

A woman with long, wavy brown hair and glasses is smiling warmly at the camera. She is wearing a dark blue, long-sleeved blouse with a bow at the neck. The background is a softly blurred indoor setting with a colorful patterned object on the left. A semi-transparent blue rectangular box is overlaid on the lower half of the image, containing white text.

CONTENT CREATION MASTERCLASS:

How to Create Content that
Guarantees Conversion

CONTENT CREATION MASTERCLASS

Your content strategy feeds your entire marketing plan. Without content, you wouldn't have anything to promote on your website, your social media or any other channel. So it's important to start thinking strategically about what you want to create. Fill out the questions below to get started creating your content plan. I've also summarized the best practices I covered in the masterclass so you can check them off every time you create a new content piece.

1) What types of content do you want to create?

This could be anything from social posts, video, blog posts, podcasts, all the way to webinars, events and challenges. Think about the types of content you think you'd enjoy creating the most and list them below. *A clue to help you is to think of what type of content do you already enjoy consuming?*

2) What two marketing strategies/channels do you want to focus on?

My advice here is to pick one that is focused on creating content and one that is mostly for promotion of that content. (ex. podcasting or blogging, and social or email marketing to promote what you've already created)

--> If you need help with this, check out my [What's Your Marketing Superpower quiz](#) for three custom strategies to choose from based on your personality and strengths.

DISCLAIMER: This resource is intended for informational purposes only, and should not be substituted for independent advice from business, legal, financial or tax professionals. It is important that you do your own research and decide what you need to have in place in your business.

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3) What 2-3 themes would you like to focus on in your marketing?

It's important to stay consistent when creating content, so you get known for certain topics. Which topics or themes do you think your ideal audience searches for or needs help with? And what do you want to be known for in your business? What topics are you already an expert on?

4) Take this space below to start mapping out your customer journey.

If you've already started your business, what pieces of content have you built so far? This could be anything from social posts, freebies (lead magnets), to your website. List them all out and see where you can start bringing them together. What call-to-actions might you need to create? What other pieces would you like to create to help pre-sell your potential clients on what you do?

If you haven't yet started creating content, what would you like to start creating? And how will you tie these pieces together? Think of how your call-to-actions can lead people from one place to another. (ex. from social to your website).

CONTENT CREATION CHECKLIST:

Every time you create a new piece of content, go through the checklist below to see if it meets the "content that converts" criteria.

- What is your intended goal for this piece of content?
- Is your ideal audience on the channel where you're going to share this piece of content?
- Have you crafted a strong message? Does it connect with your audience's emotions or inspire action?
- Did you add a call-to-action so people have a clear next step? *ex. DM me to book a call, DM me for more details, Click on the link in my bio for x...*
- Are you speaking your ideal client's language and using terms they understand?
- Did you summarize the key points or use headlines so people can easily skim your content?
- Would you stop your scroll if you saw this piece of content? If not, what would you change to make it stand out more?

And some tips on your overall content strategy:

- Don't forget to map out your overall strategy and plan.
- Batch create your content to save time and energy.
- Track your results - either by asking where people found you or with more advanced strategies like Google Analytics/UTM codes.
- Focus on creating quality content that you can repurpose in multiple places. Ideally, you're creating some long-form content that is more in-depth that you can link to from other places and also chunk down into bite-size pieces (*ex. blog posts or videos can be broken down into smaller pieces and shared on social*).



Hi, I'm Agatha Brewer, founder of Agatha Brewer Coaching where I work with new entrepreneurs who want to launch and grow businesses that give them freedom and flexibility while also making a bigger impact on the world.

I combine 15+ years of corporate marketing experience and my coach training (*Whole Person Certified Coach*®, ICF ACC) to help new business owners move their ideas out of their heads and into reality—getting them clarity around what they want to create, helping them set the right strategic foundations and unraveling any mindset blocks that are standing in their way.

Are you ready to master your content so you can grow your business?



Here's your next steps:

- Book a free consultation to talk about how I can help you reach your business goals. [Book your spot here.](#)
- Check out my [LAUNCH WITH EASE](#) program for new entrepreneurs. It's a 3-month, 1:1 coaching program for new business owners looking to launch or grow their business.
- Want more business-building tips? Tune in to my podcast, [The Intentional Solopreneur™](#), where I share my best marketing and mindset tips for new entrepreneurs.