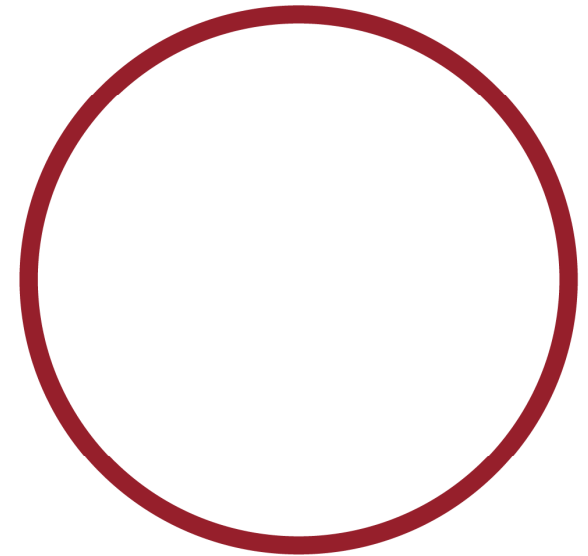




7 Steps to Building a Better Content

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Who are you as a content person?

- This presentation is about defining your content image
 - Your content represents who you are and what you stand for

Step 1 - Defining your value and your audience

- What is your content value?
- Why do people read/view/buy your content product or service?
- Who is your target audience/those that you serve?
- Why is your content better?

Step 2 – Colors, typography and graphics

- When choosing your colors, typography, and graphics, look for those elements that convey your value
 - Design Content elements play an important role for how you are perceived in the market
- Are you a friendly and approachable content person? Are you a strong, stable, secure Contentpreneur?
 - Whatever you want to be align your content text, logo, colors, type and graphics around that ideal.

Step 3 – Content Brand Guidelines

- Technique = brainstorm + mind map
- Organize your Creative Thoughts and Mind
- FreeMind - free mind mapping software

Step 4 - Resources

- Internet, Intranets, portals, wikis, and password protected sites on the net work great
- Don't forget to get the word out and soon you will see community using the resources

Step 5 - Consistency

- Consistently represent your content across all impressions



Step 6 – Review and Renew

- It's important to assess your content periodically
 - Ask people what they think about you as a content
 - Ask them about your content and how it makes them feel or more importantly – how they act
- If need be, make modifications until you get it right
- A good content can last 5-10 years or a lifetime

Step 7 – Make it fun

- Have fun developing and sharing your content with the world
- It takes a little bit of strategic planning and focus, but once you do the legwork, your content can create value of sales for years to come