Content Marketing Your Way

DISCOVER YOUR
CONTENT PERSONALITY®

The Three Pillars of Content Marketing

Clarity/Educate

Top 10 Posts: This is one of the easiest and most read type of blog posts. List your 10 top tips for decorating, or your top 10 customers, or your top 10 mistakes, or your top 10...the possibilities are endless.

Tips and Tricks Content: Short posts, videos, or audio clips that provide a quick solution to a problem are always a win!

What Not To Do: Teach your audience what NOT to do in a certain situation.

Empower/Inspire

Gratitude Post: Acknowledge your mentors, teachers, friends, family and anyone else who has had an impact on your success. Be sure you share the post with them individually.

Interviews: Find people in your industry to interview. If you can't get to them personally for a live taping, have them send you their headshots to go along with the questions you asked.

Personal Story: Share a personal story about yourself. Show that you are human. Glimpses into your personal life show your passions and lifehappenings outside of your business.

Build Community/Relationships

A Day in the Life Of...: Highlight your average day. Lay out your schedule and talk about how you manage to get it all done in a day, or don't.

Contest: Offer a contest to your audience. Make sure it is one where they leave comments and be sure to engage with those who take the time to enter.

Content Marketing and YOU

	Clarity/ Educate	Empower/ Inspire	Community/ Relationships
Content Personality® #1			
Content Personality® #2			
Content Personality® #3			

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