



Day 2: All About YOU!

Basics & Introduction:

- Today's focus: how to tell your story to the customer we worked on identifying in Day 1
- You don't need to create a story, you already have a story
- Review value proposition/unique positioning statement/differentiation
- Do what you love and don't force yourself into places where you don't fit

Storytelling and Content

- What is content?
- Don't overthink it, and don't sacrifice the good for the perfect
- Stop doing what you think you SHOULD be doing and focus on what you WANT to do
- Digital content – it's gone tomorrow (but also, the internet never forgets)
- Share what you love, as it organically occurs – don't go out of your way to stage "perfect moments"
- Use what you already have (or can get for free) – equipment, tools, and helping hands
- Make it EASY for yourself!

INTERACTIVE: Business Identity Notecard

Content Calendar and Automation

- Why is a content calendar necessary?
- How do you make or find one?
- Set it and forget it – the magic of automation

INTERACTIVE: What's Right in Front of You?

Questions, Next Session Info, and a Challenge:

- Find 2-3 other businesses in the US who are from a similar area and pull a similar customer as you, research them and discover what you like and dislike about their marketing. Find a goal to work towards! Consolidate and share in the Facebook group.
- Fill out your content calendar for June with at least 5 entries per week!