

# Content That Converts: Rituals, Headlines & the Client Engine

## Handouts

### Next Level Content:

[https://docs.google.com/presentation/d/1E\\_oSFcM9PSG5w6LZcTxYsYRJhzzqFkJg8wDHKi-Oya9M/edit?usp=sharing](https://docs.google.com/presentation/d/1E_oSFcM9PSG5w6LZcTxYsYRJhzzqFkJg8wDHKi-Oya9M/edit?usp=sharing)

### Next Level Content Ritual:

<https://docs.google.com/presentation/d/1rg3OuyynnBWdowWAHTwxvJ5YQ9UPNzVRtnGj8Z48ovyw/edit?usp=sharing>

### Client Engine (Funnel Map):

[https://drive.google.com/file/d/1ef6Y6-Aq9l0wfhZjSBa-M7ZLmQdO\\_wcK/view?usp=sharing](https://drive.google.com/file/d/1ef6Y6-Aq9l0wfhZjSBa-M7ZLmQdO_wcK/view?usp=sharing)

### Content Funnel Playbook:

<https://drive.google.com/file/d/1BTCMTSux3Tm89TcX2dWg8unOnqP96w5f/view?usp=sharing>

### Exercise:

<https://docs.google.com/document/d/1OYDli07X5LLhE-t5RNYtaVoXwmJHUpJ4j7cZ9lxcJFc/edit?usp=sharing>

Or use this link for the exercise so you don't have to copy and paste:

<https://chatgpt.com/share/68c829b3-d70c-800f-b6cb-d334137fbd81>

## Quick recap

The meeting focused on reviewing content, curriculum, and strategies, with Warren discussing the importance of treating content creation as a business activity rather than a hobby. The team received guidance on content creation best practices, including using powerful headlines,

maintaining consistency across platforms, and following a structured approach to build content momentum. Warren introduced the client engine funnel concept and assigned an exercise using ChatGPT to help participants design their funnels, while also announcing an upcoming all-day implementation day scheduled for Friday.

## **Summary**

### **Content Curriculum Review Meeting**

Warren welcomed Colleen back from her trip and discussed travel experiences with the team. The main focus of the meeting was Warren reviewing the content curriculum after discovering that the previous week's recording was missing. Warren confirmed they were currently covering content rituals and daily success habits, including creating one-minute videos daily, but noted they had not yet discussed the content playbook. Warren outlined the importance of treating content as a business activity rather than just a hobby, emphasizing its role in learning about the audience and generating leads predictably.

### **Content Creation and Video Strategy**

Warren discussed the importance of using powerful headlines in content creation to encourage viewers to watch videos, emphasizing the use of tools like Hootsuite for scheduling content across multiple platforms. He recommended starting with one video per week and gradually building up to one-minute or less videos daily, including weekends and holidays. Warren also highlighted the benefits of using YouTube for its ability to keep older content visible and suggested attending Friday's class for information on automating video creation using AI and technology for under \$50 per month.

### **Social Media Content Strategy**

Warren discussed content strategy for social media, emphasizing the importance of consistency and understanding your audience. He explained that for cold audiences, short-form content (1 minute or less) is essential, while known audiences prefer longer-form content. Warren outlined the 80-20 rule for content creation, suggesting that 80% should add value and educate while only 20% should promote products or services. He also stressed the importance of consistent posting to work with algorithms and recommended using a content calendar, starting with one video per week and gradually increasing to daily posts.

### **Content Creation Strategy Planning**

Warren advised the team to focus on creating content rather than worrying about perfection or advertising, emphasizing the importance of taking incremental steps. He outlined a three-stage approach: "Get Going" (first 50 videos focusing on learning the process), "Get Good" (next 50-100 videos focusing on engagement), and "Get Great/Get Real" (beyond 100 videos, treating content creation as a business activity). Warren announced that on Friday, the team would receive training on using AI tools like Descript to simplify video editing and content creation, with team members being asked to bring recorded content for repurposing exercises.

## **Client Engine Funnel Concept**

Warren presented the client engine funnel concept, explaining that content creation is the foundation for lead generation and brand awareness. He assigned an exercise using a detailed 6-8 page prompt in ChatGPT to help participants design their funnels, with instructions to complete it within an hour using the "thinking" feature if available. The exercise includes questions about current business status and will generate personalized funnel recommendations. Stuart experienced technical difficulties with the direct ChatGPT link but was able to access it after being logged in.

## **Digital Product Implementation Planning Meeting**

Warren reminded the group about an upcoming all-day implementation day on Friday, scheduled from 10 AM to 5 PM Central/11 AM to 6 PM Eastern. Quillan shared that completing the assigned questions helped him realize he was closer to launching a digital product than he thought, particularly after discovering he already had a daily content posting habit through WhatsApp. Warren offered motivational advice to Minka, challenging her to complete her questions within an hour under penalty of donating money to an opposing political party if she failed to meet the deadline.