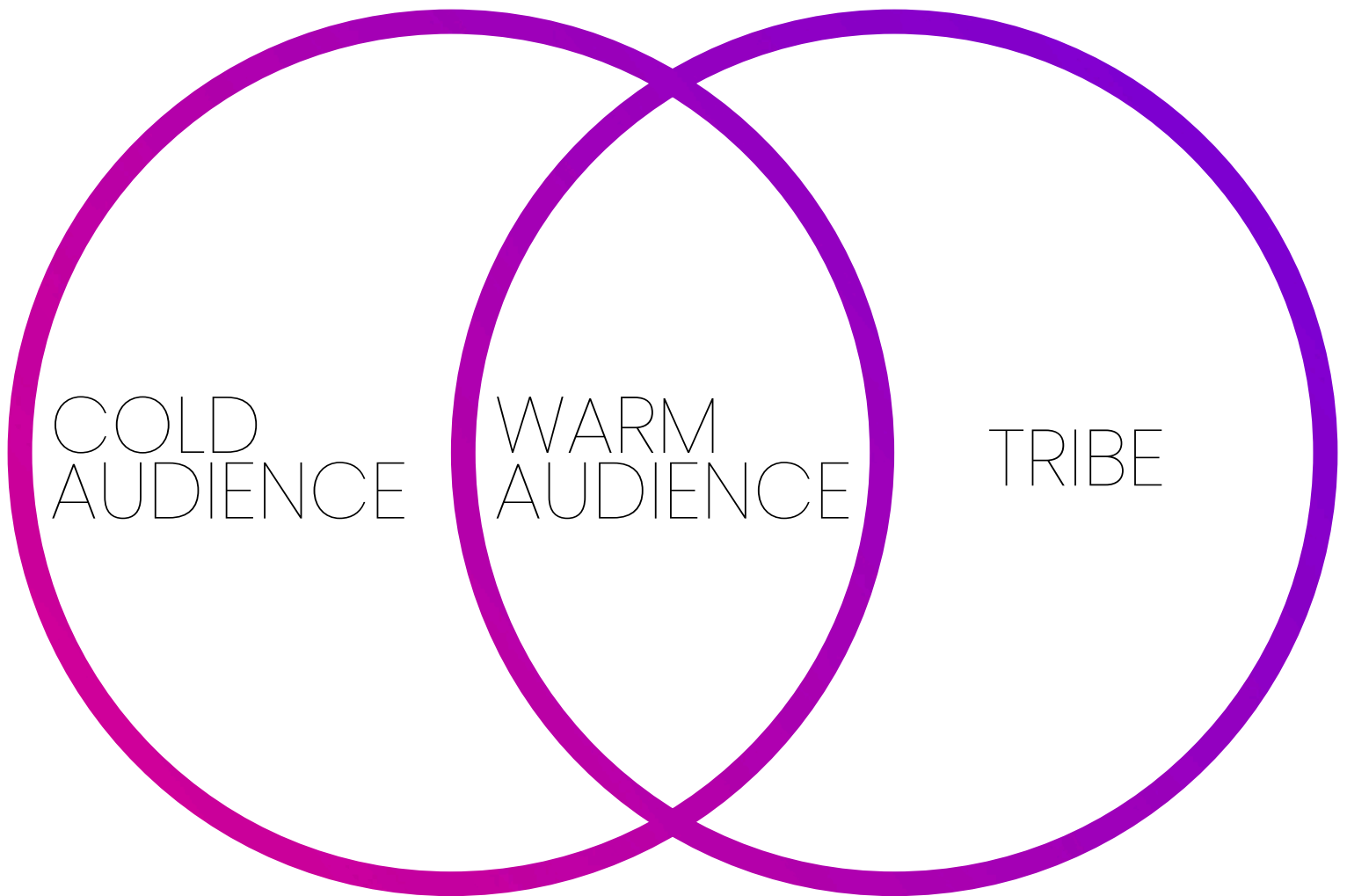


BUILDING A CONTENT STRATEGY THAT WORKS

WHO IS YOUR AUDIENCE?



WHAT TYPE OF CONTENT DO THEY CONSUME?

COLD
AUDIENCE

1. First impression content
2. Discoverable content, content they can search for and your video pops up. SEO type
3. Get to the **WHAT** fast, then introduce yourself and **WHY** they should stick around
4. **"How to"** videos
5. Entertaining/Educational
6. Industry secrets
7. Disrupting common beliefs/controversial truths
8. Competitive reviews
9. 5th Grade Awareness content (Grunt)
10. Shareable, likeable, engaging content

EXECUTIVE
BRAND GROWTH

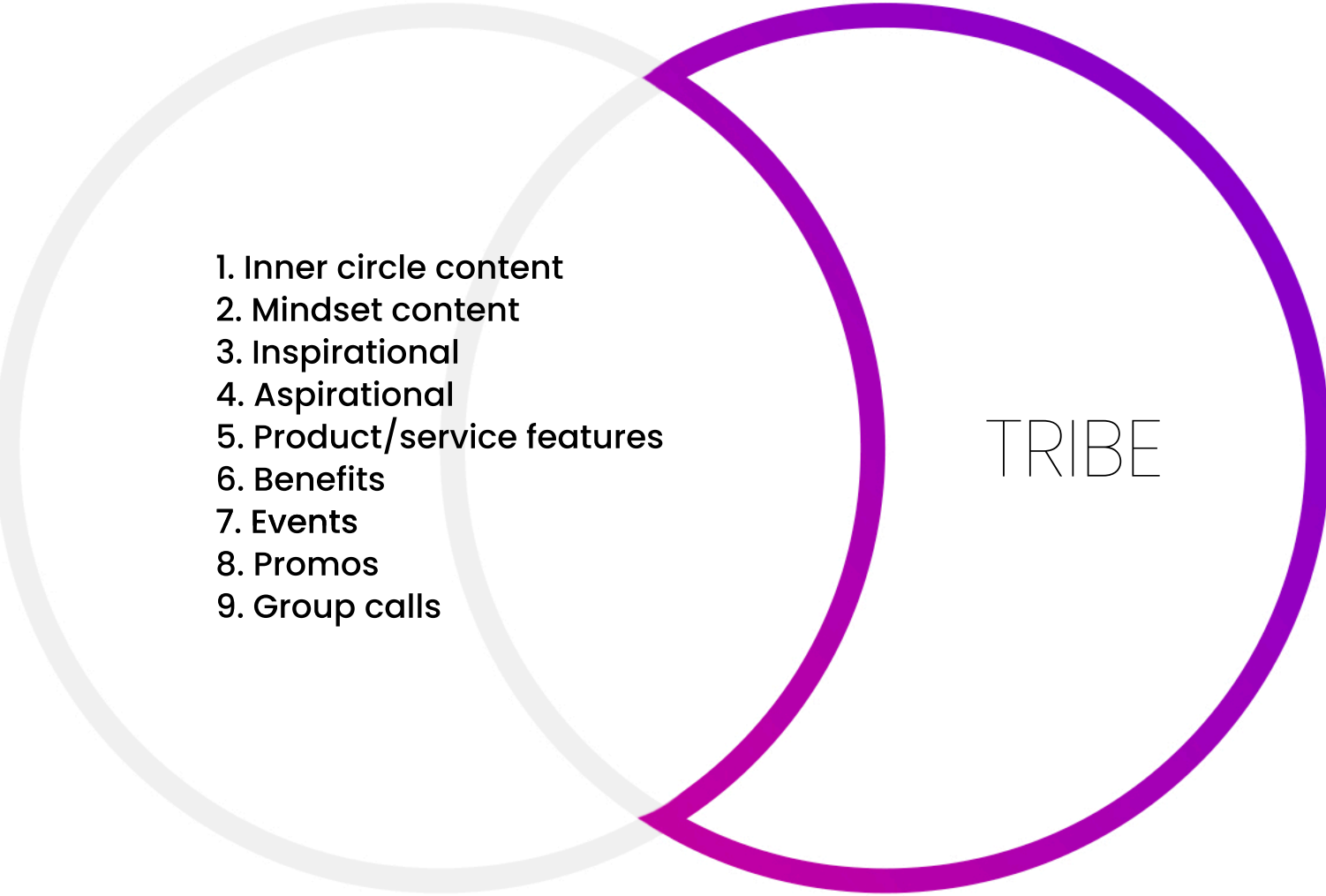
WHAT TYPE OF CONTENT DO THEY CONSUME?

1. Consistent content
2. Awareness content. There is always something they don't know about but you can see very clearly. Search for the tension and connect the unawareness
3. Educational
4. Informational
5. Transitional content
(join our membership... join our private FB)
6. Demonstration content



WARM
AUDIENCE

WHAT TYPE OF CONTENT DO THEY CONSUME?

- 
1. Inner circle content
 2. Mindset content
 3. Inspirational
 4. Aspirational
 5. Product/service features
 6. Benefits
 7. Events
 8. Promos
 9. Group calls

TRIBE

EXECUTIVE
BRAND GROWTH

THANK YOU

JOIN OUR TRIBE

EXECUTIVE
BRAND GROWTH