

Questions To Ask Yourself Before Creating An Online Course

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Create Content  
So Clients Chose You



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Get Found.  
Get Known.  
Get Clients.

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To do that you need to  
Get Visible.

Doing your thing.  
Solving their problems.  
A credible expert

Thru strategic content

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**BUT WHAT OF YOUR FEAR?**  
Of being visible  
Of showing your face  
Of the sound of your voice  
Of being on video



Or maybe, you just don't know what to say!

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How long have you been hiding behind your screen?  
Or hiding behind your business?  
How's that working out for you?

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Opposite of visible is **INVISIBLE**  
Being invisible is **SELFISH!**  
Businesses can't benefit from your amazing service

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Get Visible.  
How do you do that?

Your previous efforts at content creation didn't seem very useful at generating sales.

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Let's try a different approach!

Create strategic content based around answering the questions your potential clients are asking

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It's all about how YOU help THEM.

Even YOUR story is all about how you help THEM!



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So today I'll share my 'visibility journey' to inspire you  
With plenty of practical steps for creating content so you  
grow your visibility and help clients choose you

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I'm Susan Weeks  
Creating content based  
on questions for over  
12 years  
BUT NOT always for  
myself...

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2016.  
My previous sources of clients started to dry up ☹️  
I realised I was pretty much invisible.  
That had to change!

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1988.  
Mainframe computer programmer, male-dominated  
I was visible for all the wrong reasons!

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From technical expert,  
developed skills in IT  
training

Technology & Training  
The 2 factors that have  
shaped my career



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2010.  
Traffic Geyser VA  
Video marketing based upon short videos answering  
FAQs & SAQ's

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Creating question based content & videos

▶ Natural mosquito repellent

▶ Funeral services

▶ Spinal injury treatment

▶ Tons of cosmetic dermatology

▶ Robotic mining

▶ Living your best life

▶ Urban fiction

▶ House washing

▶ BUT NOTHING MUCH FOR ME!

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2016.

My previous sources of clients started to dry up ☹️

I realised I was pretty much invisible.

That had to change!

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2016.

Invested in first branding photos

Started blogging around podcast questions

Strategic connection on LinkedIn

My posts featured on high traffic web-portal for N.American financial advisors!

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2017.  
Launched **Stitchery Stories** textile art podcast  
Within weeks global listeners : 250,000 downloads  
Stop worrying about the sound of my voice!

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2017.  
Also started doing speaking at virtual events  
podcast guesting, video interviews, livestreams  
Increasing visibility, taking action, out of comfort zone

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2018.  
Helpful & visible in a community  
Mentor & Trainer opportunity for Freelance University

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**2020.**  
Invested in 'Visibility School'  
Monthly personal branding shoots, shared with other business owners, different locations & themes  
Enjoyable, fun, affordable, fabulous selection of photos

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**2021.**  
Get comfortable going LIVE on Instagram to REPURPOSE  
Get comfortable sharing my textile art (I'm not an artist)  
Get comfortable sharing sweaty running photos!

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**2022.**  
Having fun, being creative  
Much more video & playing with Instagram Reels  
And as focused as ever on creating strategic content

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Each of these were a massive step out of my comfort zone

And it wasn't easy!

What is holding you back?



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Fear?

Imposter syndrome?

What will people think?

Showing your face in photos & videos?

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People love to connect with others

See like-minded business owners

Picture themselves working with you

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You Do You.  
You are fabulous and  
the world needs you!

If you don't do makeup  
– don't do makeup  
It's not important  
NOBODY CARES!!!!

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Who uses being an introvert as an excuse for being invisible?

I'm a massive introvert – but it's not relevant to visibility

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Are you invisible 'cos you don't know what to say?  
Or your content doesn't seem to work?

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Your prospective clients are on their buyers journey  
Use content to move from 'stranger doing research' to 'your client'.  
Also known as a marketing funnel

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On their buyers journey they will probably be in several funnels  
How do you stand out and provide the content that makes it easy to  
say YES to YOU?

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We are going to  
ANSWER  
the TYPICAL QUESTIONS  
that our prospective  
clients are asking



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When using questions to inspire content creation...

▶ Some suitable for marketing

▶ They lead towards your service

▶ Some suitable for PAID content to provide a different way to work with you

▶ Small course

▶ Digital product

▶ DON'T go crazy on tons of FREE 'how-to' videos

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Important for SEO

Answer 1 question / topic in 1 piece of content

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Tempting to start at the TOP of the funnel

Start creating content that helps prospects become buyers

Work backwards thru your funnel / buyers journey



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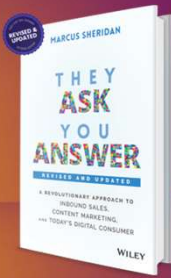
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Marcus Sheridan

"Five content topics that are sure to drive the most organic traffic, qualified leads & quick sales"



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Marcus Sheridan: The Big Five

- ▶ How much does your solution cost?
- ▶ What are the negatives or issues with your solution?
- ▶ How does your product or solution compare to alternatives?
- ▶ What is everybody saying about your solution?
- ▶ What is the best solution available?

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<https://www.impactplus.com/what-is-they-ask-you-answer>

- ▶ Tons of great free learning resources about this approach
- ▶ He has also expanded those ideas towards creating videos
  - ▶ The Selling Seven
  - ▶ "create the seven types of sales and marketing videos that are proven to jumpstart traffic, leads, and sales growth"

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### Marcus Sheridan: The Selling Seven

- ▶ Landing page videos that increase conversion rates of qualified leads
- ▶ Customer journey videos that show products and services really work
- ▶ Employee bio videos that establish trust faster with a prospect
- ▶ 80% videos that answer frequently asked questions about a product or service
- ▶ Product and service fit videos that establish who is not a good fit
- ▶ Cost videos that demystifies for prospects how pricing works
- ▶ "Claims we make" videos that prove differentiators to be true "

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Brainstorm all the questions you get asked about your business, area of expertise, niche, services

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But what if...

Not in business very long?  
You don't get many useful questions?  
Just can't think of any?

Here is some more  
**QUESTIONS INSPIRATION**

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### Go ‘Comment Mining’

- ▶ Comments are **ABSOLUTE GOLD** for question based content ideas
- ▶ Find well watched videos in your niche in YouTube
- ▶ Maybe ones by the key online personalities
- ▶ Pay attention to comments & questions
- ▶ How can you use those ideas for content to present
  - ▶ your ideas, your voice, your opinion, your skills, your solutions

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### Have a YouTube Channel?

- Creator Studio
- Analytics
- Research
- WHAT SEARCHING FOR
  - your audience
  - All YouTube



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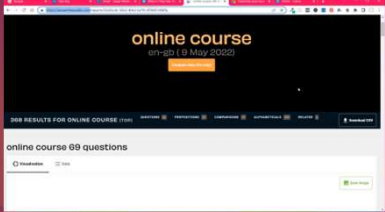
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AnswerThePublic.com  
High level keyword, 1 try per day for free  
Powerful source of ideas & questions

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### Blog Topic Generators

- ▶ These can also spark off a TON of ideas that can be turned into relevant questions to help your prospects CHOOSE YOU
- ▶ Here is an article with 8 different blog topic generators
- ▶ <https://www.wordstream.com/blog/ws/2015/02/12/blog-topic-generators>
- ▶ NB: excellent example of 'evergreen' content
  - ▶ Written 2015, regularly updated, last updated 2021

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You've now generated TONS of questions & strategic content marketing ideas.  
Collect them in a spreadsheet, a note app, in Trello for example.

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And then start...

Write blog posts & pages that will be found for those important questions  
**\*EVERGREEN CONTENT\***

Videos & presentations

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Learn the basics of SEO  
So your stuff gets found

Yoast.com is a fabulous resource for content SEO



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Let your personality shine through

- ▶ Create social media graphics, stories and reels around these key content questions / topics for reach & engagement too
- ▶ Repelling those who are not a good fit client is also crucial
- ▶ Seriously consider getting a range of photos
  - ▶ Go beyond the headshot
  - ▶ Plan how you can use them

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"If you aren't having fun creating content, you're doing it wrong"

Ann Handley  
Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business

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Don't let 'techy stuff' get in your way!  
Canva is a priceless 'gift' for all content creating business owners

- ▶ Not just graphics!
- ▶ Photo editing & cool effects & tools
- ▶ Create simple animated graphics for posts
- ▶ Beautiful documents, checklists, printables
- ▶ Well-designed presentations
- ▶ Add audio. Make Videos. Basic video editing.
- ▶ Record yourself on camera
- ▶ Make simple Reels & video stories

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CREATE IT ALL USING CANVA

CREATE

Let me show you how to "CREATE IT ALL IN CANVA"

Easy Step-by-Step tutorials to confidently make Graphics, Documents, Presentations & Videos

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CREATE IT ALL USING CANVA

CREATE

£99

<https://virtualityworks.teachable.com/p/create-it-all-using-canva>

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