



A decorative border at the bottom of the slide featuring various hand-drawn icons in blue ink. The icons include a lightbulb, a brain, a DNA helix, a rocket, a globe, a magnifying glass, a book, a calculator, a graph, a virus, a star, a molecule, a water molecule (H2O), a lightbulb, a brain, a DNA helix, a rocket, a globe, a magnifying glass, a book, a calculator, a graph, a virus, a star, a molecule, and a water molecule (H2O).

# Content is king, but doesn't have to be a killer.

We'll show you how to efficiently publish  
more content that your audience will love.

A decorative border at the bottom of the slide featuring various hand-drawn icons in blue and purple. The icons include scientific symbols like the atom, DNA helix, brain, lightbulb, and chemical formulas such as  $E=mc^2$  and  $H_2O$ . There are also icons representing technology (a smartphone, a laptop), nature (a plant, a globe), and general concepts (a book, a magnifying glass, a star).

# Content is king, but doesn't have to be a killer.

We'll show you how to efficiently publish  
more content that your audience will love.



“No one ever gets talker’s block. No one wakes up in the morning, discovers he has nothing to say and sits quietly, for days or weeks, until the muse hits, until the moment is right, until all the craziness in his life has died down.

–Seth Godin

-

A collage of various digital and scientific icons on a light gray grid background. The icons include: a red and white envelope icon; a blue circle with a white bird (Twitter); a blue square with a white 'f' (Facebook); a blue square with a white 'in' (LinkedIn); a red 'Quora' logo; a multi-colored 'Google' logo; a white robot icon (Reddit); a black phone handset inside a circle; and various blue line-art scientific symbols including a lightbulb, a rocket, a test tube, a globe, a plug, a book, a calculator, a star, a pencil, a chemical structure, a lightning bolt, and the formulas  $E=mc^2$  and  $V^2$ .

Once you have the idea the rest is just the template – wash, rinse and repeat.

.....

A decorative border surrounds the central text area, featuring various hand-drawn blue icons related to science and technology. These include lightbulbs, atomic symbols, DNA helices, microscopes, test tubes, and mathematical formulas such as E=mc², H₂O, and √2. The background is a light gray grid.

# 82%

---

Of consumers feel more positive about a company after reading custom content. ([DM](#))

A decorative border of various science and math icons surrounds the central text. In the top left, there is a Bohr-style atom, a beaker with a chemical reaction, the formula  $H_2O$ , a globe, a lightbulb, and the symbol  $\sqrt{2}$ . In the top right, there is a calculator, a molecular structure, a globe, a plug, a microorganism, a book, a star, and a test tube. In the bottom left, there is a lightbulb, a brain, a molecular structure, a graph, a beaker, and the formula  $E=mc^2$ . In the bottom right, there is a molecular structure, a globe, a star, a test tube, a DNA helix, and the formula  $H_2O$ .

# 82%

Of consumers feel a stronger relationship with the company.

---

# 6x Higher Conversion Rate

For content marketing adopters vs. non-adopters ([Aberdeen](#))

---

# 58%

Of marketers said original written content is the most important type of content – beating out visuals and videos ([SME](#))

## Our process is simple



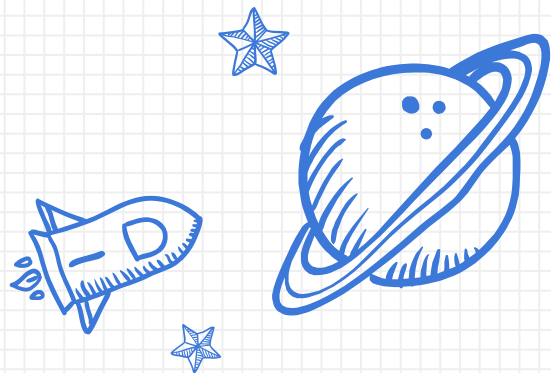


# Headline

- ✗ Specific
- ✗ Relevant
- ✗ Something new/unknown
- ✗ What's the BIG IDEA?

If the title doesn't sell the click, you might as well not write the post.





# Need Help with Headlines?

<http://www.hubspot.com/blog-topic-generator>

<http://kopywritingcourse.com/email-list-ideas/>

See How File It.tax's LinkedIn Campaign Resulted in  
100% ROI

**Booked Masterclass Workshop:  
How to get more leads and clients, on just 30 minutes a day,  
even if you have no list or following.**

**CLAIM MY SPOT »**

**File It.tax**

## Subheads

---

- ✗ To break up your text – catch the skimmers
- ✗ Should catch readers attention
- ✗ Strengthen your argument
- ✗ Use Evidence...



## Evidence

---

Each subhead needs at least one piece of evidence to support it from one of these three categories.

1. **3rd party source**
2. **Logic**
3. **Personal experience/story**



## Conclusion

---

- ✗ Tie together your big idea and subheads.
- ✗ Lead your audience to an action.

Include a relevant call-to-action. Doesn't necessarily mean it has to be a link to an order form...



## Just Follow the Plan

If you follow this plan and its 4 simple steps every day for just 10 minutes a day, you'll find yourself with a consistent flow of new clients. And if you find that you have time to do more, bump up the number of requests you send, and multiply your results even more.

And if you'd like to learn how to really kick your prospecting into high gear, make sure to join us on The [Advanced LinkedIn Masterclass](#) and get the details on what our whole system can do for you and your business.

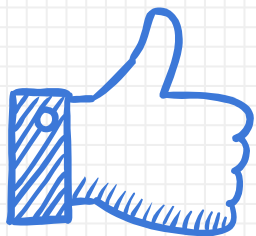
# Need More Leads?

## SIGN UP FOR OUR ADVANCED LINKEDIN MASTERCLASS

**Sign Up Here**







# THANKS!

## Any questions?

You can find me in

- ✗ The LS Platinum Group
- ✗ Coming soon...