

Welcome to Masterclass #1

How to create KILLER content your audience will love

This is the first of FOUR FREE masterclasses we are unrolling all month to help women entrepreneurs build their online businesses from the ground up.

Without killing themselves or buying into fear.

I am Rebecca T. Dickson, a mindset and success coach for women entrepreneurs. I've been at this for 10 years now (11 in December), so I have a lot to share.

Thank you for being here.

In this series - for the whole month of November, I'm going to show you how to take your online biz and make an impact, make money, and give yourself more freedom.

These masterclasses will be VERY DIFFERENT than other classes that talk about strategy (which, by the way, changes every year in this industry. What works this year, wont next year, and so on - which is why I stay away from other people's formulas).

Instead, I believe you're unstoppable when you understand how to tap into YOUR purpose/gifts/wisdom and share it in your own unique way.

Instead of following someone else's strategy, that will NEVER work for long anyway.

So today is about tapping into your freaking self - for content, copy, wisdom, all of it - which magnetizes you for your perfect clients.

We don't hunt for clients. They come to us.

Please understand that I will never share or advocate get rich quick methods. There is no such thing as an overnight success.

Everything we talk about here fosters steady growth that is LASTING and increases over time.

Nothing I teach during this series of classes is about fast money. Nothing I share will make you filthy rich overnight. And if you expect that, please go elsewhere.

So TODAY - masterclass #1 - we're diving into how to **create content that feels good to you, stays on message and serves your clients**, so you never feel like a marketing sleaze or struggle with what to say again.

Every entrepreneur struggles with WHAT DO I SAY AND HOW DO I SAY IT?

Best way to do anything, especially when it comes to content creation, is to understand there is nothing new under the sun.

Every story has been told. Everything has been done or created. You are not the only human who specializes in your niche.

So how do you "stand out"?

→ **By harnessing what IS unique to you and putting that in your message.**

In this case, the only thing you bring to the table that other coaches or creatives don't is YOURSELF.

Your STORY. How you got here. (I shared mine during the live class). Your view of the world. Your experiences, your filters, your perceptions. There is only one you.

That being said, in order to create KILLER content, you have to know two things:

- Who you serve
- Your message to those people

YOU MUST HAVE CLARITY

Content can only come from clarity.

If you don't know who you serve - or you are trying to serve everyone - you're never touching on a specific struggle or pain point. You're never honing in and speaking TO a person. It's all very vague and vanilla that way. And that is why people say things like, "The internet is a noise place. I'll never stand out."

Note: Vague and vanilla are IGNORED on any platform, not just the internet.

You want to be specific and on point.

For me, WHO I SERVE is always the same: Women entrepreneurs struggling to get moving, get traction. They want to uplevel.

What do they need to know? YOU CAN DO IT, and here are a few tips.

Every day, my content is some variation of that.

The better you know the who and the pain they are in (that you help relieve with your services), the easier content is to create.

When you have clarity - and only when you have that clarity - NOW you can create KILLER content.

What you want to think about when creating content:

- 1. Story** - what are you sharing today about yourself or using a metaphor to teach?
- 2. Trust** - duration of interaction builds trust over time. Consistent presence = fiercely loyal followers. Showing up is fulfilling a promise.
- 3. Common ground** - Share personal struggles and make them teaching moments. They need to know you. Not just the pretty, fun, perfect parts. ALL of you.
- 4. Inspire** - Bring your audience into the experience. Tell them why it's important (why they should care, how it helps them).

You started a business to help people. Do that by showing them what is possible.

When you INSTILL a sense of hope or inspiration, your clients dream bigger for themselves. And they start to see they CAN have the things and experiences they want, **and that you can help them get there.**

The BEST content comes from the inside out.

You are in a service-based biz to help people. You can't do that until you get very clear on what I said earlier:

- Who you serve
- Your message to those people (how you help)

Then you take that core message - the overarching theme of your business - and you create a piece of content that shares a story, builds trust, creates common ground and inspires.

And you do it over and over and over and over.

So content creation - whether blog, email, FB post, IG graphic, youtube video, live stream, anything - requires you to...

Think about those people you are here to serve and the pain they are in.

Ask yourself what they want most. What's the first thing or the most common thing they all ask about? If you aren't sure, GO ASK THEM.

In fact, that is exactly how this entire series of classes was born. I asked my communities and took the top four responses.

Based on what your people say they want, you create a jaw-dropping, clarity-inducing monster of a **blogpost or live stream** that hits on the **ONE** struggle most of your audience is plagued with.

The idea isn't to just to create content for content's sake, but to create content that **propels people to want to stay connected to you, to learn and grow more - THE WAY YOU DO IT.**

Shift perspectives,

Shift their thinking,

Create demand for what you stand for and deliver.

Convey a story - yours and why it matters - or a metaphor.

When you do this, it creates a connection between you and your audience. You're literally leaving a trail of breadcrumbs to you. Not as AN expert, but THE expert.

So you go deep and in-depth. THEN you give them a call to action. Invite them to join your list, for example, where you have an opt-in for them that talks about it even more.

Why does this work so well? Simple:

1. When you come from a place of service - legitimately wanting to help people - it shows. And the fact that you give a shit, when the rest of the internet seems to be after a quick sale - helps you stand out. You become a real human. How rare these days, right?

2. Creating content this way shows your unique perspective, experiences and knowledge. No two coaches approach the same problem in the same way. No two people approach the same problem in the same way.

The people who resonate with you will hire YOU based on that. Not on the number of your followers, likes - or even your fees.

If you're honest and real, they get to see VERY QUICKLY if you resonate with them or not. You're saving time (not getting on calls with clients who aren't aligned). And growing a tribe who loves the real you because you hide nothing.

So let's get to the nitty-gritty:

You want to create killer content, assuming you now have CLARITY on who you serve and how, and on your message...

→ Look at the market, whatever you specialize in. See what's out there. And make it your own. You have an understanding and a way of delivering the same info that others don't, just by virtue of being who you are.

When it comes to content, hell yes you will be talking about what other industry leaders are talking about. But you will be sharing it in the way ONLY you can.

And THAT makes you a magnet for your perfect clients. No more chasing, hunting the internet, praying the right people see you.

You just create goodwill by helping people.

And you say things like...

"Was this useful? Leave a comment and let me know if it helped."

"Know someone who needs to see this? Please share it out. I would be eternally grateful. My purpose is to reach and support as many online entrepreneurs as I can."

→ Attention is currency. **CONSISTENTLY SHOWING UP fulfills a promise. It builds a relationship.**

If attention is currency, ask yourself regularly: How can I be memorable?

You go back to the top four: Story, Trust, Common Ground, Inspire

What am I sharing today to about myself to teach, build trust and create common ground? And how will it inspire my specific audience?

AND...

Increase your frequency and duration of interaction. Remember, content is fulfilling a promise and forming a relationship with your audience. Radio silence is like ghosting someone.

Other tips:

1. Choose WHERE to show up and how

The platform where you focus. Do you prefer writing, publishing photos or video? Choose the platform that appeals to your gifts and talents.

2. Repurpose what you create

Create short quotes and info-graphics for key concepts to use them on Pinterest. Publish micro content to expand your influence. Blogs and emails can be cut into FB and IG posts. Live streams can be cut into powerful short IG videos.

3. Schedule


Put your content on autopilot so you post consistently without burnout. And use the time you save to engage with clients, prospects, and engage on other people's posts.

That's a wrap!

Got questions? Join us in the [Facebook group](#), post and tag me!

Remember: you can totally do this. Anyone can.

All it depends on is YOU. Your commitment to your vision and your willingness to keep going no matter what.



*This is just
the beginning...*

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FOR MORE

[Rebecca T. Dickson](http://rebeccatdickson.com) is a mindset and success coach for women entrepreneurs. Since 2007, she's helped women just like you build thriving businesses doing what they love, make an impact and make money.