

---

# CONTENT MASTERY

## SHORT-FORM REPURPOSABLE WRITING

### *Who is this for?*

- Those that want to write authentic, authoritative, and impactful content that leads to growth, leads, and sales.
- **Those that want to repurpose that writing for Reels, TikToks, or Shorts.**
- Those that want validate their ideas to grow faster on different platforms.
- **Those that want a cornerstone habit to develop. If you don't know what craft to master, make it writing.**

### 1 – THEORY

Understand how to write top-of-funnel content that evolves as you do. Learn how to strike a balance between skills/interests.

### 2 – PRACTICE

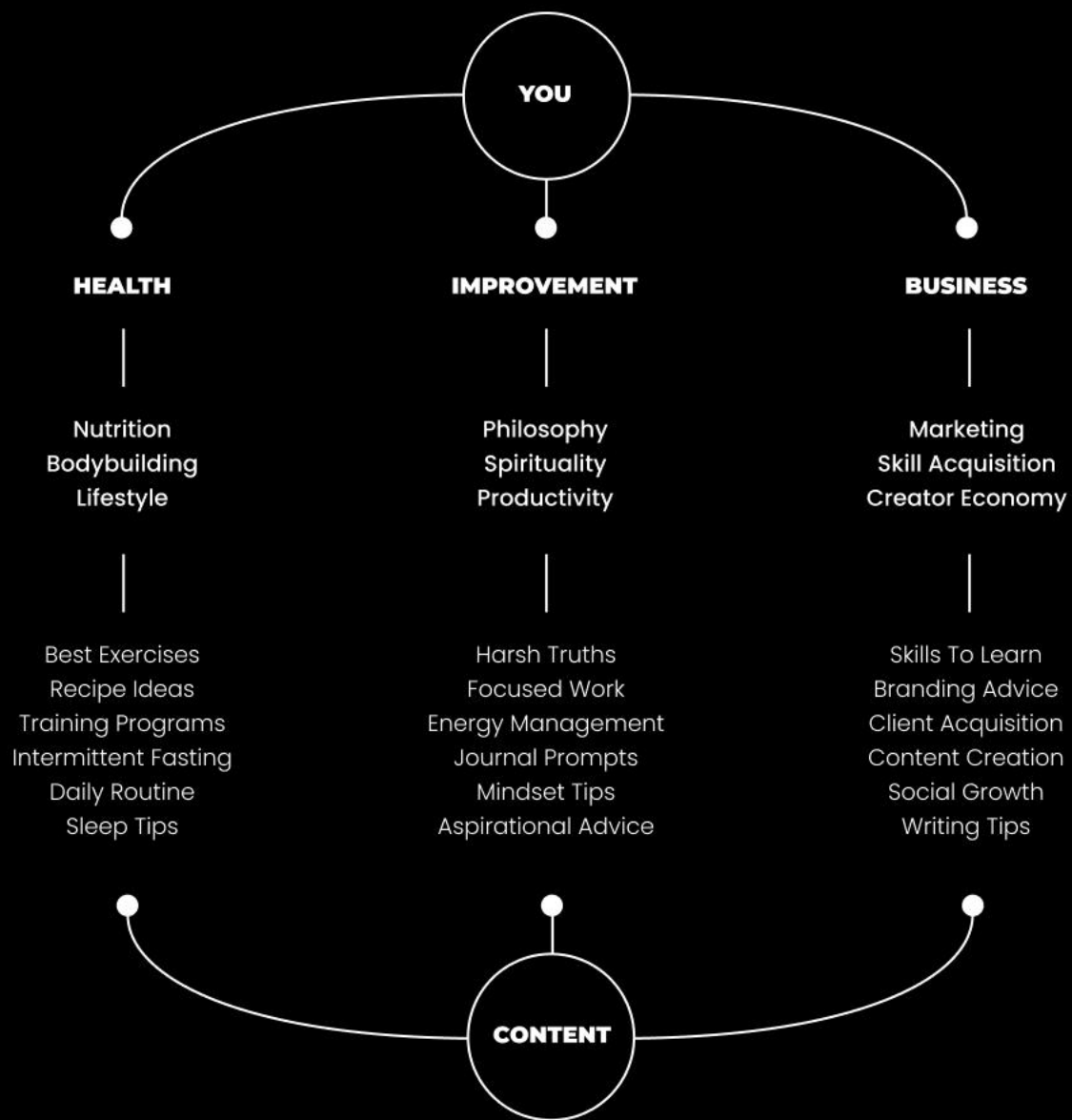
Use the Notion template to write 20+ foundational content pieces that you can iterate from.

### 3 – EXAMPLES

Run through examples of high performing content and learn how to find the best ideas to emulate.

### 4 – Q&A

If we have time, we will answer helpful questions relating to the call.



# THE TOPIC TREE

CLARITY FOR YOUR RESEARCH & WRITING

Broaden and breakdown the 3 main interests you plan to talk about.

Break down your broad interests into ~3 topics each.

Break down the topics further into sub-topics and talking points for idea generation.

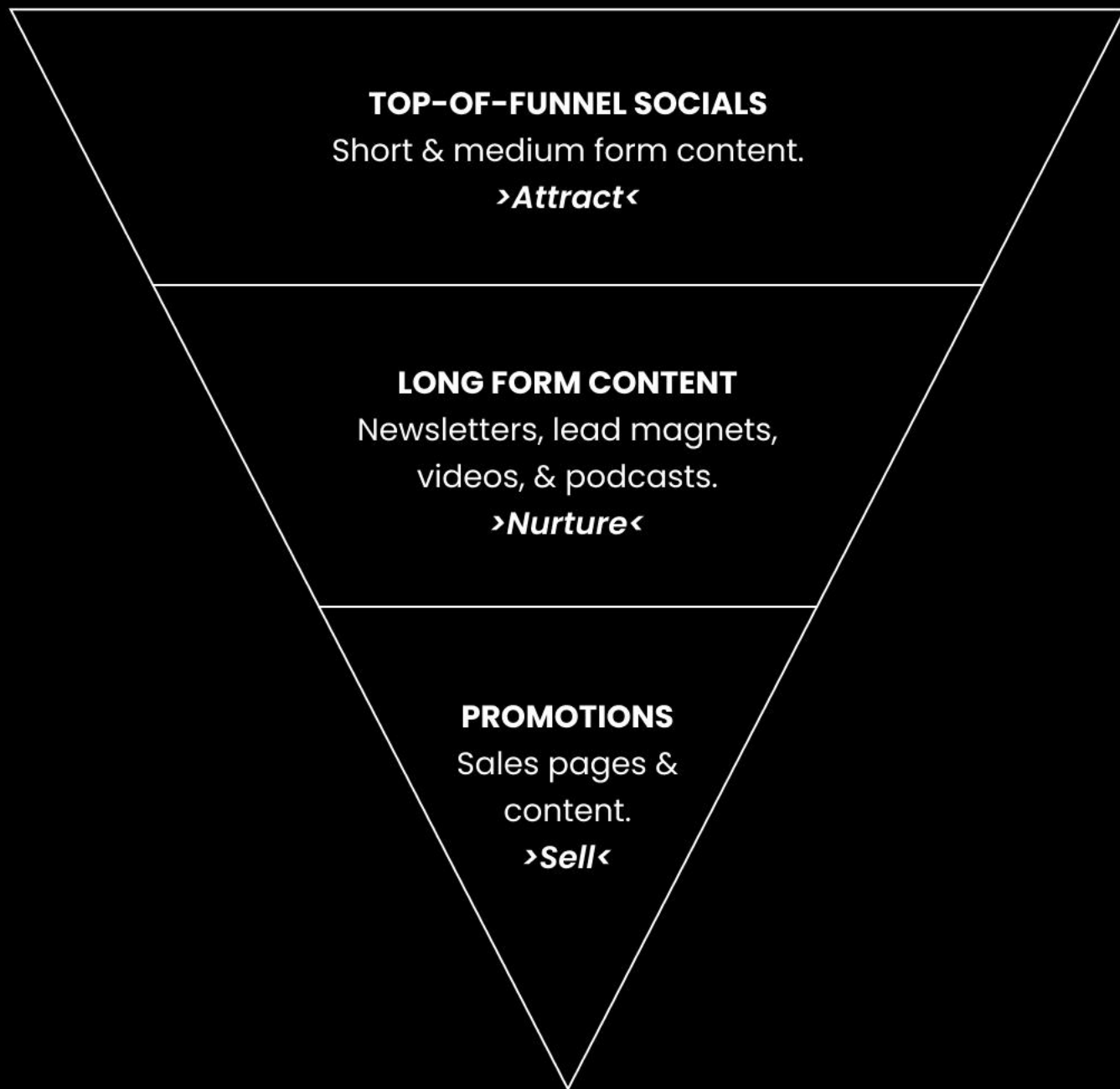
## LEVELS OF AWARENESS

Everyone in your audience will land within the 5 levels of awareness.

Always remember that 95% of the market are beginners. Yes, even those that you plan to sell your service to.

1. **Unaware** – unaware of you, their problem, and a potential solution.
2. **Problem aware** – aware that they have a problem but don't know how to fix it.
3. **Solution aware** – aware that there is a solution to their problems.
4. **Product aware** – aware that there is a product that offers the solution.
5. **Most aware** – ready to buy if the right message is presented.

This does not only apply to sales, or even business. This is a universal principle.



# THE 10 KOEMMANDMENTS

## FOR CAPTURING ATTENTION

### SPECIFIC NUMBERS

- **Statistics** — “There are 7 billion people on this earth”
- **Dollar amounts** — “Apples new \$1175 iPhone has this new feature”
- **Metrics** — “I sent 322 cold emails” or “After 293 days...”
- **Lists** — “7 bad habits that are preventing you...”

### PATTERN INTERRUPTS

A pattern interrupt is something that breaks people out of their normal conditioned patterns.

If someone is scrolling on Twitter and used to a lot of political commentary, a well formatted list tweet will make them stop their scroll.

### NEGATIVITY BIAS

“You are going to achieve great things.”

Compared to:

“You will never hit rock bottom again.”

### TARGET CALL OUT

- If you are in your 20’s...
- Calling all creators, coaches, and freelancers!
- Fathers are a gift to humankind...

### PROBLEM CALL OUT

MOST people have encountered the same problem or pain as everyone else throughout their life.

If you can describe the feeling accurately, you have attention at your fingertips.

## **ACTIVE VOICE**

Active voice implies that there is a story. It eases people into what you are saying.

## **CONFIDENCE & CONVICTION**

Tools you can use to sound more confident:

- Eliminate words that imply uncertainty
- Speak in absolutes when possible
- Exaggerate your point to add energy

Of course, do not abuse these for the sake of engagement.

Rather than saying: "It may be wise if some people developed their skill set."

Say: "It is crucial that everyone on planet earth develops their skill set."

## **POTENTIAL BENEFIT**

The opposite of calling out a problem.

Your mind needs to think in pains and benefits. Why should they care?

## **SOCIAL PROOF**

When you flex your results or credentials, people automatically assume that you know more than them.

This works 100x better when it isn't viewed as a "flex."

## **WARNING & CAUTION**

What should people look out for when they are trying to achieve something?

Can you warn them of something they will encounter as they are trying to reach where you are now?

## RESEARCH YOUR DOMAIN

Make a habit to research your main topics.

- Go on walks (creativity blocks)
- Read before bed (undistracted)
- Have a place to capture ideas

## NOTE NOVEL PERSPECTIVES

“People need to be reminded more than they need something to.”

*“Your reader wants to be entertained and receive tools they can use immediately. That means your book must be sprinkled with anecdotes and useful, practical, hands-on exercises: invented or re-invented by the author.”* — Nicholas Boothman

## WHERE TO GENERATE IDEAS

*From the top down:*

1. Books
2. Book summaries
3. Courses
4. Podcasts
5. YouTube videos
6. Tweets & threads (curated)
7. Other social posts
8. ....
9. TikTok

We will discuss how to use these ideas in a way that isn't copy paste.

In short, you want to use the high performing idea & practice writing with a specific content structure.