

Announcer: [00:00](#) Welcome to the Feed U Podcast, giving you the real scoop on raising your business to new heights, expert education, inspiration and motivation to fuel your purpose, your passion, and your profits. Here's your host, Alisa Conner.

Alisa Conner: [00:28](#) Hello. Hello. Welcome to the Feed U Podcast. I'm Alisa Conner. I'm your host. I so appreciate you being here. All you lovely listeners. It is so awesome. I really love doing the podcast and I love when people reach out to me and tell me how it is impacting their businesses. So thank you so much for tuning in every week. I know you have, um, a lot of demands on your time and I just, I really appreciate you tuning in. If you are a new listener, welcome. I appreciate you finding me and would love to hear from you on Instagram about, um, how you found me. That's always good to know. But also, you know, if you have questions regarding content marketing or email marketing or anything around your sales funnel, reached out to me on Instagram @AlisaMConnor. And also if you're a loyal listener, I'd love to hear feedback from you or just, you know, start a conversation. It'd be great to talk to you and find out, you know, how you're utilizing what I, what I, I'm present to you in these podcasts and how it's impacting your business. That's really what really what I want to know. I want to make sure that it's, um, you know, when you're implementing the strategies and ideas and learning that you get here, I want to know about your success because we have got to support each other. This is a can be a very lonely world when you have your own business. So if you've been tuning in, um, you probably are aware that I have been talking about story branding for quite a while. I'm going to switch gears this week and I want to start talking about, um, content and we talked a little bit about content last week in regards to, um, storybranding. Yeah. But I really want to talk to you about content and what that looks like, the different formats and how to create content that people actually want to read and actually engage with. Because if you're creating content and you're spending a whole lot of time, content creation takes a lot of time and um, regardless of what kind you're doing and regardless of how you're promoting that, it takes time. You've got to plan it, you've got to, you know, either recorded or rite aid, you've got to start promoting it there. There's just a lot of steps behind it. So I want to make it easier for you to create, not only create that content, but get some engagement and get some people consuming that content on a regular basis. Before we get started, a word from our sponsor,

Announcer: [02:53](#) One of the biggest frustrations I hear from business owners on a regular basis is I need more, and I get it. Every business struggles with getting new clients until you know how to do it.

The problem is is you spend your time networking and going to events and making phone calls that don't go anywhere. You're out trying to attract people to you when there is a much easier way. Growing your email list is so important because it fills your list with potential clients who actually want to hear from you and it gives you the ability to reach out to them on a regular basis and share what you have to offer. To grow your email list, you got to have a great free download. Sign up for our free newsletter isn't working anymore. You've got to create a download that piques their interest, gets them to take action and adds onto your list. Sounds easy, right? Of course. It's not easy. That's exactly why I created my new free training. To help you create an awesome free download, you can sign up@Alisaconner.com forward slash create my freebie. This live training is going to present the five easy steps that I've used with my clients to help them go from hot mass marketing to growing an email list that they consistently get sales from. So you don't want to miss this training. Head on over to alisaconner.com/createmyfreebie and sign up today. I'll see you inside.

Alisa Conner:

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So step number one to um, and this is gonna this is going to go to the wayback machine. And I always tell 'em I tell my kids we're going to go into the wayback machine and I don't even know that that's a thing, but I think it's funny. Um, but this is going to take us back to the foundations. And um, one of the key components of, of branding your business is really determining who your ideal client is. And I think people get really, they can get lost here when, when we're talking about ideal client, but it really is important for you to get specific about who it is you help. And the more specific you can get to, the more traction you're going to get. And that doesn't necessarily mean that it has to be a single white female who's 37 and, you know, get really that specific. But really getting clear on what does that one characteristic that most of your previous clients or the people that you want to work with have. And so for me, that characteristic is I, um, I really enjoy working with people who are, I call them my corporate escapees. And so they're really intelligent people. They, um, they had a lot going on. They're self motivated. Um, they're really good at what they do, but they don't have a lot of the skills that were not taught in corporate. And that is, you know, how to build a business, how to market a business, how to create offerings, how to build a sales funnel. Because when in corporate you have all of those components created for you, you have different departments that do all those things. So you've got a human resources department, you've got an accounting department, and you have a marketing department, you have a sales department.

When you become an entrepreneur, you are now all of those departments. And so most of the people that I've really enjoyed working with have worked in a corporate setting of some sort at one point in their life. And they're very polished. Um, and they're really good at what they do, what they're not good at is making less work for themselves. And so if you can get really clear like that in who it is you're trying to serve with your product or service, and I use the word serve a lot because I think if you're coming from a place of I just want to make money, you're going to have a really hard time gaining traction. Um, people can feel that energy, they can feel that, um, air about you. And really when you're in a, in a position of owning your own business, whether you're a small business or an entrepreneur coming from a place of service, and how can you help the people that you want to help with your gift and how can you make them more, uh, prepared to work with you or whatever that looks like. Um, if you can come from that centered piece in that centered part of your being, you will have no problem attracting people when you go out. And I've seen this again and again, but when you go out with the attitude of I just want to sell as many people into my product or service as possible, you're going to have a really hard time. One gaining traction to getting clients and three, um, having long lasting relationships. And one of my, um, future episodes, I think I can, I, I've talked about lifetime customer value and how significant that is in your business and um, you know, it is much harder to go out and get a bunch of new customers than it is to actually take care of the customers that you already have. And so determining, you know, if you have a customer who purchases a purchases, say a \$99 product from you, and then you can move them through a sales funnel where they have spent, you know, \$1,000 a year or \$2,000 a year, or you know, creating a revolving, um, spend with them, then you can calculate what is the lifetime value of, of that customer, what does that turn into because it's not then a onetime purchase. And at that point you're also creating a relationship with them. And so you've seen it, I'm sure it was some of the people that have done really well in the online marketing space, but you know, they, they might create a small product and then their next product offering is quite a bit higher and then they're moving to a, a product offering that's either more expensive or, um, that is a revolving income stream. So something like a membership or something like that, um, where people are paying monthly to be connected to them. And when you calculate that lifetime customer value. So let's use an example of um, somebody who has a consulting business. So maybe you have a \$99 product that is just a, a quick win and, um, it could be like a quick webinar for how to, um, I'm trying to come up with one off the

top of my head. Let's, let's say you're a gardener or gardening company and you have a quick quickly and on, um, six steps to set up your hydroponic garden. And that is your course. You've created six videos and you walk them through how to set it up and how to get their first harvest out of hydroponic gardening. Well then maybe the next piece is that they, they got it set up, but they're still not like all of their lettuces yellow and earlier they have a lot of problems. So they want to hire you. I'm in a group coaching session and so you have a groups, a group coaching that is instead of \$98, it's \$500 for six sessions. Let's just say. Um, so you've already, you know, five times your revenue with just that increase. And so, um, that group session, then they still need a little bit more help. And so then they moved to a, uh, individual coaching program with you and say it's a two month coaching program that turns them into the green thumb of the neighborhood and Yada, Yada, Yada. And you charge \$1,500 for that. So now you, again, three times, it's, so if you look at the lifetime customer value currently, they went from a \$99 investment to over \$2,000 with you. And so you can see how you can easily and more quickly scale and grow your business when you are looking at lifetime customer value versus per product value. Um, so I kind of went on a tangent there, but being aware of who that client is makes you much more aware of what that journey looks like for your customer and what their final outcome is so that you can create more effective products and services and also messaging around what you're, um, presenting. So when you're creating that content, whether it's a blog post or a email blast or a live video or tutorial or audio training or Ebook or whatever it might be, whatever kind of content you're creating to drive new traffic, being aware of who you're creating it for and really being aware of you know, what they want to learn, um, how their fears and problems affect them and are stagnating them or keeping them stuck. Um, but also anything you can know about them inside and out. So if your ideal client has small children, you are going to want to relate to them. Having small children and probably not having a lot of extra time. If you use a lot of industry language instead of um, plain speak, you're going to have a hard time creating content for your ideal client because they're not going to speak industry language. And if they do, they may pretend to understand it but not really understand it or they may just tune out. So be really aware of how you're creating content, the information you're putting into that content and just trying to make it as simple as you can for people to um, consume it, engage with it and move further through the sales process with you. The second tip I have for you in creating really good content is to use some really valuable tools and I'll link to all of these in the show notes. Um, but tools that help you

determine, you know, what content is out there. Um, if there is content that's created but it's missing like maybe an update or it's missing some key information that you know about and also just content that is not, hasn't been created yet. Um, there is so much content out there, it's hard to believe that there'd be anything that's not created. However, if you look at content, so you may have somebody that gives you seven, seven tools for creating content, but they don't do a, um, tutorial on how to use any of those tools. So maybe you could be the person that picks one of those tools that you go out and you learn everything about it and then you create a tutorial piece on how to use that tool and how it impacted your business. That is valuable. Um, and so I wanted to give you, I have one, two, three, four different tools that you can use today to identify your content that's out there and also missing content. There are some other paid tools I wanted to stick to the free tools. Um, there's some really expensive SEO tools out there, um, that if you are making, you know, pretty good money in your business, you may want to invest in. But if you don't want to become the SEO expert and not really invest in those tools and do it yourself, you made us want to hire an SEO expert, um, and just do some, you know, fine tuning around questions that you ask before you hire them to the paid tools that, uh, that come to mind that I think the starting point is around a hundred dollars a month. That's just the lowest entry point for each of them is sem, rush, sem, rush. And you can go in and do any kind of SEO research in that tool that you could dream up. So anything from putting in keyword term, seeing what kind of content is created for that term. And I'm also, you know, any kind of, um, engagement that may have happened with that content. And then the other one is a href. And so it's a href, and it's also a paid service, but you can actually go into links of all that content that you just found on semrush and see, you know, who has shared it, who's linked to it, um, and all kinds of data information that you may or may not be ready to go into. So if all of this has confused you, um, just step away for a second, take a deep breath and realize that you can hire an expert to help you with this. Um, I am not an SEO expert, but I do believe in at least giving you some ground information so you know what to ask. But the tools, the four tools that I'm thinking of, our tools, that number one are free. And number two we'll give you invaluable insight into places, um, and questions and ideas that you may not have thought of to create some content. Number one is one of my favorite sites is called answer the public and they have done such a great job at marketing their um, and branding their website. It's as cranky guy and I've mentioned it before on the podcast, but it's this cranky guy, you type in a question and the free version gives

you a limited number of searches. It's not that many. I think they have decreased the number because I used to be able to go in and do like 40 searches and it would never lock me out. But now I feel like I do maybe about 10 and it locks me out, which is understandable. They have a paid program. Um, and I don't have the pricing off the top of my head, but if you just go to answer the public.com you can go into the tool. But what's great about this is it will actually pull up all the different questions that are asked about that specific topic. So let's say for example, um, you put in the topic massage, like you wanted to learn about, um, hot stone massage, massage. Well, the answer, the public would not only give you every question that is asked about that on a regular basis, um, but it would also give you related questions, related ideas, um, et Cetera, that you could then create blog posts around. So definitely check out, answer the public. Also, um, Google predictive search. So the, the key or the trick with Google predictive searches that you want to make sure that all of your browsing data is deleted because otherwise it'll use your previous searches that you have done recently in the search criteria when it's creating, um, you know, search results. But if you just go in and clear out your brain, your browsing data, you can actually go in and as you start to type in whatever keyword or whatever phrase you're wanting to create content about into the search bar, you'll see that below it. Um, it'll list out, you know, probably six, seven, eight different, um, autofill solutions. Those are all things that you should write down and keep, um, a, a list of or a note of or whatever that are things that people search for. The, it's called predictive search because enough people have searched for those items that they're predicting that that is what you're going to, you're going to search for two. So those are great places to start. I always say if you're going to choose a predictive search term though, go ahead and run the search and just see what content is out there already. And when you do that, um, you can go in and this is actually a great way to do it is to pick one of those terms that is of most interest to you. So, um, let's use our hot stone massage. So say you put in hot stone massage for pregnant moms and you go in and you just see how many articles are written on that topic and maybe there's none. And so, you know, well that's a great article, right? Cause there there's no topic, there's none showing up already. Um, or if there's a bunch that show up that are, you know, massage but don't have to do with pregnant moms. And you also know that needs to be an article that's written. Um, also you can go into the articles that have been written and you can see one how old they are and to um, based on how they rank, you know, you want to probably choose the first three and you can go in and see if there are any comments in there. If there are, that gives

you an idea of things that are resonating with people. Um, or if there are questions in the comments, you can look at those. But more importantly, you can evaluate that article, read through it and see if they have missed anything. And if they have missed something, there's a great way for you to create content is fill in the gap, fill in that missing part. And so Google predictive search can, um, you can get lost over there easily. But it also gives you some great ideas for content that one is needed. And to that is being searched for Pinterest search. Now I haven't. I am, I love Pinterest, but I get lost over there too. Um, but it's really a great search, um, tool for research if you can keep from pinning. And if you're creative like me, that could be difficult, but give yourself a timeline. But they will also do, um, suggested search terms if you put in a term in the search bar. So for example, if you were doing hot stone massage, you could put that in as your search term again and it will pop up with little boxes underneath that term of other, um, suggested ideas or suggestions, uh, suggestions for topics. So you can either write those down or you could click on that and then see if it gives you additional ideas. But that would give you another option. So Pinterest is a third choice for you to go out and do a little bit of research on content that could be missing. And then last but not least, Facebook, um, Facebook search is very powerful as well. Um, any other social media search channels, but specifically Facebook you can find out. Um, you can search by posts, you can search by group, you can search by people and you can, um, what's really nice about Facebook as you can see what kind of engagement is happening on that search term. And if there are a lot of groups created, he can go in and, and see, um, you know, what's being posted in those groups where you can find a group and join, um, pages. You can just go and there's, it's tons of ways to research and this is a rabbit hole. You can quickly go down and lose yourself in. So I would say, you know, definitely set yourself a time limit, have an idea of what you're looking for before you go in there. Um, based on my next view, um, suggestions for creating content. You'll have a better idea of, you know, how to choose what to look for, but give yourself, um, you know, a, a time limit to go in there and do that. And then, um, uh, I have a few more tips for you down the line that are, that it will help you with that as well. Uh, so my third tip is to get connected with your audience. Um, if you just have a small audience, it's, um, go join a couple of Facebook groups and survey the people in those groups. As long as they are people that, uh, resonate or are your ideal client, uh, you can get pulled into a rabbit hole with people really quickly if you just go and randomly post in the groups that everybody else posts in. But number one, if you go in and you're asking for opinions and you're asking for feedback, you will stand out much higher

than most people in that group because most people just want to sell what they have, um, depending on the group. So when you're creating a survey or a poll, it's, that's much, it's very easy to do in Facebook, but you can also go over to SurveyMonkey and create a poll or a survey, um, and email it to your audience that way. So you can get feedback and you can ask questions like, what would you like to learn about next? And then give them four options. Um, what, you know, what's the biggest problem in your business right now? And you know, give four options and then an option for them to write in their own, um, suggestion or you can just leave it, you know, tell me the number one thing that you're struggling with when it comes to social media and leave a blank box and let them answer. Um, this is going to give you tons of idea, not only for content but for, um, copy for your website and your emails and all that stuff. You can use all of that information to further promote what you're doing as long as you are answering the call to solve that problem. And so when you're creating those surveys, um, another really great place to create those surveys other than just social media posts or on email is in messenger. So if you've started to use messenger marketing or chatbox marketing, if you already have subscribers that have subscribed to have you, um, contact and communicate with them, you know, send a one question quiz through whatever messenger, um, bought creator, you have, I use many chat and you have the option to go in and just create a quick little survey and you can see how many people are responding in Messenger. People open those messenger chatbots far more often than any other channel at this point. Um, so when you're utilizing those, of course, don't be spammy, but you know, if you're using them to actually gather information, people will appreciate that. And you may even have more direct responses like, um, because it's easy. They can go in, they can see that you created a survey and that Messenger Bot and then they want to respond with, oh, you know, what I really want to know is this, and I can just send a message right there and I have to go to, you know, open up an email or whatever it might be. So if you haven't thought about Messenger Bot marketing yet, um, I did do an episode early on in the podcast with Kelly Noble Mirabella who is amazing, um, with chatbots, but I will also be talking about chatbots coming up, um, in episode 45, so in two more episodes, I'm going to go over the benefits of chatbots and creating a good customer service experience. So I'm more to come on that. But that is a great place for you to gather some research and start those conversations to figure out different content to create. And then of course you've got your Facebook groups. If you don't have a Facebook group, you can, you know, go to other people's. But it's always great to have your own and start

building your own audience. And that's a great place to pull. Like I try to pull in mind pretty often to see, you know, what people are really interested in and what they want to learn about because then it directs where I go with what I'm creating next. And we always think we know best. But really if we, if we go in with an attitude of we, we know nothing and we wait for them to tell us, we will be much quicker on track with creating what people want and delivering what they want. And then last but not least, um, this is kind of a new one as well. But thinking about, um, how to create a poll or using a poll in any of the story up, um, functions of those social media platforms. So for example, if you're using Instagram, you have the ability in your Instagram story to add a poll and you can collect data from that pole and it can be a simple yes or no. Um, but it's a great way to get some engagement with people, get people to answer and to, um, gather intel on things that are resonating or not resonating with your audience. So those are some places that you can survey. And I would highly recommend surveying and finding out information from your audience. Um, more often than not because if you do, um, you're going to hit the nail on the head when you do put out that content, regardless of what you put it out in. My tip number four is to analyze content you've already created for popularity. You know, what's the content that people always go back to or the you get the most comments on or that people always mention when they see you or, um, and they may not know the exact episode but they can tell you the arena. So for me, one of the biggest topics that I hear the most, um, feedback on is email marketing. People really want to understand email marketing and they want to use it correctly. And so that is a topic area that I have spent a lot of focus on previously on episodes and I will continue to focus on as the questions come in. Um, but you know, being aware of what those are and what is currently resonating. Some ways to measure that as you can actually look and see, you know, are there questions that are being asked? Are there certain comments that come up all the time on different posts or um, on your posts? Are there certain comments or questions that come up all the time? Uh, can you create another piece that goes along with that email? Like for me, email marketing is a, is a component. So one of my top episodes was, uh, getting writing such a clients to get your emails open. Well, so I extended that and I did a series and I talked about emails, segmenting and tagging and that was also a hit. And so anything that you can create to, uh, continue the conversation and can continue the learning on that subject is a great way to keep people engaged and moving forward with your content and into your sales funnel. And then of course, we are creatures of habit. And so you may write blog posts all the time and think, oh, I

love writing blog posts and people read them and then, you know, maybe maybe nobody's reading them. And so I'm going to challenge you a little bit to get out of your comfort zone and do something that is not necessarily comfort comfortable to you and maybe try two or three things. So if you're used to posting on Instagram and you are not used to doing Instagram stories than maybe just adding a story into the mix, you know, once or twice a week to get used to, it will increase your engagement and increase your audience in giving you feedback and you being able to measure what is resonating and not resonating with them. So that was tip number four, analyze what's currently working. A tip number four is if you're not getting any traction, um, do, uh, Harrison some tips to help you get some art, more traction, start to promote your content. Um, and that can be free promotion or it can actually be paid promotion. If you have a Facebook post that does really, really well, it's probably worth boosting that post as long as you have a call to action some sort in that post that takes them to the next step. You don't want to be paying for ads, that you're just putting it out there and hoping and praying that somebody opts into your email. You really want to have a clear direction for them to follow. So if they have a post out, if you've put a post out there, you want to have either a content upgrade, which is, I do that very often in these podcast episodes where I have a guide or a Freebie or something to download that goes with the episode. Um, or you want to have some way, you know, you're directing them to your next call to action. If you have an event coming up, you want them to register for the event. If you, um, have, uh, a free training that you're going to be offering, are you want them to join your Facebook group, you know, whatever it might be. Um, just make sure that you have, if you're going to promote content with, uh, with money, by investing money in ads, you want to make sure that you have a clear call to action that gets them to the next step of your, um, strategy. You also might want to try some new channels. We get really comfortable with the channels that we like. I'm, I am raising my hand right now because I know that I really need to be spending more time on LinkedIn and I'm, it's not my favorite. I love Instagram, but you know, getting out of my comfort zone and going over to LinkedIn and doing some video and I'm doing some other things over there is probably going to be much more beneficial for my business than what I'm finding on what keeps me comfortable. So trying new things and getting out there and seeing what happens. And I always say try, measure and analyze because if you just try it and you're not measuring or analyzing what's happening, then you're, you're not going to gain any traction because you, you don't have a start point and an end point of where you know, what kind of success you've seen in

between. So just make sure that you're analyzing. And then of course, um, I mentioned this before, but you always need to have the next step in mind, not only for yourself, you know, what's the next step of your strategy, but what's the next step for your customer or your prospect. Um, you know, you're, if we don't tell them where we want them to go and what we want them to do next, they just won't do it. And so then you're stuck in a, in a position where you've got, um, a lot of people, you know, in your Facebook group, but nobody's buying. We've got a lot of people on your email list that don't open your emails, et Cetera, et cetera. You get the idea. So that's number five. If, if you aren't having success, there are some, some ways that you could actually increase your success and get more, get your content in front of more people. And then, um, this one should have probably been a little bit sooner, but number six is to keep a running tab or, um, document or something of some sort of your ideas. Ideas won't necessarily come to you and you sit down and you're like, oh, I need write some stuff. That's probably the worst time to try and come up with ideas. Um, so I use a, one of my favorite new tools is Voxer or B, o, x, e, r. And. M. It's a way for you to do voice recordings either for yourself or for, um, if you have other people that you're connected with on box or you can send voice mails back and forth without having to do it through the phone. You can send pictures, you can send 'em typed messages, but that's a great way for you to track ideas. So when you're out and about, a lot of times I have ideas at the most inconvenient times, like walking through the grocery store. I'll just send myself a box really quick and I'll document that idea. Um, also another time that I get ideas is when I'm out walking or exercising. So again, I put him in a boxer and then a lot of times I'll take those boxes and I'll add them to 'em. I had a running Google doc where I just capture different ideas in different categories. Um, you could either do a doc or a spreadsheet depending on how your brain works. Um, sometimes it's nice to have a spreadsheet because you can add links in keywords and stuff to the side of it. Um, but wherever you can document that and then turn it into a schedule that's going to help you. Uh, another place that I've used is the notes APP on my phone. I'll just type a quick note and I have a bunch of notes in there. Like if, if I ever lost my phone or somebody had to get into my phone, they'd be like, what is all this nonsense and her notes. Um, but it's where I document those ideas. Um, another APP that I actually forgot about that I, that I've used in the past is called workflowy and it's just work. And then F, I, O, w, y. And you can also document ideas over there. Um, they, you can capture websites. It's, it's a cool APP too. So that's another one. And um, you always want to add into that documentation. I think it's a really good idea when you have

personal stories that come to mind. You know, everybody goes through experiences and they might have like a horrible customer service experience will as time goes on, you're going to forget about it. Um, but you know, an example for me was, uh, we went out for mother's Day and we had, uh, we had actually one of the best customer service experiences I've had in a really long time at a restaurant and I was just kind of taking notes of, you know, all of the different things that made that experience exceptional. And it was um, the personalized service and the, the um, specific recommendations and explanations of the different meals on the menu and you know, what made them special and why, you know, we would want to consider that for our entree versus something else. And I'm just really catered to. And a lot of, I think when you have really good customer service like they had, it stands out so much more because the majority of customer service in, especially in dining is so bad at this point that when you have excellent customer service you just shine like a beaming star. And so I would utilize that to, you know, talk about later on and relate it to business in the way that, you know, if you become a shining star with your customer service experience in, I actually have a customer service podcast coming up so I'm not going to go into that too much right now. But you could, I could say that story for that episode and talk about, you know, the different things that they did to create an experience versus just a a transaction. And so document those personal stories because you don't know how they're gonna fit in. But if you stick them in that, you know, whatever content form that you decide to, you know, put your ideas down in. If you put that in there, you'll be able to look through it later and go, oh yeah, I remember that. I can fit that here. Um, so it's a great way. It's just great to document that because you never know where things might fit in later. So just make sure you're keeping a running document of, of those story ideas in of, um, those ideas. You have four different pieces of content because they will come to you at very odd times and it won't be convenient. But if you have that set up and you're ready and you're prepared, you can just add those ideas into that. Document. Number seven is, this is really important, but just to become a really good listener. Um, people want to be heard. They want to be able to tell their stories and their pains and their frustrations. And if you become known as a good listener and somebody, the answers or the asks really good questions and engages with what they're saying, you're going to learn tons, but they're also going to have an immense amount of respect for you. And they're gonna want to know naturally more about you. So I wanted to give you a couple tips on how to become a good listener. Um, number one is just stop talking. You know, you may ask a question and then just be quiet

because, and it's, it's really hard to do that, especially if you're a conversationalist, but to just really listen to them and have them, they will just talk your ear off because most people don't listen. And if you can in the back of your mind sort of keep a checklist of the main things that they mentioned to you that's going to be worth its weight in gold when you go to create content. Um, my second tip is to actually stay engaged with what they're saying. Don't leave your brain float off into La la land or looking around to see who else is at the party, but really stay engaged. Keep, um, eye contact or if you're doing this virtually, you know, just stay engaged with the conversation and continue a conversation until it feels like it's finished. And, um, that will work wonders for cause most people will, you know, answer a quick question and then move on. But if you can be that person that engages that conversation until it feels like it's finished or they have their answer, they're going to be like, Ooh, who's that person? They actually wanted to help me. And, um, so staying engaged in daydreaming later is a really, is a really great tip for being a good listener. Also, if you can ask open ended questions and that's not necessarily a skill that comes naturally to us. Um, but you don't want to answer a question or ask questions that are yes or no. And so you might want to do a little bit of prep work or practices and you know, figure out how you can ask those open ended questions and have maybe like two or three in your arsenal so that you, um, you're ready and you're prepared and you can, and you're not caught off guard. You know, you don't want to ask, how old are your kids? Instead, do you want to, you want to ask a question like, um, what activities are your kids most interested in right now? Um, you know, things like that because then they can answer and they have more words. And so when you're out networking and meeting people and even, you know, in everyday conversation, it's good. It's a good tactic to practice and then a great way to remember or to, um, to remember key information. I, um, sometimes struggle with remembering people's names and if I can have a conversation with somebody and they introduce themselves, I'll repeat that name back to them. And then, you know, try to create like a, a funny scenario in my head around it or somehow remember that. But if you can repeat back to them the things that you have heard them say, um, and you get in the habit of that one, it's going to solidify it in your own mind. So when you're trying to remember it later, it'll come to you. But two, it's going to tell them, it's going to immediately put a flag up that says, Hey, they are really listening. They repeated back to me what I just said. And when you can do that, uh, you have a much higher propensity of gaining their trust and being able to continue that conversation later. And then last but not least in this area, you know, part of being a good listener is

remembering. And so any kind of notes from that conversation, especially questions that they might have asked that you can document in your little story documentation system that you set up, um, are going to be invaluable for you creating for you to create content. And also to follow up with that person later if you choose to. Um, even if it's just a quick note or a Facebook message that says, Hey, I was thinking about our conversation and I realized that there's a lot of other people that struggle with that question you asked me. So I went ahead and did some research and created this piece of content. I would love for you to check it out. Let me know if you like it. And if you send that message to somebody, they're going to be like, Whoa, what? They created a piece of content around me. Um, they're going to love you. And not only will they probably go read it, um, more than likely they will go read it, but they will also share that piece of content because they're super excited about sharing it with other people because you answered their specific question. Number eight, this is really important regardless of where you are in your business, but especially when it comes to content, you really need to research what your competitors are doing, not because you want to go copy them. Please don't go copy of them. That's a really bad idea, but because you want to see what's resonating with their audience, even if you don't have the exact audience, you can get some pretty good ideas of content that is relative to your industry. Um, there are some great ways to go do some research. Number one is you can go, especially if you have our product, you can go on Amazon and look at reviews. Um, but even with business books, like if you have a certain area that like say you're in architecture, if you go and pull up the top 20 architecture books that are selling on Amazon right now and start reading the reviews, you're going to, you're going to be able to investigate, um, you know, questions or issues or things that people really liked. You're gonna, you're gonna get a good feel for what the industry is, um, is going through at that time. So for example, if you're interested in architecture or maybe you want to go look up Joanna Gaines, new book Magnolia, and just see, you know, what are people saying about that? Because even though it's not architecture, it's still in that arena of, you know, home and they do do some architectural things because her husband is the building and you know, they do the moving. But that might be a arena that you go look at is, you know, what are they putting out there for content? Are they in what, you know, is it just their style or is that the style that is being embraced by the public right now? Um, so you're going to learn a lot from those Amazon reviews. You would, you'll also learn a lot from different blog comments. So if you have a piece of content that your competitors put out and it has, you know, tons of

comments or shares, go and read that. Go and see, you know, what is it that they're putting out that you need to be aware of, um, that maybe isn't on your radar and go and, um, and do a little bit of a, you know, researching on what's resonating, what's not. Maybe they are creating a bunch of content, nobody's looking at it. And so, uh, that, that's also an indicator that that's not probably a piece of content that you want to, um, investigate further. Same goes with social media content, um, comments and shares and likes and all of that. If you have a piece of content that people are really engaging with, well specifically if it's on a platform that most of your ideal clients are on, um, that might be something to pay attention to and to see, you know, the way that they're engaging with their audience. They're getting, if they're finding success that way, um, you know, what are they talking about? What's getting people riled up? Um, what, what are people really interested in? Um, and then also, you know, you want to look at their, um, their content. Just go look at, you know, are they creating blog posts or videos or what? I do this a lot with, um, people that I admire, not to copy what they're doing. I try, I try very hard to not ever replicate, but just to get ideas. You know, a lot of times I'll be listening to or watch a video and I have a lot of little quick tutorial videos that I watched, but I really like to go look and see, you know, what are people saying? You know, what are they questioning? What are they asking? Did they get their questions answered? Um, how is the, um, hosted that video or that basic life handling those questions? Or are they not handling it? Because that'll give you some really good insight into ways that you can serve that audience and, um, that they are missing, if that makes sense. And then last but not least, don't be afraid to go look at people's websites. Um, a lot of times I go and look at websites and, um, I think, God, why do people buy from these people? It's so confusing. I don't even know what to do over here. And that isn't a rip on them, but that's, you know, that is actually a really good indicator that that might be an area that they don't excel in, but it's something I do excel in. And so I need to talk about that and I need to, because if I'm frustrated with it, I would imagine there are buyers and the people that are, um, they're trying to generate as leads are also frustrated. So just looking at those, um, situations and circumstances and looking at it from their perspective of not as much judgement but more, um, curiosity and being curious about how you could serve differently than what they're serving, but also being aware of what they're talking about that's resonating. And then last but not least, if you go to conferences, I usually go to about two or three conferences a year that are industry specific or in areas that I need to expand my knowledge. And everybody's been to

conferences and there a couple of different reasons or you know, reasons to choose a conference. One is you want to learn some more about industry but to could be, you want to network with the people that are there. But you'll see that, you know, there are keynote speeches. So you can actually, without even going to the conference, go and look at the keynotes and see what's being presented. And then if you are at the conference, um, take a walk around the different breakout sessions. Because usually if you go to a conference, you know, everybody will choose certain breakout sessions. Well, the ones that are super pop popular, those are topics that are of interest. And um, especially if you go to a conference that is of your, uh, filled with your ideal client and your target market. Um, the, the Co, the, um, sessions that are most full are the ones that are requiring more answers. So if you're aware of, you know, those popular sessions and the unpopular topics that maybe you'll see repeated again and again at different conferences, that is an area that people are struggling with because if they weren't, they wouldn't bring those speakers on to talk about it. So just going out and doing some research on, you know, what's being presented, uh, which are the most popular topics that are being signed up for and, um, attended. And then also, you know, if you go to a conference and something is missing, like you see this big gaping hole in your industry that nobody's talking about, that could also be an area of content for you to create. So there you have it. Nine different ways to create content that is actually wanted and consumable and that will lead to higher engagement. And I'm just going to go through the list really quick. I'm going to go backwards. So number nine was to research different conferences. Number eight was to research your competitors. Number seven was to become a great listener. Number six was to keep a running document of different story ideas. Number five is if you aren't getting traction, I gave you some tips on how to get some more traction. Number four was to analyze your currently popular content and account your most popular content. Number three was to create surveys or to somehow survey your audience so you know what they want. Number two was to, uh, I gave you several tools to identify content that could be missing in your industry and your area of expertise. And number one is to know very specifically who your audiences. So thanks so much for tuning in this week. I really appreciate you. If you have comments, questions or you just want to reach out, you can find me on Instagram at Alisa m Connor. If you've enjoyed this episode and you got something out of it and you are implementing it or sharing it with a friend, I would love to know that as well. If you enjoy the podcast and you tune in every week, I would love for you to subscribe and if you have time I'd

love every on iTunes as well. Thanks again for tuning in. Next week we have a brand new episode and we are, I am talking about, I don't know why I keep saying we, I am talking about using customer service as your secret weapon, so tune in next week to get some tips on customer service and how to deliver an exceptional experience. Until then, make it a great week and I'll see you soon. Take care.

Announcer:

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