



**Activate**  
**BREAKTHROUGH**

**CONTENT  
CREATOR  
IDEAS**

Throughout this manual, we'll dive into the reasons behind content creation.

Remember, your content is your digital currency!

Quality should always surpass quantity in your content strategy.

Before publishing any content, carefully consider your audience - will it enlighten, motivate, or entertain them?

**Posting content just for the sake of it can be counterproductive; each post should be thoughtful and purposeful.**

So, why is content creation essential?

- It enables you to distinguish yourself amidst the digital crowd.
- It facilitates building relationships.
- It adds immediate credibility, setting you up as an authority or expert in your field.
- Bear in mind that merely 1% of online users actively generate content and profit from it, while the remaining 99% are content consumers.
- Be part of that 1%.

Content creation can aid in setting you apart in the crowded digital landscape. It helps to build a connection with your audience, paving the path for future collaborations that could promote your products.

## Tips:

- Keep your content fresh. The internet is saturated with information, so maintaining activity and visibility will keep you memorable.
- Strive for originality in your content rather than repurposing someone else's.
- The goal of content is to recognize where a customer currently is and where they aspire to be, then help bridge that gap.

Our duty is to convert a stranger into a loyal friend and customer. To do this, you need to meet them where they are and guide them towards their desired goal.

Make sure to show that you have a solution.

What types of content can you produce?

- Videos
- Personal images and stories
- Inspirational quotes
- Podcast appearances
- Weekly shows
- Live streams

With excellent visuals and a clear demonstration of the value and benefits of what you offer, your content can be quite powerful. The aim is to help your audience understand, like, and trust you.

**Feel, Know, Do!**

When creating content, consider what you want your audience to feel. What knowledge do you want them to acquire, and what action do you expect them to take?

### **Golden Rules:**

1. Always ensure value; don't just share for the sake of it.
2. Foster two-way communication by posing questions.
3. Include a call to action - urge people to take action.
4. Use stories and metaphors to establish an emotional bond.
5. Work on being known, liked, and trusted.
6. Show that you're an expert.
7. Position your product or service as a solution.

### **There are four categories of content:**

1. Know, Like, Love & Trust
2. Authority Builders
3. Calls to Action
4. Conversation Starters

Following are examples of Know, Like, Love, and Trust content that can help develop a strong bond with your audience. Remember, to build a genuine personal brand, the content needs to be authentically you and reflect your unique voice.

1. Share your journey from the bottom to the top. Reflect on your business journey, the struggles, triumphs, and where you are now.

2. Discuss your beliefs, values, and opinions. Explain why you uphold certain principles.
3. Share a story from your everyday life, letting your audience peek into your world. This doesn't always have to be business-related.
4. Post about 10 facts about yourself that people might not know.
5. Share three things you're grateful for right now (with some backstory to engage your audience).
6. Talk about your top three life values and their significance to you.
7. Narrate a story about a belief that held you back and how you overcame it.
8. Describe a worry that used to keep you awake at night and how you resolved it.
9. Share a significant memory from your childhood that ties into your current purpose.
10. Discuss the toughest lesson you've learned as a business owner.
11. Explain your business concept in a way a nine-year-old would understand.
12. Share the advice you'd give to your younger self if you had the chance.
13. On days when you feel off-track, share the practices that help you realign with your life's purpose.
14. Share three quick, interesting facts about yourself.
15. Open up about a struggle you seldom talk about.
16. Narrate a life-changing advice you received.
17. Discuss the unexpected places where you find inspiration.
18. Share an experience of a significant mistake you made, showcasing your human side.
19. If your audience is new, share a brief introduction about yourself.
20. Discuss the pivotal moment when you decided to start your own business.
21. Share your guiding word for 2023 and why you chose it.
22. Discuss a recent incident that had a significant impact on you.
23. Give a sneak peek of what your perfect workday looks like.

24. Share your journey to authenticity online.
25. Narrate the story of starting your side hustle.
26. Talk about the day you quit your 9-to-5 job.
27. Share an experience of taking a big risk and the unexpected outcome.
28. Explain why you started your business and what drives you.
29. Share a behind-the-scenes look that's not all glitz and glamour.
30. Express what you're truly thankful for today.
31. If you were stranded on a desert island and could only bring three items, share what they would be.
32. Tag a friend who is achieving their dreams.

Reflect on these prompts and identify the ones you connect with the most. Those are the ones to start creating content around.

**You can also create Authority Building content by teaching, sharing a story, showing your process behind the scenes, and sharing success stories of your clients or places where you've been featured in media or events.**

**Here are 20 examples of content you can create to build your authority:**

1. I had the privilege of sharing my experiences with over [insert number] global entrepreneurs tonight. Here's the context of the discussion. Always accept opportunities to speak at events, webinars, etc.
2. Several people have been asking about joining my online business. Interested? Drop a comment below.
3. Excited about something new I'm developing for you! A recent weekend getaway has sparked my creativity...

4. Here are three changes I implemented in my business recently that significantly improved my results. Sharing this so you can learn from my experience.
5. I was recently featured in a podcast/interview/guest post. Check out the host's thoughtful introduction and closing remarks.
6. Sharing a testimonial from a delighted client.
7. Narrating the journey of launching my online business.
8. Storytime: Overcoming a significant business hurdle.
9. Here's a beginner's guide to [topic], sharing my expertise.
10. My top business tips...
11. Before I presented at [event/podcast/workshop], nerves got the best of me.
12. A belief I had to adopt to succeed, and why you should too.
13. The three key decisions that brought me here.
14. Staying focused on your goals when your day goes awry, things are not in your favor, or you're just not feeling it...
15. How can I help you? Join me on my Facebook group, Instagram, and Facebook page at noon today for a Q&A on [topic].
16. I'll be online at [time] to answer your burning questions about [topic]. Don't hesitate to reach out.
17. Here's why I declined [something], like opting out of a lucrative job to follow my dreams.
18. My vision for my business in the next five years is [vision], and here's my plan to get there.
19. A gratitude post: I'm blessed to work with people who are unafraid to step out of their comfort zone, challenge norms, and innovate. Every day, I'm reminded of how lucky I am to have consciously built such a rewarding business.
20. Testimonials – Invite clients for Facebook live interviews or share excerpts from their Facebook posts about their experiences. Here's what one client had to say...

Which of these types of content resonate most with you and which could you start creating immediately?

## Revenue Generators

### CALLS TO ACTION (Revenue Generators)

**Without calls-to-action, the likelihood of generating leads or making new sales diminishes.**

Here are 25 examples of cash-generating calls-to-action that you can utilize. Remember to be clear on the single action step you want your audience to take after interacting with your content.

1. Get a peek into the experience of working with me:
2. Share a story of what happened after someone joined your platform or made a purchase.
3. Many say we could charge a small fortune for the information we provide here, but here's why we don't...
4. Here's what you stand to miss out on if you don't join Activate Breakthrough 1.2.3.
5. Tell a story that highlights why your product or service stands out from competitors.
6. Even if you've tried x> and x> before and it didn't work, here's why <offer> will work for you:
7. Imagine how [desired results] and [feeling] would change your life (paint a picture of the future).
8. How I transitioned from x> to x> within a set timeframe without selling to friends or family.
9. If you could snap your fingers and instantly change something, what would your business look like three months from now?



10. What is one secret that most people in [industry] don't want you to know?
11. Here's why <specific methodology or mindset> no longer works (position your solution as the new approach).
12. Interested in joining (offer) but worried about the investment? Here's a solution:
13. Learning [specific social media platform] isn't hard! All you need is a great teacher. Can I help you?
14. Missed out on yesterday's masterclass? It was epic. Due to the buzz and high demand, we've set up a 24-hour replay. It's time-limited, so catch it while you can!
15. Feeling uncomfortable on the fence? There's still [insert time left] to join us within [offer]. Just imagine how transformative the next two weeks could be...
16. Click here to access your free resources.
17. Interested to know more? Slide into my DMs.
18. Have you signed up for [specific item]? Comment below, and I'll give you a shoutout.
19. Watching the replay? Comment "replay" below.
20. For an exclusive sneak peek, check out the link in my bio.
21. Describe your weekend plans using only emojis in the comments.
22. How do you feel about...? Share your thoughts in one word.
23. Keen to find out more? Type "YES PLEASE" in the comments.
24. Access free training here.

## Engagement Stimulators

Here are 25 suggestions for creating posts that stimulate engagement:

Engagement is key, and no matter the kind of response you receive, make sure you respond in turn!

1. What's the most recent event that significantly impacted your life?
2. Is there a task that always seems to remain at the bottom of your to-do list?
3. What would your dream life look like if you allowed yourself full permission to pursue it?
4. What's your vision for yourself five years from now?
5. If you could have any superpower, what would it be and how would you use it?
6. Who's interested in learning how I [insert outcomes], such as launching a thriving online business without any ads?
7. Why do you think some people succeed while others don't?
8. Which do you value more, freedom of time or financial freedom?
9. Do you have any non-negotiable rituals, in business or personal life?
10. What are some things on your bucket list that you always seem to postpone?
11. What's your favorite way to unwind and have fun?
12. What social media platforms do you use? Let's connect!
13. Here's something I wish I'd known before starting my business. What about you?
14. What's one thing you wish you'd known sooner?
15. Share the funniest thing that has happened to you this year.
16. What's the most impactful piece of advice you've ever received?
17. Open forum: ask me anything!
18. What's the first thing that comes to your mind when I say...[insert word or phrase]?
19. Here's an affirmation I use throughout the day. What's yours?
20. Have you established a morning routine?
21. This particular event completely transformed my life; share an event that had a similar effect on yours.
22. If you could choose any subject for a livestream training, what would it be?

23. If you had \$5,000 to invest in your business, how would you use it?
24. What do you love most about your living space?
25. If I were to deliver a TED talk, what topic do you think I should cover?
26. Share the highlight of your week so far.

## **The Power of Stories**

### **People always remember a good story.**

The beauty of stories is that they have the power to influence - this holds true even if marketing isn't your strong suit, your copywriting skills aren't polished, or if you dislike being too assertive. Even when your content, marketing approach, or sales page falls short, a well-told story can propel the entire transaction forward.

We are inherently attuned to storytelling - it's a proven fact and it truly works! When we hear a captivating story, our brain produces neurotransmitters that elicit emotional reactions and keep us hooked.

So, even if your website lacks aesthetic appeal or your marketing skills are unrefined, you can still win over your audience's hearts (and wallets) by weaving a compelling narrative.

Storytelling is not just the most potent form of persuasion; it commands attention and drives sales! Amid the constant flurry of content creation, cutting through the noise with a story is the simplest strategy. It taps into our primitive and emotional brain centers.

This is what real brand building is about! Craft your story from a position of empowerment, not victimhood.

## THE POWER OF A CAPTIVATING HEADLINE

Draw your readers into your content with a gripping headline.

Often, your readers are drowning in a whirlpool of misinformation and discontent. For instance: If network marketing hasn't worked out for you before, let me show you how a single product can shift your perspective.

### Business Related Themes:

- \*The marketing strategies you're implementing
- \*Business meetings you're hosting
- \*Results you're creating
- \*Benefits your clients or customers are enjoying
- \*Aspects of your business that you love
- \*New goals you're striving towards
- \*Mistakes you've made in business
- \*Business lessons learned
- \*Innovative business ideas
- \*Books you're currently engrossed in
- \*Podcasts you're tuning into

\*Events you're attending

\*Projects you're currently involved in

\*Sneak peeks into upcoming ventures

### **Life Themes:**

**What's a part of your personal life that, if shared, would make people understand you better as a person and trust you more?**

\*Hobbies

\*Day-to-day routines

\*Travel experiences

\*Beliefs and values

\*Passionate pursuits

\*Fun moments with friends

\*Family life

\*Adventurous escapades

\*New learnings

\*Life lessons

\*Favourite foods

- \*Sense of humor
- \*Music preferences
- \*Opinions on various subjects
- \*Interesting facts about you
- \*Any life event that showcases your personality

### **Content Creation Tips:**

- \*Consider what others are sharing and identify what you appreciate about their content.
- \*Reflect on the types of media you consume. This can spark ideas for your own content.
- \*Be intentional with each piece of content; before hitting 'publish', ask yourself, "Does this align with my brand?"
- \*Try not to post more than thrice a day. Although you can write unlimited stories, limit your posts to three per day, spaced out evenly.
- \*Before sharing, ponder over the question, "How can my audience benefit from this content?"
- \*If your content isn't easy to read, chances are it won't be read.
- \*The best social media posts contain content so compelling that once someone starts reading, they can't stop. It's akin to a great novel.
- \*Ensure your writing isn't clumped together.
- \*Simplicity is key in readability.
- \*Use emojis moderately and appropriately.