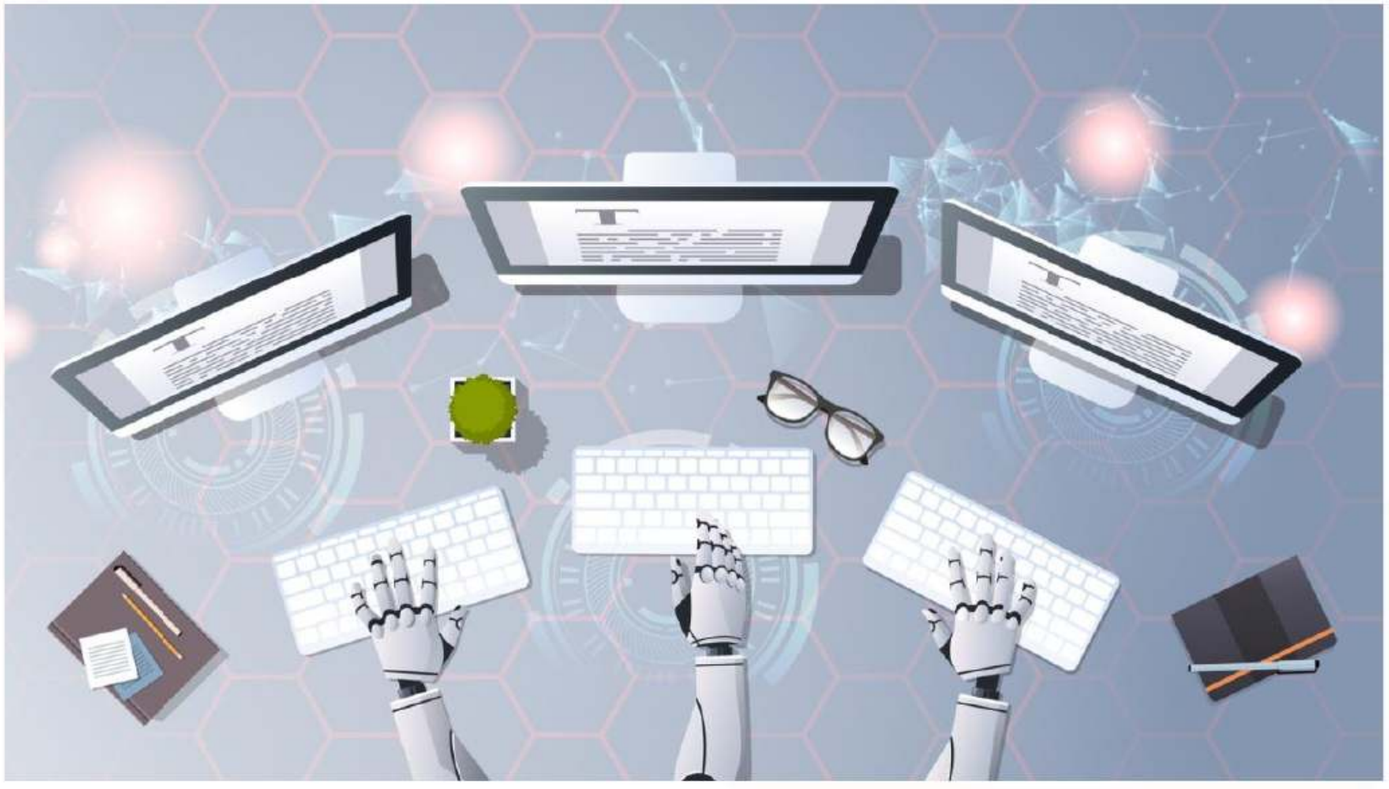
- Evaluation criteria should include ease of integration, scalability, cost-effectiveness, and the potential to enhance user engagement and experience

AI For Written Content

Chat GPT
https://chat.openai.com

Bard
https://bard.google.com

Perplexity
https://www.perplexity.ai



AI Tools For Videos

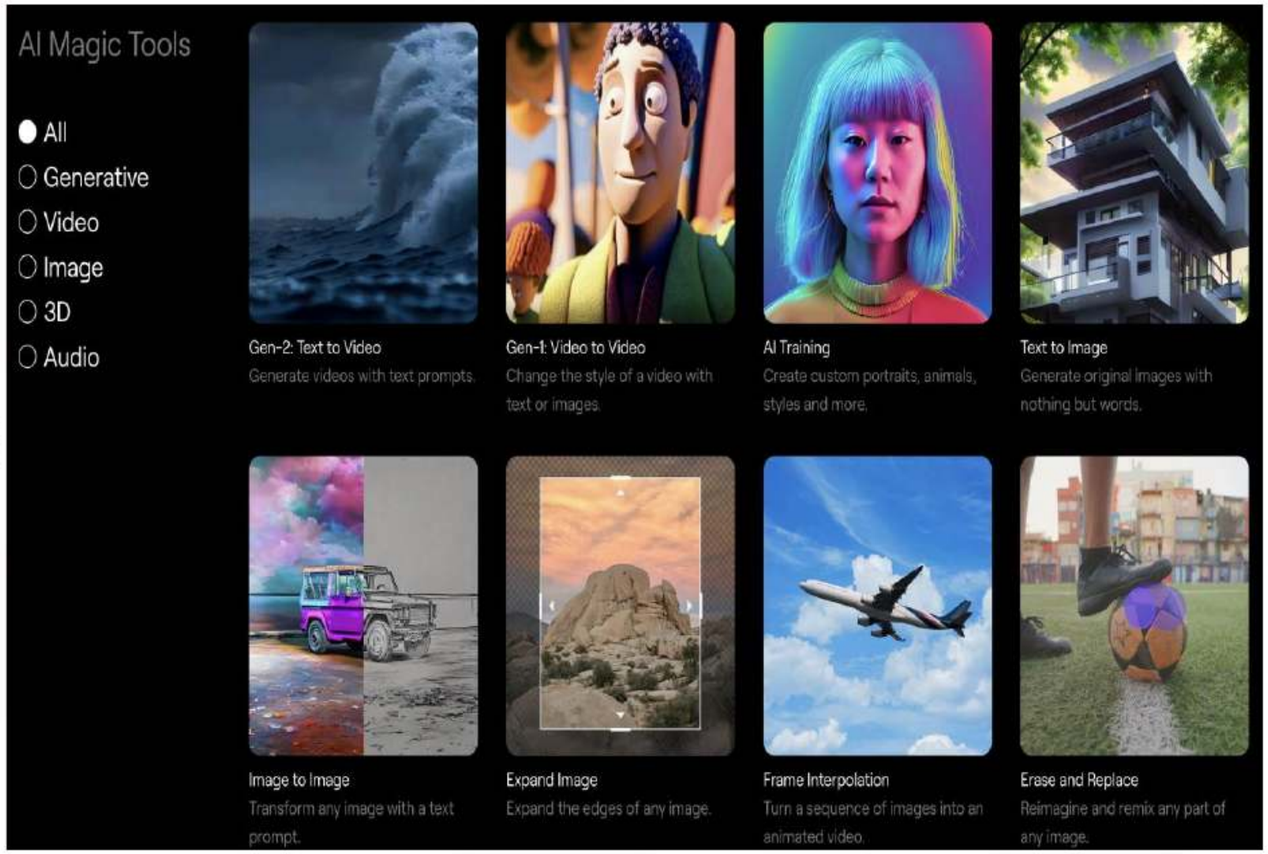
Runway (Create video from text prompt)
https://runwayml.com/ai-magic-tools/

Pictory (Generate video from script)
https://pictory.ai/pictory-features/script-to-video/

Descript (Video editor/transcription/clone your voice)
https://www.descript.com

Synthesia (Video avatar creator)
https://www.synthesia.io

Subly (Subtitles creator)
https://www.getsubly.com



Advanced Techniques and Trends

www.youtube.com/watch?v=Bl9wqNe5J8U

@ASK Training
Attitude | Skills | Knowledge

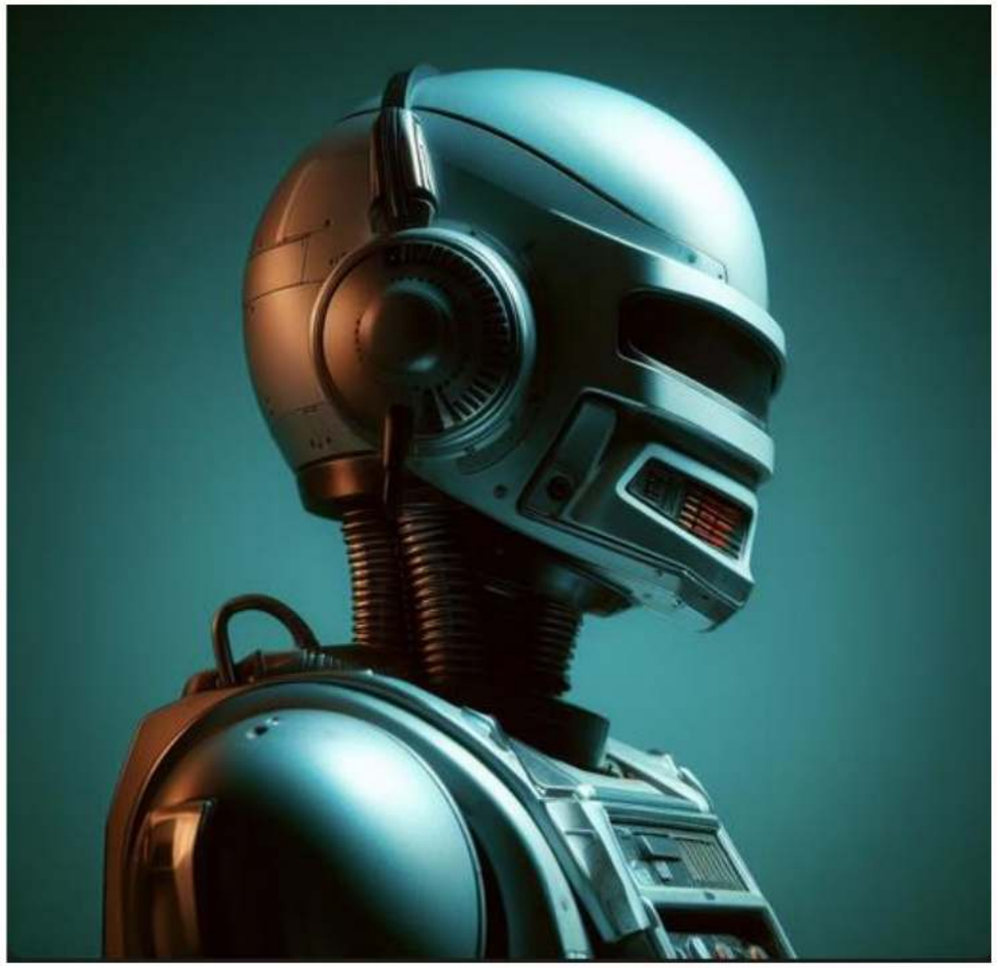
AI For Generating Images

Dall-e
https://openai.com/dall-e-2

Stable Diffusion
https://stablediffusionweb.com/

Lexica
https://lexica.art

Bing Image Creator
https://www.bing.com/create



How Can You…

Leverage emerging tools to customise and personalise content for different audiences and regions?

- Leverage tools by employing Artificial Intelligence (AI) and Machine Learning (ML) to analyse user behaviour and preferences

Implement strategies to continually assess and adapt to new tools and techniques?

- By establishing a continuous learning culture and a periodic review process. Regularly scanning the market for new tools, attending industry conferences and staying active in relevant communities to be always aware of the latest trends and technologies

If You Still Prefer Human

(Freelancers to create, edit, design, do voiceover etc for content)

Fiverr
https://www.fiverr.com

Upwork
https://www.upwork.com

Assessment Requirements

Assessment Method	Duration	Type of assessment
Individual Project	80 mins	Summative
Written Assessment (Case Study with Questions)	40 mins	Summative
Total	120 mins	-

Q&A

Your Comment/Feedback/Review

Course Feedback

Traqom Course Survey

WSQ Course Feedback

Google Review

Follow @ASK

Thank you