

Building a Content Engine

The three stages of content creation: get going, get good, get great

Content Hour - Setting Up Your Business For Life

<https://docs.google.com/presentation/d/1CL2-p9YSzyvpK3OrJ-RGQgqf9dNpJpRGL03sAiB-l4E/edit?usp=sharing>

Your Content and Lead Generation Prompt

https://docs.google.com/document/d/1kv3DBuAatQuOnTOxd_JyllaXUPyGdQtLtPCB1nmB4Lc/edit?usp=sharing

Quick recap

The meeting focused on content creation strategies and best practices for coaches and business owners. Warren shared his experience with creating and maintaining a content presence, emphasizing the importance of consistency and quality in video content. He outlined three stages of content development: "Get Going" (0-50 videos), "Get Good" (50-100 videos), and "Get Great" (100+ videos), each with specific goals and objectives. Warren also discussed the importance of optimizing content for algorithms, particularly click-through rates, and suggested starting with budget-friendly equipment before investing in high-end gear. The conversation touched on the benefits of regular content creation for building credibility and attracting potential clients, with Warren emphasizing the need to make content consistently, even if it's just 2-minute videos daily.

Summary

Lead Magnet System Development

Stuart discussed his progress on setting up a lead magnet system in Simplero, which uses ChatGPT to analyze resume text and color-code problem areas. He plans to test the system with Warren once it's operational later in the week. Stuart explained his lead generation strategy, targeting his personal network on LinkedIn (1,200 connections) and Facebook (700-800 connections), though he noted challenges with outdated email addresses in his network. The discussion ended with Stuart considering options for handling file uploads, including potentially using Google Drive, while avoiding manual processing for large volumes of responses.

AI Automation and Website Optimization

Stuart and Warren discussed automating processes using AI agents, with Warren suggesting that while AI agents like ChatGPT have been updated and could be useful, they should be used carefully due to data access requirements. They explored options for lead magnets, including a tool Stuart developed using Gemini browser to compare resumes and LinkedIn profiles. The conversation then shifted to Stuart's website storage issue, where Warren advised that going through 20 gigabytes of files manually was the only practical approach, suggesting to sort by file size to identify large culprits like HD videos or images that need optimization.

Audio Cleanup and Content Strategy

Stuart asked Warren about tools to clean up noisy recordings and old cassettes, with Warren recommending Descript's AI audio enhancement feature but noting it requires significant tokens. Minka updated the group on her client journey roadmap and landing page progress, sharing that she had incorporated client feedback and added real client words to make the copy more urgent. Stuart and Warren provided feedback on Minka's copy, suggesting it needed more emotional impact and recommending she review Evan's Copywriting Blueprints course in Platinum Passport for guidance on creating more engaging content.

Minka's Landing Page Review

The team reviewed Minka's landing page and lead magnet for her relationship coaching business. Warren and Stuart provided feedback on improving the copywriting to better resonate with men, suggesting a focus on benefits rather than problems, and recommended making the design more masculine through color choices and image composition. They discussed the importance of speaking directly to the audience's challenges and emotions to encourage continued engagement. The group also aligned on next steps, including completing a copywriting course, refining the landing page content, and setting up a thank you page that directs users to a webinar or live event, while maintaining a 5-8 email sequence for follow-up.

Client Accountability Strategies Discussion

Warren and Stuart discussed strategies for handling accountability with clients, particularly those who are resistant or prone to making excuses. Warren shared his approach of giving clients the benefit of the doubt on the first missed commitment, but then requiring specific time commitments with calendar invites and follow-ups. He emphasized the importance of addressing excuses directly and creating accountability through concrete scheduling rather than just general promises. The discussion also touched on the challenge of working with high-achieving clients who may struggle with humility due to their success, and how to handle their tendency to bypass emotional processing.

Content Creation Strategy Discussion

Warren discussed content creation strategies, emphasizing the importance of consistent content production for building credibility and expertise. He recommended implementing a one-hour daily content block and highlighted that good audio and lighting are crucial for content quality. Warren shared insights from his experiment with AI and explained how creating content for the purpose of teaching one person can enhance understanding and presentation skills. He also shared a personal anecdote about how effective communication led to a significant business opportunity years later.

Content Strategy and Client Engagement

Warren discussed the importance of creating consistent content to build expertise and attract clients, sharing a personal example of how regular email touchpoints led to a client engagement after two years. He explained that content creation follows a three-stage process and emphasized the need to focus on click-through rates rather than just teaching quality, as this aligns better with algorithmic goals of platforms like YouTube and Instagram. Warren noted that even when creating content for other purposes, developing a dedicated content strategy remains valuable and distinct from other business activities.

Content Creator Growth Stages

Warren outlined a three-stage process for content creators to develop their skills and grow their audience. In the "Get Going" stage (0-50 videos), creators focus on learning platform nuances and producing content, aiming for one 2-minute or shorter video per day. The "Get Good" stage (50-100 videos) involves refining content strategy and connecting videos to revenue-generating activities, while the "Get Great" stage (100+ videos) requires significant investment in equipment and strategies to effectively convert viewers into funnel leads. Warren emphasized the importance of mastering one platform before expanding across others and stressed that serious investment should only begin after reaching the 50-video milestone.

Three-Phase Content Creation Strategy

Warren outlined a three-phase approach to content creation and marketing, suggesting waiting until producing 100+ videos before investing in ads. He emphasized the importance of proving one's ability to drive traffic and conversions before spending money on advertising. Warren recommended investing in a coach and professional equipment during the third phase, while initially focusing on creating consistent content with budget equipment. He also stressed the importance of making daily content to build an audience and establish credibility, suggesting a goal of one 2-minute video per day and one 10+ minute video per week.

AI-Driven Content Creation Process

Warren demonstrated a process for creating content using AI, specifically focusing on planning a video about the DMZ using ChatGPT's thinking model. He explained the concepts of A-roll (talking head footage) and B-roll (background footage) and showed how AI can help research locations, generate talking points, and create video scripts. Warren assigned an exercise for participants to complete a content strategy prompt before the upcoming Friday implementation event, emphasizing the importance of attending the Monday Q&A session for any questions.