



# CONTENT generators

Workflows and  
Prompts to  
Create the  
**Exact Content**  
that  
**Attracts Your  
Ideal Audience**  
& Positions You  
as the  
**Market Expert**

Client Conversion  
**accelerator**

Harness the power of **video** & **ads**  
to **attract**, **connect** and **convert** your leads.

# Accelerator Toolkit: Content Generators

One of the biggest concerns that holds many people back from using videos for marketing is that they're afraid their content isn't good enough or they're unsure of what to talk about on video.

Most people think they need perfect scripts or magic lamps to create content that their audience is interested in... but it's just not true.

In fact, you already have everything you need to attract your ideal audience with content they want to engage with... you just need to know where to look.

Use this workbook as a place to generate content ideas and find inspiration for your social media and digital marketing campaigns and turn these into over 20+ videos that you can then utilize in over 7 different ways through video repurposing.

(I've attached my video repurposing checklist at the end of this workbook for reference).

So don't wait!

Go get started and watch your ideas flow and your new high-quality content stream into your notes and workbook.

All the best,

A handwritten signature in black ink that reads "Krista Mashore". The script is fluid and cursive, with the first name "Krista" and last name "Mashore" clearly legible.

# Determining your who: YOUR AVATARS

Before you can create even your first piece of content, you need to have a super clear concept of WHO exactly you're creating content for.

By having a deep understanding of who you want in your audience, you'll be able to speak directly to them, their pain points and their desires... which are the 3 key components in attracting them to you!

Use the resources in this section to nail down your client avatar and paint a very vivid picture of why they would use you and your services/business (what solution are you providing to one of their pains or problems)?

These worksheets will be instrumental when creating every single piece of content for your business later.

☐

## **YOUR WHO**

Defining your ideal clients

☐

## **YOUR WHO PART 2**

Creating your client avatar + niches

☐

## **WHAT DO THEY WANT TO KNOW**

Questions from your client avatar

# Krista's guide to

## *defining your ideal clients*

### WHO ARE THEY?

GENDER  
AGE  
DEMOGRAPHICS  
BELIEFS  
ROUTINES  
VALUES  
ATTITUDES  
BRAND LOYALTY TO  
RELATIONSHIPS  
INTERESTS



### PAINS + HOPES

WHAT PROBLEMS ARE YOU  
THERE TO SOLVE FOR THEM?

HOW CAN YOU GET THEM  
CLOSER TO THEIR GOALS?

WHAT ARE THEIR DREAMS?

HOW CAN YOU REMOVE ANY  
PAIN POINTS FROM THEIR LIFE?



### LIKE, KNOW, TRUST

JOIN THE GROUPS YOUR IDEAL  
CLIENTS ARE IN

CONTRIBUTE TO THE CONVERSATIONS  
HAPPENING ONLINE

OFFER VALUE, ENTERTAINMENT,  
EDUCATION, INSIGHT

NEVER SELL YOUR SERVICE IN HERE



### WHERE ARE THEY?

WHAT FACEBOOK GROUPS ARE THEY  
MEMBERS OF?

WHAT INFLUENCERS DO THEY  
FOLLOW?

WHAT EVENTS WOULD THEY  
ATTEND?



## CLIENT AVATAR + NICHES

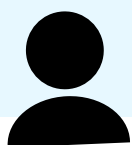
☐ **DETERMINE YOUR AVATAR**  
Follow exercises below

☐ **NAIL DOWN YOUR NICHE**  
Follow exercises below

☐ **POST IN THE GROUP**  
Add your video assignment into the group

- Have they experienced a new life event?
- What does their household look like?
- What brands do they prefer?
- What type of purchases do they make?
- What type of social media accounts do they follow?
- What are their challenges & pain points?
- Specific & noteworthy interests?

- Who are they?
- Where do they live?
- What do they do for work?
- What do they do after work?
- What are their habits? Hobbies?
- What are their goals?
- What are their values?



## CLIENT AVATAR + NICHE

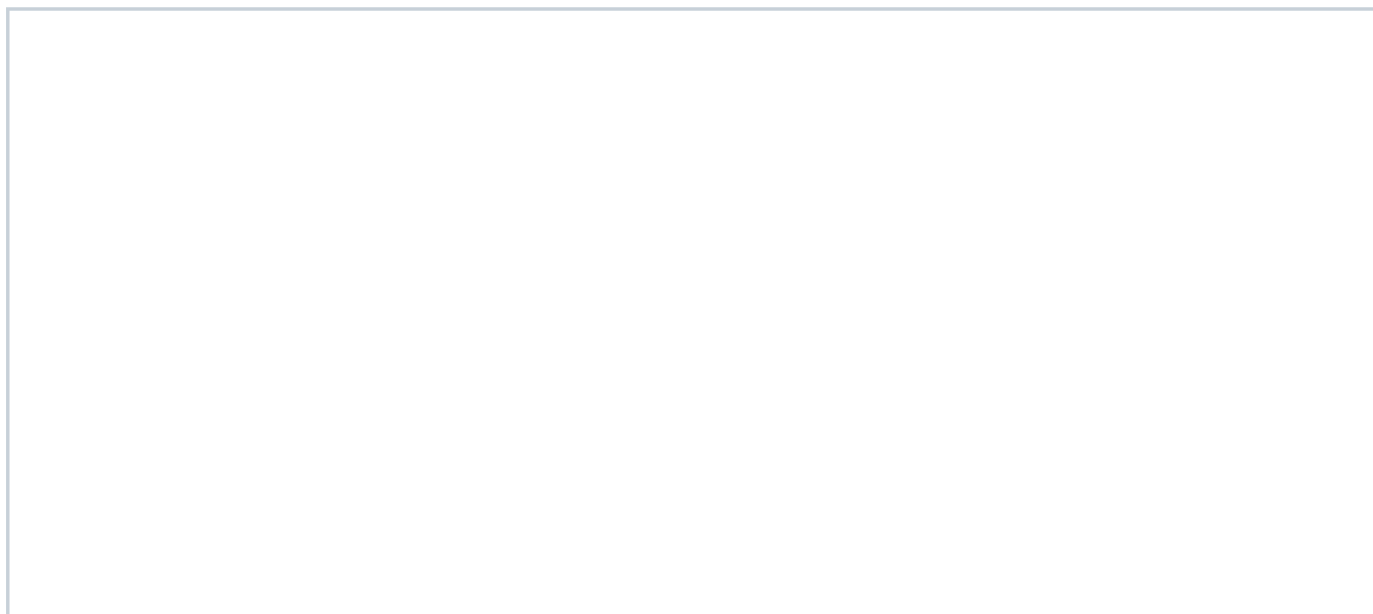
What are 10 of the most common problems that your client avatar have?

How do you uniquely solve these problems & needs?

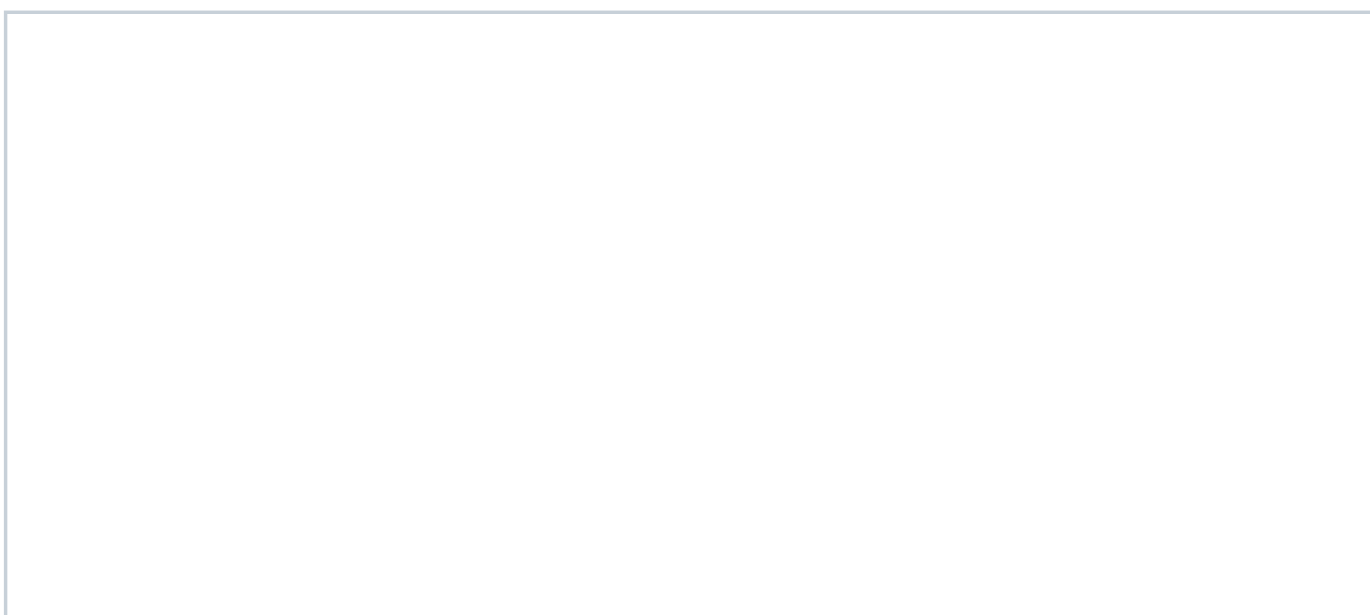
What are 10 of the most common questions that your client avatar have?

## CLIENT AVATAR + NICHES

What solutions, tips, tricks or hacks do you have for your clients from your experience and expertise?



How can you create these into videos? Outline into scripts.



## Go where they are: **YOUR AVATARS ONLINE**

Now that you have a deep understanding of who you want in your audience, you'll be able to find them where they hang out online!

Use the resources in this section to nail down the different online platforms like Facebook groups, Facebook pages, blogs and Instagram accounts that YOUR avatar interacts with on a daily basis.

This is an important step because you'll get to investigate and research the types of content that get the most engagement from an audience you want to have too.

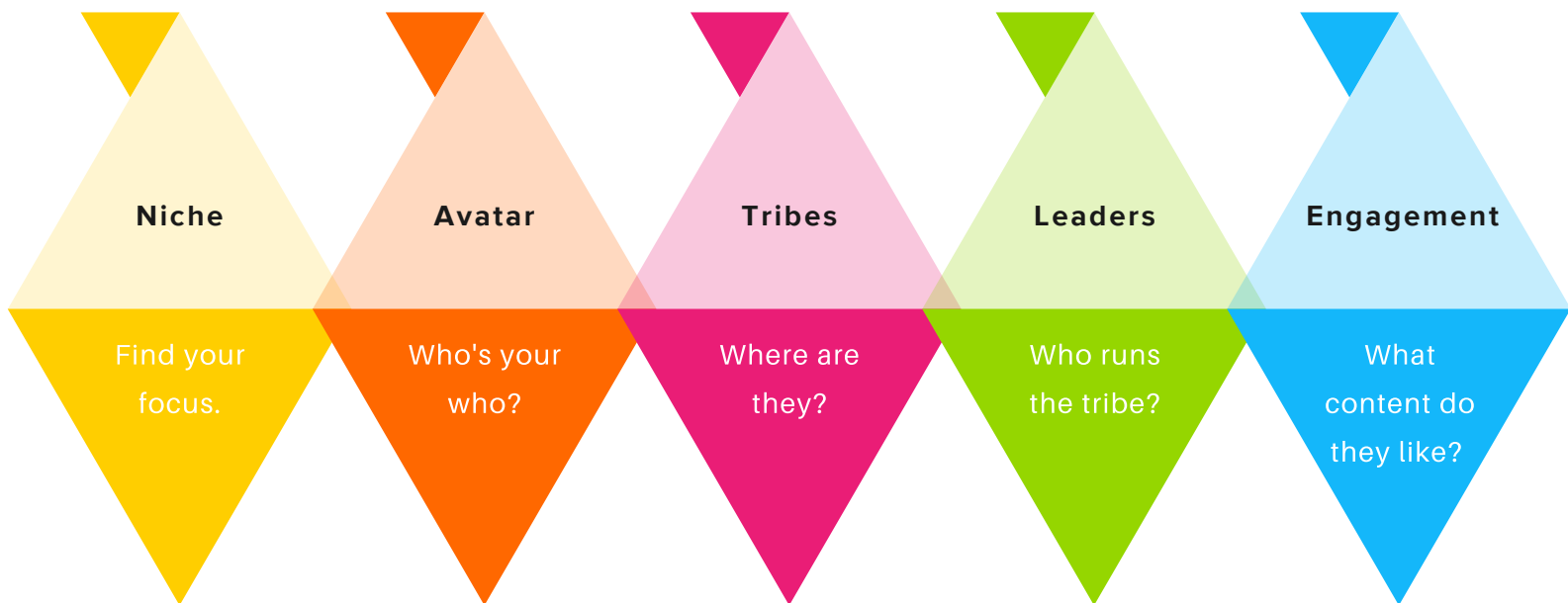
Take note of the questions, posts, comments and videos that have the highest interactions and see how you too can create similar content.

- ☐ **DREAM 100**  
Where's your avatar online?
- ☐ **WHAT'S TRENDING?**  
Use your Dream 100 for content research
- ☐ **IMITATION IS MORE THAN FLATTERY**  
Creating content from what they like
- ☐ **GIVE THEM WHAT THEY WANT**  
Content from surveys & feedback



# DREAM 100

## FIND YOUR TRIBE + GROW YOUR BIZ



01

### *Niche*

What type of business do you specialize in and make a conscious effort to focus on?

02

### *Client Avatar*

Who is your dream client?  
This is derived from the client-types within your niche.

03

### *Tribes*

These are the platforms, accounts, brands, events that your client avatar follows or is part of.

04

### *Leaders*

Who created, founded, manages or owns the tribe that your client avatar is part of?

05

### *Enagagement*

What posts, videos, comments and photos have the most interactions? Are there common themes that you can use as inspo?

## DREAM 100 + CONTENT RESEARCH

Go into the top 3 Facebook groups that have your ideal audience + client avatar. Take notes on the posts with the most comments, likes or engagement. Can you find common themes in the posts? Can you offer feedback from your expertise or your experience? Remember, you are NOT selling your services, you are here to provide value only.

## DREAM 100 + CONTENT RESEARCH

How can you create these into videos? Outline into scripts.

## DREAM 100 + SURVEYING

Go into the top 3 Facebook groups that have your ideal audience + client avatar. Do you have the ability to ask questions or host polls and surveys for the other members? Use their feedback to help you come up with content. Use the questions they have or common concerns and desires, and jot down your ideas for new content.



## DREAM 100 + SURVEYING

How can you create these into videos? Outline into scripts.

# **Inspiration is everywhere:** **CONTENT CREATION UNLEASHED**

Use this collection of worksheets and PDFs to help inspire your content creation capabilities and open your eyes to all the different possibilities that surround you.

Don't hold back.

Start a new note on your phone, for new video ideas that pops into your head or even questions and phrases you hear while on-the-job that you can turn into powerful ads and videos.

Inspiration is everywhere, just keep your mind open to the opportunities and commonalities and you too will be a content generating machine.

- ☐ **CONTENT THAT MATTERS**  
Using resources you already have
- ☐ **DRAWING BLANKS?**  
Here are a few tips...
- ☐ **FACEBOOK CHECK-IN**  
How to leverage check-ins for community videos



# CONTENT THAT MATTERS

YOU DON'T HAVE TO SPIN WHEELS TO FIND QUALITY  
CONTENT THAT IS  
VALUABLE TO YOUR POTENTIAL CLIENTS.  
HERE ARE A FEW RESOURCES YOU ALREADY HAVE

## CLIENT EMAILS

SCROLL THROUGH PAST CLIENT EMAILS AND SEE WHAT  
QUESTIONS WERE ASKED AND WHICH ONES WOULD MAKE A GOOD  
TOPIC FOR A VIDEO

## POST ON FACEBOOK

ASK YOUR SOCIAL MEDIA FOLLOWERS, "WHAT QUESTIONS DO YOU  
HAVE ABOUT \_\_\_\_\_?"  
MAKE IT INFORMAL SO YOUR AUDIENCE KNOWS THEY WON'T BE  
BOMBARDED WITH EMAILS THEY DIDN'T SIGN UP FOR

## YOUR INDUSTRY BOOKS + MAGAZINES

USE INFORMATION, INDUSTRY NEWS AND OTHER INTERESTING  
PIECES NEW TO YOU... AND SHARE IT WITH YOUR AUDIENCE





DRAWING BLANKS ON WHAT  
TO CREATE NEXT? HERE ARE  
A FEW TIPS TO HELP YOU  
KEEP THE CONTENT FLOWING



GOOGLE AUTOFILLED  
SEARCH TERMS &  
PHRASES



HIT THE  
BLOGS



AUDIENCE  
GENERATED TOPICS

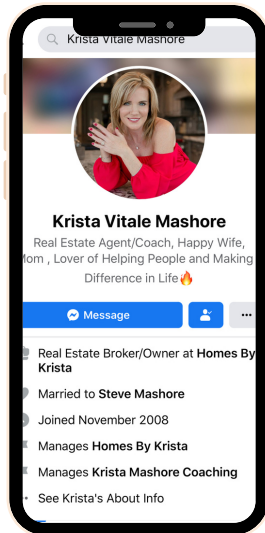


EXPERT GUESTS  
& INTERVIEWS

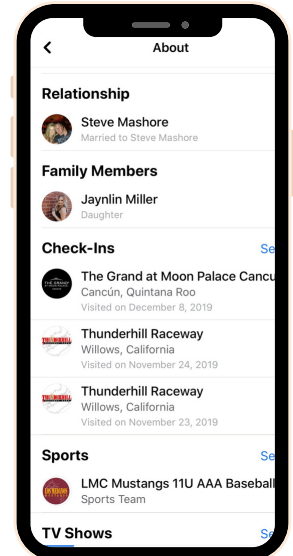


# Using Facebook Check-ins FOR COMMUNITY VIDEOS

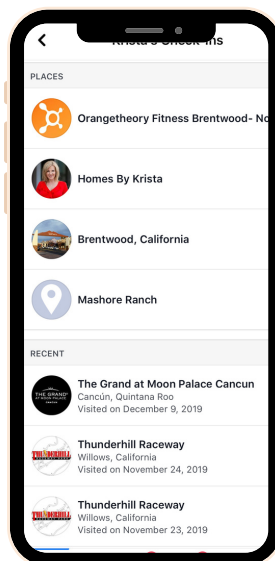
- 01 After opening Facebook, search for a specific person and go to their profile. **Scroll down to "See About Info"**



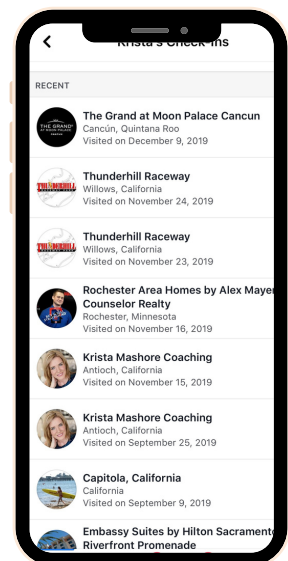
- 02 Scroll down to Check-Ins



- 03 Click to see their most recent check-in locations



- 04 Make a list of the locations that pop up on many of your ideal clients check-in's... this is a good indication that this business is a perfect fit for your marketing goals



# Unleashing your superpower: VIDEO MARKETING

My Video repurposing checklist is a powerful tool.

Create 1 video and use it in over 8 ways and on all of your social media, digital marketing platforms.

This means you'll get to film once and have enough content generated to seem like you are absolutely everywhere.

Don't underestimate the power of saving your time with this effective and efficient system.

- ☐ **FILM ONCE ... USE EVERYWHERE**  
Video repurposing checklist
- ☐ **BONUS! KNOW YOUR NUMBERS**  
Metrics for better content

## Video Repurposing Checklist:

- ☐ Send to **rev.com** for "Captions" - you will receive a free transcription of your video when you get it captioned
- ☐ Post your video with captions onto Facebook
- ☐ Post your video with captions onto IGTV
- ☐ Utilize this video on youtube by entering key SEO keywords and phrases into your video description
- ☐ Post your video with captions onto LinkedIn
- ☐ Turn your video transcription into a Facebook post
- ☐ Turn your video transcription into a blog post
- ☐ Turn your video transcription into a post on your site
- ☐ Create an infographic or image from your transcription for your Facebook page, website, or blog post
- ☐ Edit video into 15 second pieces for your Instagram story: add gifs, polls, hashtags, mentions and other IG stickers for engagement

# MEASURING YOUR ENGAGEMENT METRICS FOR BETTER CONTENT

## Consistency is key!

2% is the industry average for social media performance, however with a content strategy that utilizes Facebook Ads, Livestreams and organic engagement... on a daily basis, you can expect your metrics to skyrocket.

## Know your numbers!

How many people are actually clicking on your ads?

From those who click, how many are actually taking action?

What's the reach of your videos and ads?

What is it costing you to run your ads?

Is your audience commenting, liking or sharing?

How long are people watching your videos?

How many people are watching the full video?

At what time are they dropping off or exiting your videos?

## Get into your Ads Manager!

To dive deeper into the questions above and truly understand how your audience is interacting with your content and ads.

Let the best performing videos be an indication of what your audience likes and give them more of it!

If you want more people to see you on social media, you'll need to outsmart the algorithm, and the only way to do that is to get better and better engagement with your audience.





## Stay Connected with Krista



 /groups/AttractConnectConvert



[www.youtube.com/KristaMashoreCoaching](http://www.youtube.com/KristaMashoreCoaching)