



Life
with
Passion[™]

*Creating Content
That Converts*

9

THE INCOME REPLACEMENT FORMULA LIVE
YOUR MESSAGING



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Assignments

Participate in the group call on Tuesday, November 13th at 12PM EDT

Complete this PDF by Monday, November 19th

**This PDF is for you, so feel free to be completely honest here--you'll only share what you choose with me and the group.*

In this module, you're going to:

Use your unique story and successes to create magnetic messaging

Create consistency without feeling overwhelmed by what to say every day so that you become known, liked and trusted by your ideal clients

Overview

Create powerful, memorable content--aka what the heck to say!

I hear many high-achievers say they're overwhelmed with coming up with content for their page or group. Can you relate?

Are you ready to create powerful, memorable content, including Facebook posts, that will establish you as an expert so that you can bring in paying clients now?

It helps to brainstorm a list of things to talk about that you can come back to when you're drawing a blank, so let's do that right now!

What content can you create to provide value and connect people to you?

THEN talk about one of them each week in detail for 5 days. There you go, 12 weeks worth of content--90 days! 3 months! WIN! Obviously it's going to take more effort than that to generate your content but having a framework for what you're going to do is huge.

Check out this [Huffington Post article](#) I wrote on this very topic.

I recommend you put an offer in your posts 25% of the time. An offer to work with you, grab your freebie, or join your group. SOMETHING that calls them to connect to with you and your business beyond that one post.

Remember, Facebook posts and other social media strategies are a long game. Be consistent and offer value. Repeat, repeat, repeat. Those touting overnight success from one post had almost certainly been posting for a while before that one blew up.

On the following pages of this workbook you'll find my suggestions for where to start. Let's get going!

—Christine



— Your Story —

Share parts of your story that you're proud of (it won't be bragging, just giving people insight into who you are and what you've done!). Revisit your Confidence Resume if you need some inspiration! **List 5 below.**

Now, to go deeper with your story...

Maybe you feel like you can help a lot of people. But, you've got to choose something that will make you memorable. Something you love to talk about - because you're going to be talking about it A LOT.

It doesn't have to be the thing you're known for FOREVER, but something you'd like to talk about a lot for now. For me, it's my angel daughter, Maeve. You can learn more about her [in this article](#), which I wrote a year after starting my business. But it started out as horses, because I wasn't ready to talk about her openly yet.

At the start of my business, I felt scared to talk about Maeve and her loss. I was afraid people would think I was exploiting her death to build my business. I didn't want to share my struggles because I didn't know if I could handle the judgment I anticipated from others.

But as I processed with the help of a mentor, I came to own that her loss was the very reason I'd started Life With Passion, so NOT talking about her was actually being



inauthentic and disingenuous. I gave myself permission to own this defining moment in my story, and it opened up my business and has allowed me to help so many more people, including many I'll never meet but who have read one of my articles, heard an interview, or have been helped by our non-profit Miles With Maeve.

Now, I work with clients to own all parts of their stories, the things they discount, have forgotten, and the things that maybe they're scared to share. Doing so opens them up to become more known, liked (even loved!) and trusted, and to build their business quickly, in a genuine way.

How about you?

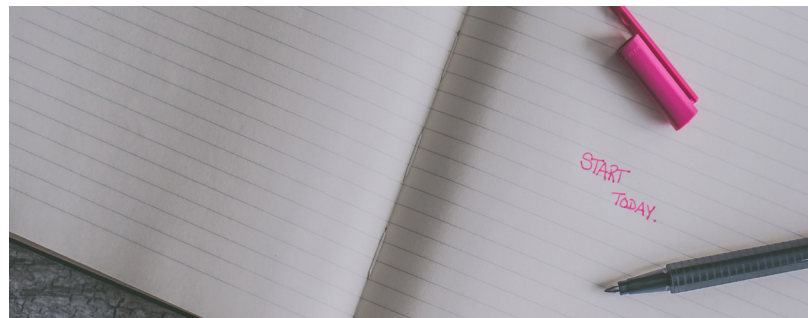
Have there been parts of your story you've been afraid to share because you didn't want to be attention-seeking? Which parts? Or have you found that sharing your true self has been accepted well by your online community or clients?

The journey of starting Life With Passion and sharing my heart has been one of going from fearful to confident, from being terrified of what others think and how they'll judge me to getting really centered in myself and the knowledge that my story is one others need to hear.

My first mentor challenged me to really share my story and taught me the lesson that there is no competition, because your story is the one thing that no one else has, and it's also the thing that will make people want to work with you or buy from you.

You know what I discovered?

I was actually aiming that judgment at myself for not being perfect, and it was holding me back from serving the world. Once I began to accept myself, forgive myself, and embrace my whole journey, I experienced a new level of freedom and joy, and I began working with women who I connected with on a deep level, and who were SO excited to work with me.



I also discovered that most people didn't judge me, and those who did didn't matter. I got to make my daughter famous, which allowed me to proactively answer my fear that she'd be forgotten. People around the world know her name now, and think of her with love.

This is the dream of every parent who's lost a child.

Here's the lesson: embrace and share your story. That's what makes you memorable. Use what makes you weird. Embrace your unique gifts AND challenges. Use the worst thing that ever happened to you--you survived it, after all!--to create the business and life of your dreams.

What are you afraid that people will think, say, or do when they read or hear the parts of your story you've been reluctant to share?



Is it worth not sharing it vs. being able to help the people who could benefit from hearing it?

What is the story you want to share and how is it relevant to your work/brand?



— Your Clients' Stories —

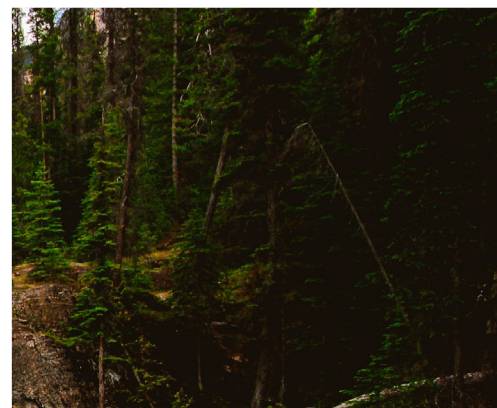
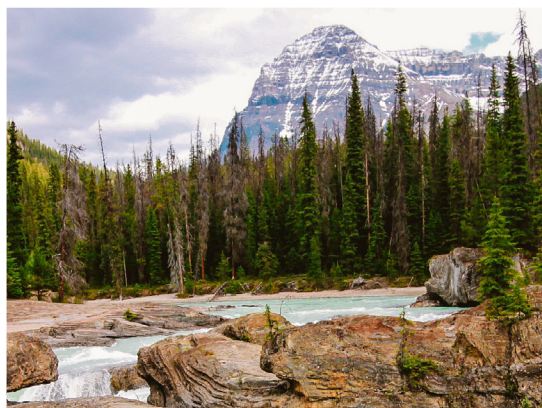
Share parts of your clients' stories and what they've accomplished with your support!
If you haven't yet worked with a client, no problem! How about friends you've given advice to
in your area of expertise? **List 5 below.**

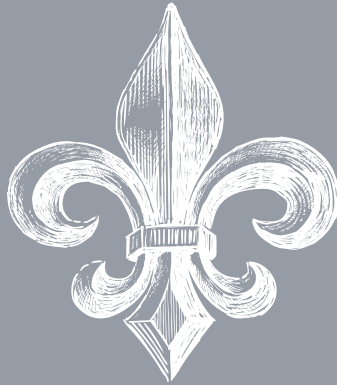




— Your Ideal Client —

Paint a picture of your ideal client and what they need help with. What are their pain points (take these from your ideal client interviews & surveys from Week 6)? **List the top 5 below.**





— Your Offering —

Make a top 12 list of things that you'd teach your ideal client if you only had half an hour after they'd trekked up a mountain sherpa-style to gain your wisdom.

Go back to the benefits you identified if you need a refresher.

Now, break down at least 1 of these 12 topics into 5 bullets around that theme--you have your outline for your first week's worth of content!

Next, talk about one of them each week in detail for 5 days. There you go, 12 weeks worth of content--90 days! 3 months! WIN! Obviously it's going to take more effort than that to generate your content but having a framework for what you're going to do is huge.



— Your Passions —

What do you just LOVE and could talk about all day long? People love connecting with you over the “real you”--it’s what makes you memorable. **List 5 things below.**

Look at that! You now have dozens of ideas for posts, and many of these can probably be broken down further into separate posts, so that you have well months’ and months’ worth, if you were to do one every weekday. Great job!!!!

2 simple words that change everything

When creating content, it’s of utmost importance to connect your readers to the results you experienced, your clients experienced, and the potential results they could experience from working with you.

You do that using 2 simple words: “so that.”

Look at how I did this to promote “The Income Replacement Formula LIVE:”

THIS IS FOR YOU IF YOU ARE:

- Craving flexibility and freedom so that you can work on your own schedule and terms**
- Dreaming of being able to travel so that you can vacation and work from anywhere**
- Wanting to do the work you love, knowing that you are truly helping people and making a difference**
- Ready to leave the cubicle behind, so that you can work when you’re most productive**
- Desiring to create more space in your life, so that you can spend time with your family and those you love**

Does that make sense? Anytime you sit down to write, include these 2 little words, and you’ll instantly make your content more relatable, clear, and benefit/results-focused.

Repurpose Your Content

Now, you're going to learn how to repurpose your content so that you can maximize your time and impact, and be more places at once, so that people will be saying things like "I've been seeing you everywhere, and I had to reach out and find out how I can work with you!"

First, start small & gain consistency.

When you first start creating content, you ARE basically starting from scratch. There's no way around that, unless you've previously written a book we don't know about. ;) But EVERY TIME you bust out more content, remember that you are generating value that will last for you in your business. It doesn't have to be just one Facebook post that may or may not get engagement and now it's over. Pull out the best snippets and write an email newsletter. Use the flow and the fact that you've already written it out to do a livestream or tutorial video on the same topic (your words will come easier because your mind has already done the work to make it coherent!). After the livestream ends, post it on your YouTube channel.

When I was researching my own content to write this challenge, there were so many different places that I found what I already wanted to say on visibility in one of my posts, newsletters or videos that were done on an entirely different subject. At any given time

the same content I've written can show up on Facebook (on my biz page, in The Passionate & Profitable Entrepreneur Society, or in other groups), on Instagram, in an email newsletter, on my blog, in a livestream, on my YouTube channel, in a podcast recording, or in a Medium or Thrive article. Time spent creating content is valuable because IT WILL MULTIPLY for you!

So, let's apply simplicity + focus to this strategy!

How do you focus and make this simple?

By creating or writing one thing that goes multiple places.

By removing the stress and pressure that you have to get up and create something wholly new and genius every single day.

By taking a deep breath and realizing that by using this strategy, you're not only going to be visible to more people in less time, but you're also building consistency in your messaging. YAY!



Second, ask yourself, before and while creating anything, what is the endgame of this?!?!

Create each piece with INTENTION, don't just put something out there because you're supposed to. Is it consistent with your other content? Does it sound and/or LOOK like you?

Marketing speak for this is "on brand." Review your content carefully to ensure you're on brand and sharing with purpose.

Every bit of content you put out there is a small stroke in a much larger picture you're painting.

Third, save EVERYTHING you put out there.

Record when and where you used it. I use Google Docs & even--gasp--a Google spreadsheet. There's no one right way to do this. Sometimes someone has already done the work for you and you can use their template and formatting. Fantastic. Other times it's best to organize your content the way YOUR mind works and what makes the most sense to you. It can be more comfortable, efficient and organic to organize this way, rather than shoehorning yourself into someone else's system.

Consider, where have you already been creating content? Facebook posts? Instagram posts? Articles? **List below:**

Spend just 5 minutes starting to gather past posts, articles, etc. and saving the hyperlinks in a Google Doc or Sheet (in Facebook groups, you can use the search bar and search for your name to find them). **Are you surprised by how much content you've already generated?**

Check in--how do you feel? Do you feel more empowered to use the online world to grow your business?

Write any questions, thoughts, or a-has that you haven't already captured below:



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