



CONTENT CREATION & CURATION

How to create content that profits your practice.

"Attention is the rarest and purest form of generosity."

Simone Weil



Content Powers Our World



The world's largest taxi company owns no vehicles



The largest accommodation provider owns no real estate



The most popular media provider creates no content



The most valuable photo company sells no cameras



The fastest growing television network lays no cables



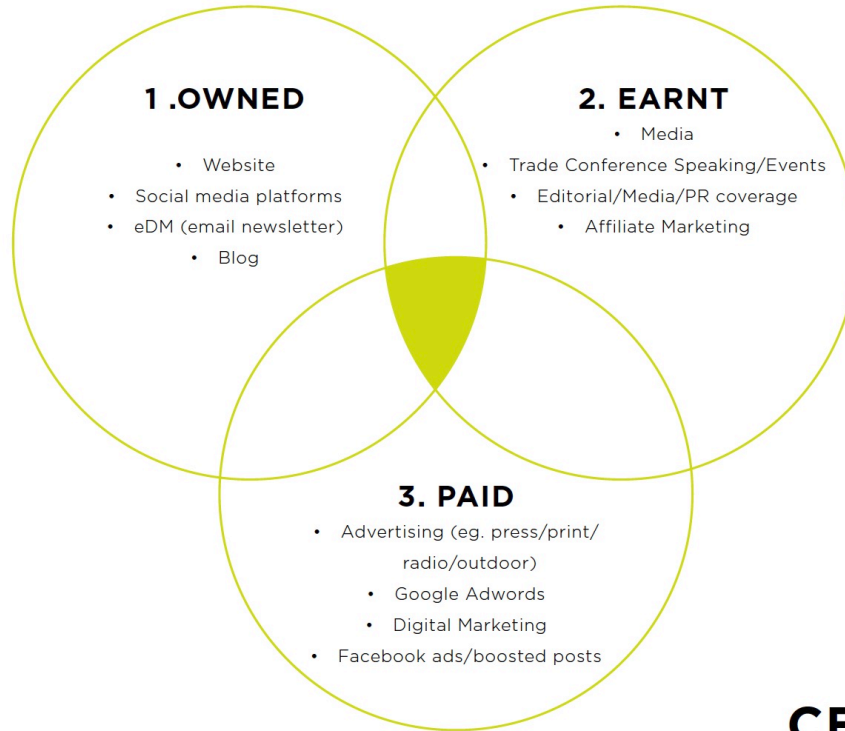
The most valuable retailer has no inventory

None of these six companies existed twenty years ago

Why Content Is Critical

When you consistently create great content that connects and cuts through, it provides your business with a massive number of benefits:

- it positions you as an expert in your field (assuming you have defined your market niche)
- it alerts you to media and conference speaking opportunities
- it allows you to employ a strategy of “out-teach to out-sell”
- it qualifies your prospects more effectively
- it generates quality inbound lead traffic through
- it doesn't have to be geographic (you can blog/podcast/video from anywhere)
- it works whilst you sleep
- it attracts better employees and clients
- it travels across countries and time zones
- it uses the power of reciprocity (you get valuable customer contact details in exchange for valuable content)
- it allows you to get better SEO ranking (Google will index your pages and rank your website higher)
- it connects you with a new found network of fellow-minded thinkers and followers
- it uses 1:Many instead of 1:1 (amplifier effect, the better the content the more it's shared)



**ONE
CENTRAL
SYSTEM**

How Do I Create Great Content?

- You have to consider:

WHY you're doing it?

WHO are you serving specifically?

WHAT can you write about that is unique, generous and useful?

WHERE you'll publish (platform or channels)

WHEN you publish (biological season, timeliness, relevancy, quality vs. quantity)

HOW you publish (in-house or outsource)

What About Facebook?

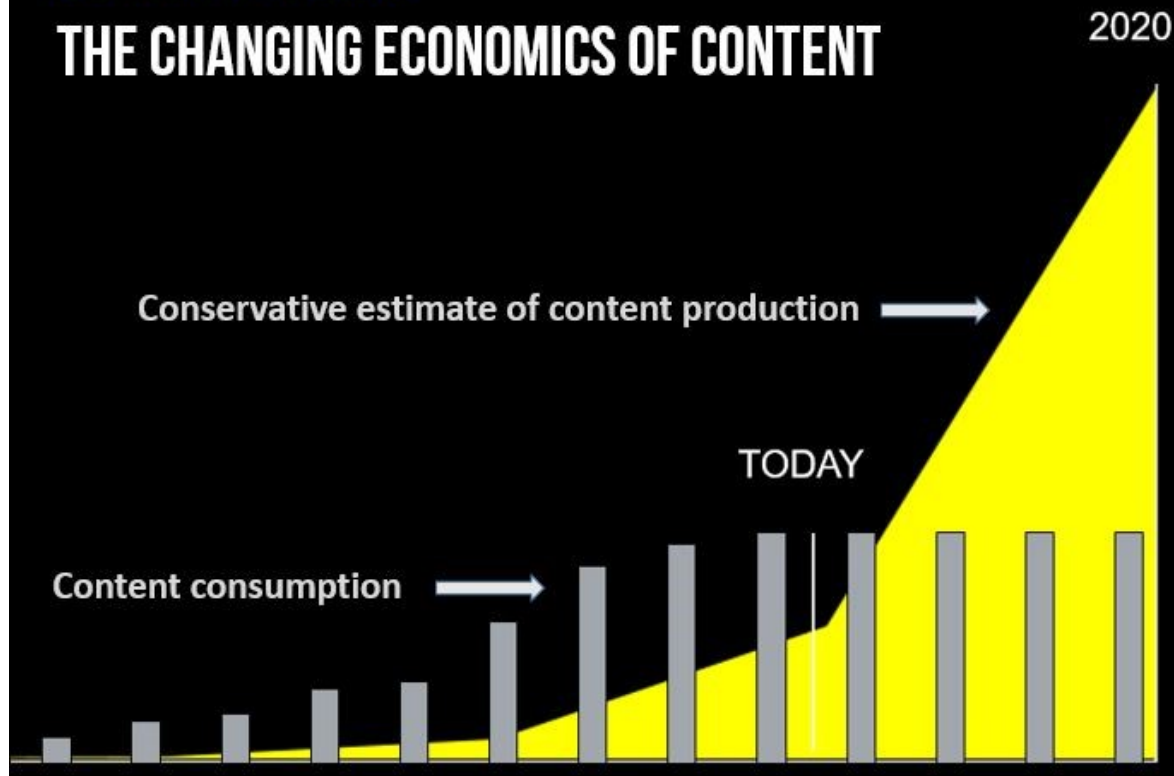


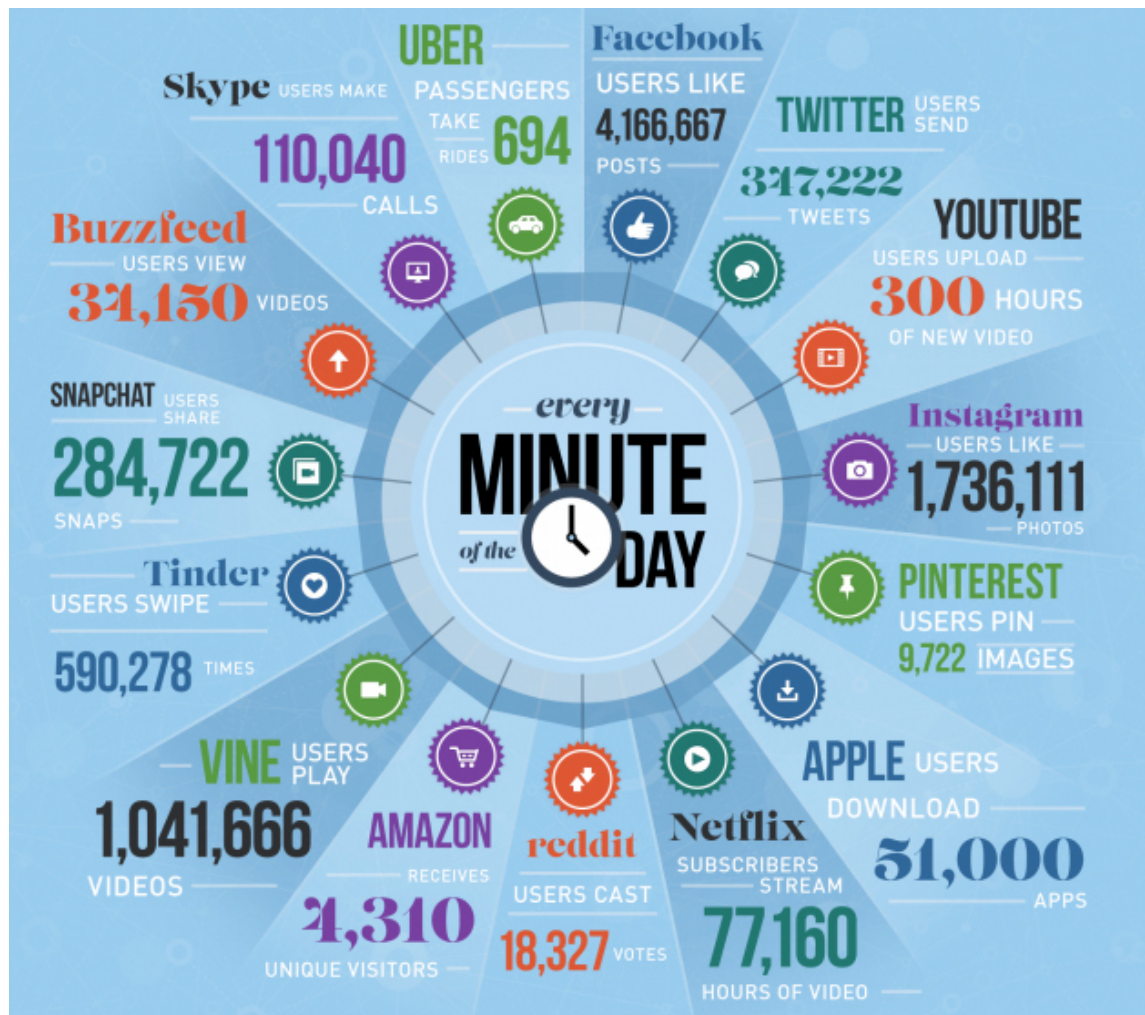
Facebook is making many mea culpas of its own
Platform becoming less powerful.

Emails work, blogs work, newsletters work.

An email address is more valuable than a FB like any day.

CONTENT SHOCK: THE CHANGING ECONOMICS OF CONTENT





"Fighting clutter with clutter is like putting petrol on a bonfire."

Marty Neumier, Zag

Motion Comes From Emotion

In order to for your content to connect with people, you have to move them emotionally

People are moved and motivated by their emotions (eg. fear, joy, sadness, anger, awe, anxiety, hope, pride or disgust)

These emotions cause them to actively seek out and search for content that meets their specific need at that time

Humans are emotional beings with thoughts (rational) and feelings (emotional). The emotional always over-rides the rational because of ape-like cave-man brains that are still wired that way.

Think about a time you were emotionally aroused or activated. There would have been a trigger or event that caused this arousal

Maybe someone cut you off in your car on your work commute? Maybe some music jogged a memory? Maybe you walked into your new dream house and *had* to have it? Or maybe you read something that infuriated you?

L2E Lesson: Get in touch with your emotional side, push their hot buttons to trigger them

Psychology vs. Technology

Too many companies obsess about channel (mostly Facebook) but don't obsess enough about content

They were more concerned about the platform of their content than the purpose of their content.

In order to create content that connects with humans, we need to appeal at a deep psychological level:

- what's happening in their lives?
- what are their biggest fears and frustrations?
- what's keeping them up at night?
- who are they looking to for advice?
- where are they searching?
- What questions or conversation are they having with themselves?

L2E Lesson: you can find out what people are thinking because you can see what they're searching for using SEO tools like Google Console and SEM Rush

What Makes Content Contagious?

Social Currency	We share things that make us look good
Triggers	Top of mind, tip of tongue
Emotion	When we care, we share
Public	Built to show, built to grow
Practical Value	News you can use
Stories	Information travels under the guise of idle chatter

The following table comes from Jonah Berger's brilliant book Contagious. Go out and buy it.

social Currency	Does talking about your product or idea make people look good? Can you find the inner remarkability? Leverage game mechanics? Make people feel like insiders?
Triggers	Consider the context. What cues make people think about your product or idea? How can you grow the habitat and make it come to mind more often?
Emotion	Focus on feelings. Does talking about your product or idea generate emotion? How can you kindle the fire?
Public	Does your product or idea advertise itself? Can people see when others are using it? If not, how can you make the private public? Can you create behavioral residue that sticks around even after people use it?
Practical Value	Does talking about your product or idea help people help others? How can you highlight incredible value, packaging your knowledge and expertise into useful information others will want to disseminate?
Stories	What is your Trojan Horse? Is your product or idea embedded in a broader narrative that people want to share? Is the story not only viral, but also valuable?

The Value Of Viral Content

Greg Ciotti, of Sparring Mind, wrote a great blog on creating killer content: you can read it [here](#) (you can also read his blog titled “15 Things That You Should Give Up To Be Happy” which sits at over half a million shares)

In it, he lists 12 ways in which you can craft content to go viral and get people talking:

He outlines the six buttons you need to push:

Taboo, Unusual, Outrageous, Hilarious, Remarkable & Secrets

He also refers to Jonah Berger’s study on successful content – it’s all about emotion:

1. The emotion of AWE
2. The emotion of ANGER
3. The Emotion of SURPRISE
4. The Emotions of ANXIETY/FEAR
5. The Emotion of JOY
6. The Emotion of LUST



Forest Man





Six Things That Makes Stuff Stick

The Heath brothers (Dan & Chip) are experts in content and have sold a ton of books

In their book Made to Stick, they outline a “**SUCCES**” checklist:

Simple – strip an idea down to its core, be a master of exclusion

Unexpected – surprise gets our attention, it jolts us (and interest keeps it)

Concrete – crystal clear communication, abstraction is harder to understand

Credible – it has to be believable and professional, not just fluff

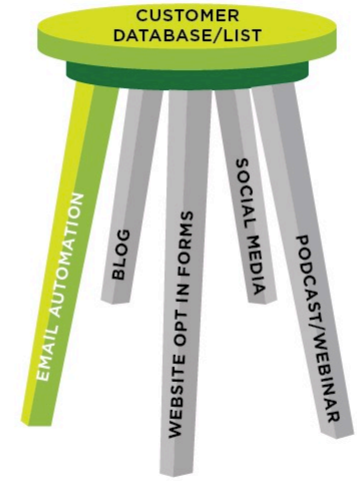
Emotional – make people feel something, we are wired to feel things

Story – act as mental flight simulators, helping us navigate and make sense of things

Your 5 Legged Content Stool

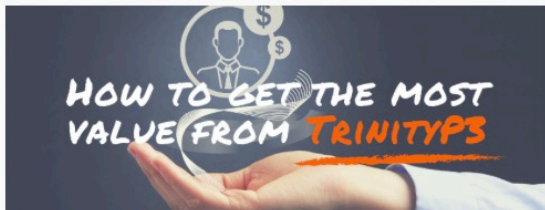
Think of your kitchens stool at home
At a minimum it has 3 legs or maybe 4 to keep it upright
You can apply exactly the same physics to your content

The seat of the stool is your customer database.
The legs are your content channels.
The seat (content) keeps the legs (channels) standing
Each need each other, each are inter-dependent
Having one leg to your stool (eg. Facebook) isn't going to work because it will fall over
You sit on a stool with one leg because it looks unstable
The same applies to your content. You need to be multi-channel, not single channel.
To be safe I recommend you have 5 legs to your stool so it can really bare the customer weight and content load ie. a impressive amount of customer leads and database information (commonly known as gold in the marketing and business world)



5 Legged Content Stool Example

Welcome to the January edition of TrinityP3's e-news



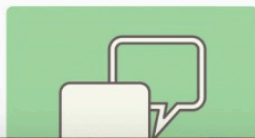
Happy New Year. Welcome to 2019 at TrinityP3.

People are often surprised to find out that TrinityP3 offers much more than just pitch consulting and agency remuneration benchmarking. (Find out what [we offer here](#).) To kick off the New Year, we thought we'd show you 5 different ways you can access the value we provide without it costing you a cent, a penny or a zac.

1. The TrinityP3 Blog

Every week (except for a couple of weeks' break at Christmas) and three times a week (Monday, Wednesday and Friday), we publish articles by the TrinityP3 consultants and industry guest authors on the current topics facing marketing, media and advertising.

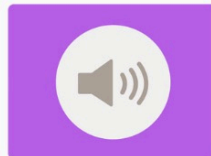
Over 1500 articles have been published since 2006, which are read



2. The Managing Marketing Podcast

Managing Marketing started when a friend and colleague, Shawn Callahan of Anecdote, told me about his plans to start a podcast. We sat down with his Zoom Digital Recorder and recorded a conversation on the role of storytelling in business and marketing, right there and then. Since then I have had chats with Mark Ritson, Jane Caro, Nick Law and many more.

It was the start of a successful podcast series which is heading to its first 100 episodes and more than 25,000 plays. Available on Soundcloud and iTunes, this year it is going to be weekly, with a new episode every Tuesday [right here](#).



3. The Agency Register for New Business

When we first started managing agency search and selection projects, agencies would courier over documents, reels, DVDs and CDs. Remember those? The trouble was there was nowhere to store them and no practical way of making all of the information searchable. (Never mind the significant cost to the agencies!)

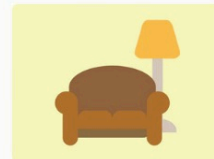
So we built a secure online database called the Agency Register, where all agencies and marketing suppliers could create their own secure login and provide all of the information we need to make sure they are considered for that next search brief. Plus, it is totally confidential and free. [Find out more here](#).



4. Watch the Industry Best On the Couch

After a long hard day at the office there is nothing like collapsing on the couch and relaxing while watching television. And that is what the On the Couch series is all about. Because there is not always time to do that at home, we have a couch in the foyer of the TrinityP3 office in North Sydney.

Here industry experts and personalities come along and sit on the couch to be interviewed by me on the issues and topics facing media, marketing and advertising, and hopefully provide some practical insights and solutions. [You can join us on the couch here](#).



5. The TrinityP3 Resource Rate Calculator App

How much is your Creative Director or your ECD worth per hour? Did you know that there is a formula you can use to calculate this? It involves adding up billable hours per annum and dividing the direct salary cost then multiplying the result by the overhead and profit margin.

And you can use the same formula based on their hourly rate to calculate the salary that person should be getting. This means that when the agency CEO says they are billed at \$600 per hour, you can calculate the salary they should be getting to justify that rate. Rather than having to remember the formulas, we have created a Business App for iPhone and iPad so in that



What Dr Seuss can teach us about content

.Dr Seuss was a master at rhyming words to help kids learn to read (“And will you succeed? Yes you will indeed. 98 and $\frac{3}{4}$ % guaranteed!”)

Rappers, poets and artists use this same fluency in their songs and lyrics.

What makes them effective is they are cognitively easier for our busy brains to process.

What floats your boat	Dress to impress	Anything your mind conceives, you can achieve
Little strokes fell big oaks	Sharing is caring	Birds of a feather flock together
“You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose.”	Forget the risk and take the fall, if that is what you want then it is worth it after all	No wine after nine

When it rhymes, it climbs

A black and white portrait of David Ogilvy, a man with short dark hair, wearing a suit and tie, and smoking a pipe. He is looking slightly to the right of the camera.

**ON THE AVERAGE, FIVE TIMES AS MANY PEOPLE READ THE
HEADLINE AS READ THE BODY COPY. WHEN YOU HAVE WRITTEN
YOUR HEADLINE, YOU HAVE SPENT EIGHTY CENTS OUT OF YOUR DOLLAR.**

- David Ogilvy

How To Write Headlines That Hit A Home Run

The Headline Formula:

People read what they need

Your headline is 90% of your communication

Headlines need to contain the need, advantage or benefit to hook your reader in

They read your headline to help them decide if they want to read the rest

If you're struggling default to "How to" or "Why This"

Include promise words that alert, activate or arouse:

New, Now, Look, At last, Introducing, Announcing, For the first time, Breakthrough, Latest, Free, Cash, Save, Money, How to, Reveal, Sale, Amazing, Extraordinary, Surprising, Astonishing, Discover, Imagine, Why This, Insider, Success, Secret, Confessions, Quick, Easy, Tested, Proven, Guarantee, Offer, Love, Hate, Killer, Fears, Magic, Crazy

Humans are curious creatures so we're drawn to things we don't understand or want.

Positive vs. Negative Headlines

Media use negative headlines because they are 37% more recalled than positive headlines

This is also why murder mystery TV series are one of the most watched genres in the world
People are curious and drawn into fear or threat due to loss inversion and negative bias.

This doesn't mean you need to be overly negative, it's a balancing act:

“15 things you should give up to be happy”

It means you should write headlines like:

7 things that are making you **unhappy** in life

5 ways you're **losing** more money on your mortgage than you need to

10 reasons why you're **not** getting the partner you deserve

Everyone wants to be happy, pay less on their mortgage or find the right partner

Because the headlines say you aren't, it triggers arousal and interest vs being ignored.

Humans are more alerted to fear or threats due to our reptilian brain

Seth Godin on Content

Seth Godin is probably the God of Marketing. His blog is the most read in the world and his books are brilliant (Tribes, Purple Cow, Lynchpin)

He has 3 Rules for Marketing:

Rule 1: Relevant – why care?, how does it serve me and reward me for my attention?

Rule 2: Personal – does it talk to me as an individual?, does it recognise where I am at and what I am struggling with?

Rule 3: Anticipated – the motivation of anticipation is a big one, that craving or addiction for your content is key (like the next series of True Detective or Ozark on Netflix)

Counting Your Content Calories

Have you looked at your content consumption recently?

How much time are you spending on social media?

How much time are you watching TV repeats?

How much time are you watching Netflix?

The content you consume either feeds your mind, or fails it.

Just like food, what you consume can determine your mental health and wealth.

Like people struggle with the discipline of diets, we also struggle with nutritious content diets

What can you do?

- unsubscribe from channels you don't watch (like not buying bad food that enters your house)
- stop watching the news (most of it is repeated on the next half hour anyway)
- unsubscribe from emails that are selling you things you don't want (use your junk folder rules)
- limit your time on social media to small blocks of time (15 minutes morning and night)
- if you can't limit your social media fix, follow educational sites that enrich your feed or wall
- Find friends you admire and find out what books they read and podcasts they listen to

How To Create Content That Connects

Killer Content	Crap Content
Serves	Sells
Useful	Useless
Specialised	Generalised
Quality	Quantity
Consistent	Ad-hoc
Emotional	Rational

How to Activate Emotions in Humans

	High Arousal	Low Arousal
Positive	Awe, Excitement, Amusement	Contentment
Negative	Anger, Anxiety	Sadness

Why Email and Blogs Still Kick Arse

- One of the biggest assets business can have is its list – a list of emails
- Every communication should be good enough for someone to exchange their email for
- Automated email software allows your emails to go out in the middle of the night as your trained salespeople
- Email allows you to build a relationship (jab, jab, jab, hook)
- Blogs are great too as they build more pages that Google can index making you more relevant (great for SEO)
- Google will punish and penalise “lazy” sites that don’t publish regularly

One Content Tool To Takeaway

Create a PDF or Blog titled “3 Mistakes XYZ Type Farmers Make When Choosing Their Vet”

Why?

- because humans hate making mistakes (due to Loss Aversion)
- humans are curious creatures
- they have an insatiable appetite to learn and be educated

Content Creation: Recommended Reading

Brilliant book #1: Permission Marketing (Seth Godin)

Brilliant Book #2: Contagious (Jonah Berger)

Brilliant Book #3: Made to Stick (Chip & Dan Heath)

Brilliant Book #4: Gregory Ciotti How to go viral ([The Art of Going Viral with Psychology](#))

Remember: Read, Review & Renew.

Lesson 7 Content Summary

Motion and motivation come from emotion

If it rhymes it climbs (a la Dr Seuss)

Write in “me” language, not “we” language (me-mail, not email)

Create more than you consume if you want to be an authority

Be a creator, not a consumer but watch what you eat!

Liking and sharing is the poor man’s version of content

Create your own 5 legged stool

Set yourself a target of 100 blogs for great organic SEO

Anticipated, Personal and Relevant (Seth Godin)

“7 ways” is a great listicle (so is a “How To XYZ” article or blog)

Email and blogs are still the most effective content channels

Content isn’t about Facebook

Remember owned and earnt media well before paid.

Questions?



Thank You

