



CONTENT CREATION WORKBOOK

**CRAFT A CONTENT STRATEGY
TO GROW YOUR ONLINE PRESENCE**

SIRI THE AGENCY

Hello! I am Siri

I'M SO HAPPY YOU'RE HERE

Thank you for downloading this workbook. I'm here to guide you and get you on your way to make your content sparkle.

I'll be giving you my insider tips, tricks and tools so you can make content creation easy and fun. You can repurpose all the content you'll create for multiple channels, such as social media, blog posts, email marketing, and more.



Are If you get stuck, you can always send me a message or check out our packages on siritheagency.com

Siri xx

 /SiriTheAgency

 @SiriTheAgency

 contact@siritheagency.com

BEFORE YOU START... HERE ARE MY TOP 6 TIPS

01 SWITCH TO AN IG BUSINESS OR CREATOR ACCOUNT

You can add information about your company, such as business hours, location and phone number. You can also view stats and insights. With a creator account, you can also access music for Reels.

02 START EMAIL LIST BUILDING, PRONTO

In the online marketing world, 1 subscriber = \$1/month. Start gathering emails now via [Mailerlite](#) or [Klaviyo](#) and build your list. Then start sending out automated flows & business updates.

03 ANALYSE YOUR NUMBERS

Compare content, measure campaigns, and see how individual posts are performing. Replicate what is popular and create content for your audience's demographics. Don't forget to link your Google Analytics to your platforms too!

04 70/30 METHOD

This is my secret method that REALLY works. Give away 70% of valuable and helpful info, and use 30% to sell and talk about your products/services. By telling people what you know, you'll build trust, which is a time-tested sales competency.

05 HUMANISE YOUR BRAND

Build your brand by showing who you (and your team) are. Don't use stock images on your website, but set up a shoot to show of your faces. Use video marketing to show behind the scenes, talk about your biz, and generate that human-to-human connection.

06 BE SOCIAL

(Potential) customers like to be involved with brands these days, so hang out where they hang out and engage with them. Talk about real-life examples or experiences for them to start interacting on your platform and keep the connection interactive and entertaining.

THE POWER OF STORYTELLING

People want to feel connected, and stories create this connection. Stories give us a reason to communicate and relate. Business storytelling is about creating alignment between your business and your prospects and customers. Make this a forefront in all your content.

UNIQUE VALUE PROPOSITION: HOW ARE YOUR PRODUCTS / SERVICES DIFFERENT THAN YOUR COMPETITOR?

WHAT MATTERS TO YOU? WHAT DO YOU CARE ABOUT?

WHO IS YOUR IDEAL CLIENT AND HOW DO YOU SOLVE THEIR PROBLEM?

WHAT ARE YOUR CLIENTS' BIGGEST WANTS AND NEEDS?

FOLLOW THE 4C METHOD



CREATIVITY

Have fun and come up with creative ways to showcase your products and services. Try new trends (such as IG Reels) and don't be afraid to stand out.



CONSISTENCY

Be consistent in your messages, creatives and communication. Set certain days/times to schedule your content to go live.



CLARITY

Make sure you communicate clearly about your business and how your products/services help people. Nail your unique value proposition and create clear messages around this to communicate via all platforms.



CONNECTION

Make genuine connections with your potential customers on social media by engaging with their content, and stay in touch with your current customers by keeping them informed and giving them special offers and insights.

NOTES

THE FOOLPROOF COPYWRITING FORMULA

Become a master in writing compelling copy that will drive clicks and engagement and that is worth sharing. It will build a relationship with your audience, provides context, adds personality, and inspires your followers to take action.

01

OPENING LINE / HOOK

Start with a headline or hook to convince your audience to read and respond to your copy. Let it pass the 4 U's test to make a great, catchy headline: Urgency + Usefulness + Uniqueness + Ultra-specific.

02

INTRODUCTION

Write a blurb that will tell the reader a bit more about the subject. Keep it bold, direct, and to the point.

03

THE MEAT

This is where you put the juicy stuff. All your info, knowledge and value should be added to this part. Keep the format right, and make it easy & light to read. Don't use jargon or industry-related words people won't understand.

04

CALL TO ACTION

Every single piece must have a call to action, but not every single call to action should be to ask for a sale. Tell your people what you want them to do and make it really easy for them.

05

PERSONAL & CONVERSATIONAL

You want to write to ONE person. Pick your niche and create a persona - and that is the person you are writing to. Another simple trick is to use "you" in the copy. This an easy way to make your readers feel like you care and you are solving their problem.



**YOUR PERSONAL
LANGUAGE IS
GOING TO BUILD
A CONNECTION
WITH PEOPLE
AND THAT WILL
CONVERT THEM
INTO FOLLOWERS
AND CUSTOMERS.**

CONTENT PILLARS

Use a mixture (or all) of these content pillars below and get to work. Save yourself time by repurposing the same content for different platforms. Hot tip: by producing content in bulk you can save yourself a lot of time.

CLIENT PROBLEM

Talk about an issue that your audience faces and how you have solved this with real-life examples.

VALUE

Offer key industry insights and tips that target your ideal audience and captures their interest. Bonus if it's sharable!

FAQ

Provide an answer to a question recently asked by a client.

TOOLS OF THE TRADE

Highlight one of the tools you use and explain the benefits to your audience.

WORK WITH ME / PRODUCTS

Outline your core offering and explain how your product/service makes the lives of your customers easier.

HACKS / TIPS & TRICKS

Share an action that will save your follower time / money / stress.

BEHIND THE SCENES

Share something you've been working on in your business.

SOCIAL PROOF

Share your recent reviews or kind words a customer wrote to you to increase your credibility and to build trust.

NOTES

NOTES AND INSPIRATION

FAVOURITE TOOLS

FACEBOOK CREATOR STUDIO

A scheduler with all the tools you need to effectively post, manage, monetise and measure content across all of your Pages and Instagram

TAILWIND

Manage your presence across Pinterest and utilise tools such as Smart Scheduling, Content Discovery, Hashtag Suggestions and more.

CANVA

Amazingly simple graphic design software that helps even non-designers create stunning layouts and graphics.

KLAVIYO

Make personalised email-marketing a breeze through data-driven decision making with an intuitive interface.

HEADLINE ANALYZER

Score your overall headline quality and rate its ability to result in social shares, increased traffic, and SEO value.

GRAMMARLY

Instantly fixes over 250 types of errors in your copy, most of which Microsoft Word can't find.

NINJALITYCS

Check the data of competitors and find out what strategy they are using on Instagram.

CONTENT IDEA GENERATOR

Enter any keyword and get a catchy blog post headline (plus the resources on SEO, PPC and Content Marketing).

PRO WRITING AID

Analyses your writing and produces reports on overused words, writing style, sentence length, grammar and repeated words and phrases.

ANSWER THE PUBLIC

A clever consumer insight tool that combines the suggested searches from Bing and Google and visualises them in a search cloud.

SIRI THE AGENCY



GET IN TOUCH

[SERVICES](#)

[CONTACT ME](#)

[INSTAGRAM](#)

[FACEBOOK](#)