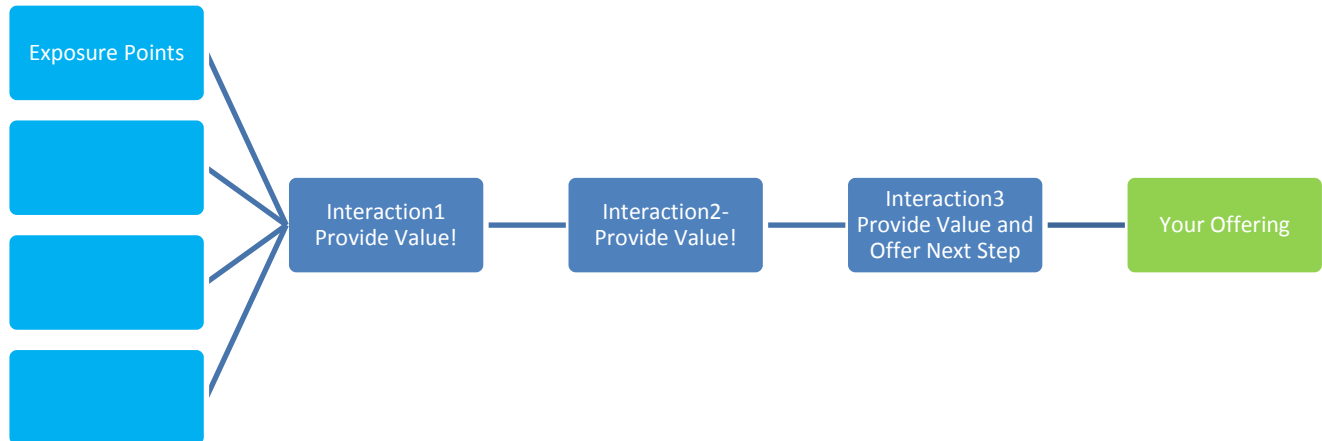


Big Picture Content Format



Every step of this process is about providing value to your audience.

Exposure Points: Ways you get your message out to an audience. These might be your email list/campaigns, joint ventures, networking groups, Facebook, speaking gigs. Get creative and consider all possibilities here.

Interactions (Freebie videos): These are where you give away your best stuff. For many, this will be their first impression of what you can do for them, so if it doesn't feel like really valuable content, you've lost them. Give them your best, and they will want more. Interaction/freebie content is decided based on what you are offering at the end.

Offer the Next Step: Once you've provided good, usable content that people find really valuable, you want to offer them the next step to bring it all together, go into more depth, get support from you – whatever it is your program/product/service provides. You are not serving their best interests if you leave them hanging. Provide a clear, simple invitation with what the next step is and how to take it.

Your Offering: This is your program/product/service. *Begin the whole process here*, and design your interactions/freebie videos with this offering in mind. The quality content you provide in your freebies lets your audience decide that they love what you offer, develops trust in your ability to deliver quality content, and leads your ideal client to the solutions and support *they* want. Everyone wins!