



Sales Academy 4

Creating Inspiring Content

Nick Bramley
CEO, IMPACTUS Group

&

Host of The Impact Sessions Podcast
Plus Guests, Josh Gudgeon & Katie Thompson



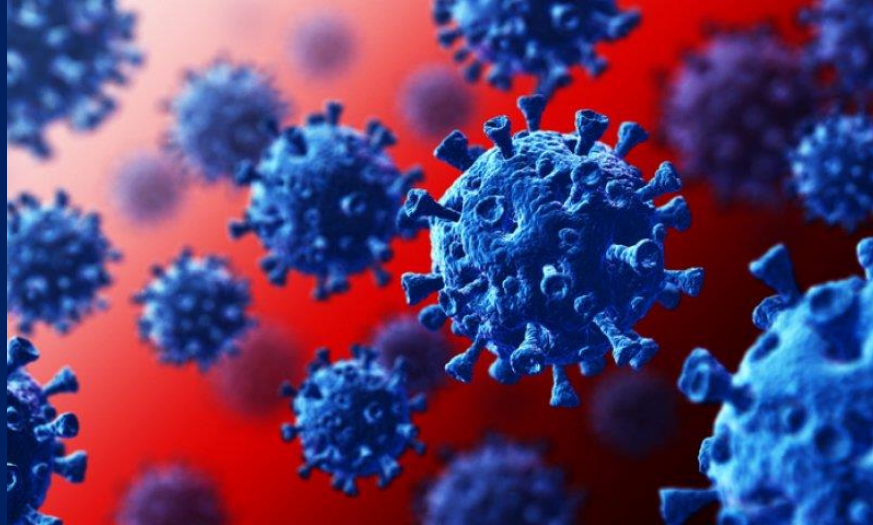
Wednesday 20th May 2020

Content Is King

A Common Enough Phrase
BUT Content In Isolation
Is Not Enough



The COVID19 Crisis Has Seen A Real Shift



Those That Got Busy, Those That Got Active
Those That Procrastinated (I Have Nothing To Say)

Then Unfortunately....



Those That Have No Concept of Self-Awareness
Those That “Hard Sell” At EVERY Opportunity

So, We Need to Consider Your Personal Brand



Poll - Do You Have One
What Is It?

Your Personal Brand



Write Down The 3 Most Common Words or Phrases
Regularly Used to Describe You?

What type of content will you be posting? Written, visual, etc.



What are your values and how do you want to get them across?



Who is your current audience and what kind of audience would you like to attract?



What do you want to achieve with your brand?



How to Define Your Personal Brand



What are you most knowledgeable and passionate about?



What tone of voice would you like to use?



How will you best communicate your message to your target audience?



Who are you, and what is your position in the industry?

Overlay Into a Comms Strategy

Aligning Personal Brand With Communications Ambitions

- Who Represents Your Ideal Customer / Target Audience?
- Think Sector, Then Companies Then Individuals....
- What Are Their Current & Prospective Challenges – Short Term?
- How Can You Offer Help, Advice, Support?
- Can You Articulate Without "Selling"?
- Which Are Your Best Channels For Potential Success?
- What Is Your Expected "Call to Action" Likely to Look Like?
- When They Respond (Validate), Will They Keep Moving Through?
- **Case Study – ADC, The Wirral – Problem Solving on Premises Entry**



What if I Can't Craft A Great Piece of Content?

Introducing Katie Thompson,
Freelance Copywriter
at Katie Lingo



Top Tips For Writing a Great Blog

A Blog Can Be Multi-Purpose In It's Use Too.....

- Always Consider Your Audience Needs – They Will Be Quite Different
 - Existing Customers
 - Potential Customers
 - Hype Men / Women
 - Wider Network
- Remember, Most Content Has an Expiry Date
- Don't Scrimp on Design
- Don't Make Claims You Cannot Back Up
- It's Not All About You



Now a Great Content Case Study....



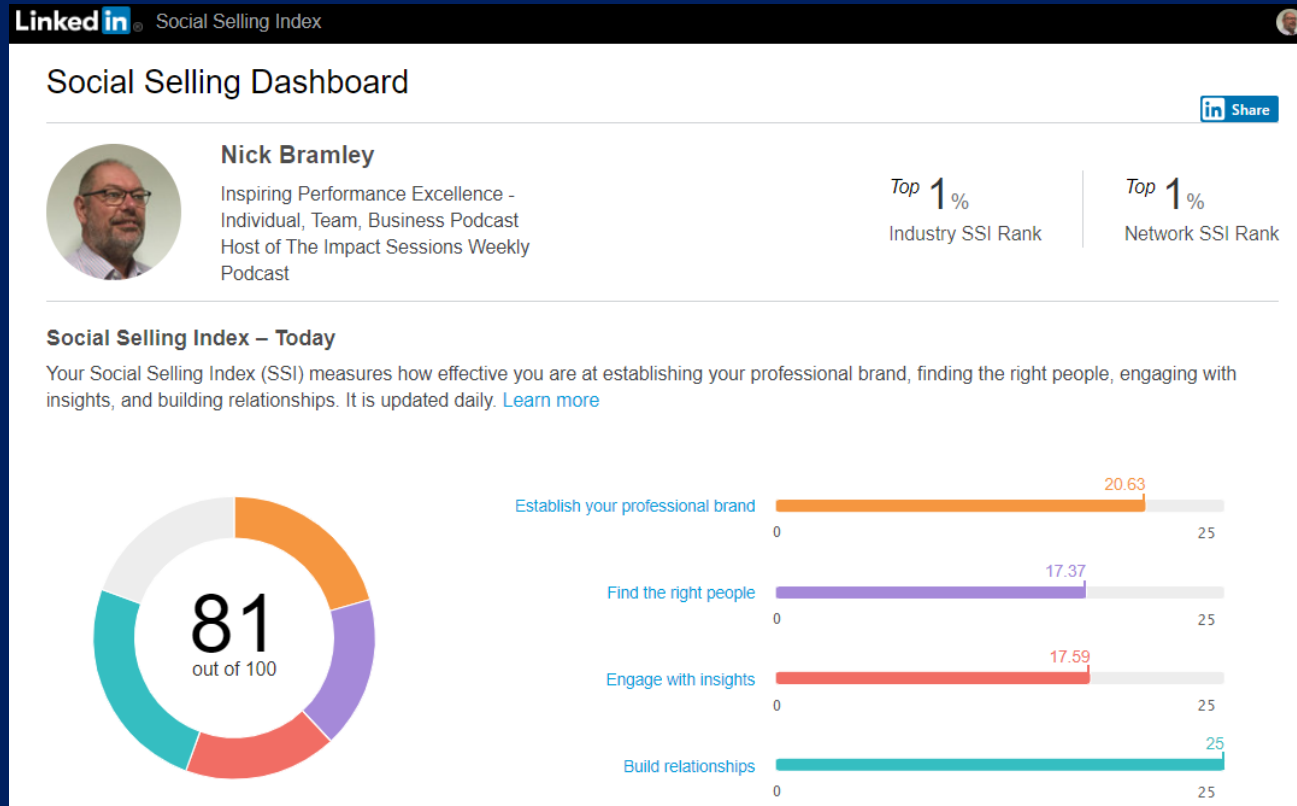
Introducing Josh Gudgeon
Content Creator, Video & Podcast Producer
Get Your Media



How Effective Is One of Your Key Channels?

Your LinkedIn Social "Selling" Score

[Click Here](#)



A Final Set of Thoughts

- Creating Content Takes a Little Skill – But You Can Get Help!
- Creating Content Takes A Plan
- Creating & Distributing Content Takes Time
- You Need to be Pro-Active
- You Need to Leverage Your Network Channels – Groups Etc
- You Need to Build Advocates & Supporters – Sharers / Commenters
- You Need to Be Relentless
- **This Entire Programme Has Been Built on a Content Plan & Relentless Activity**



Your Potential Action Plan

- Consider Your Current Personal Brand
- Does It Fit With Your Business Objectives Right Now?
- Does Your Communications Strategy Drive Opportunity?
- Potentially Re-vamp Your Communication Plan
- Consider Writing a Blog – Tomorrow!
- Get Help If Needs Be
- Sign Up To Josh's YouTube Channel & Training Course
- **Do SOMETHING – Doing Nothing Is Not an Option**



Recommended Listen or Watch.....

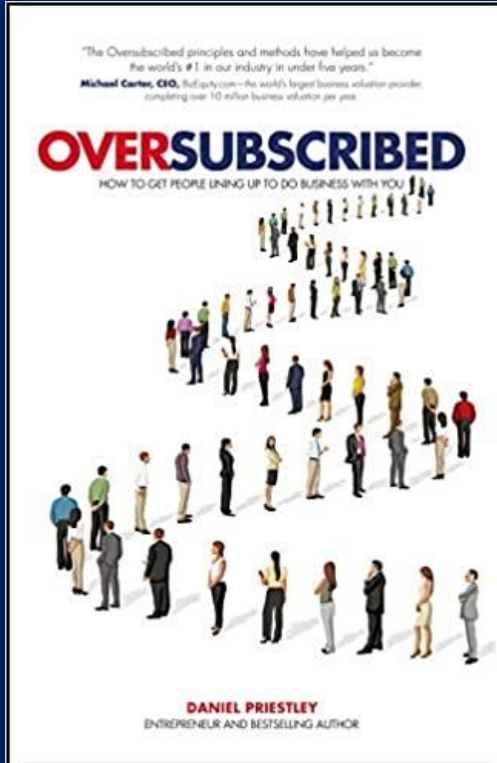


**Check Out Two Related Podcasts
Here**

(Podcasts No.3 – Josh & No.16 – Katie)



Some Other Recommendations



[Josh Gudgeon – Create Like a Pro Course](#)

[Josh Gudgeon – YouTube Channel](#)

Some Other Recommendations



Harvard Business Review
Good Entrepreneurs Don't Set
Out to Disrupt

[Click Here](#)



Katie Thompson



Freelance Copywriter at Katie Lingo

Tel - +44 (0) 7704 845956

Email - katie@katielingo.co.uk

LinkedIn - [Click Here](#)

**(Offering a Free Assessment of Your First New Blog
or LinkedIn Post Before You Post It)!**



Josh Gudgeon



Content Creator, Video & Podcast Producer
Get Your Media

Tel - +44 (0) 7411 744315
Email – josh@getyourmedia.co.uk
LinkedIn – [Click Here](#)



Nick Bramley & IMPACTUS Group Connecting & Resources

- If you want to connect via LinkedIn, I would be delighted to accept a connection request;
- [Click Here](#)
- To join the exclusive IMPACTUS Group Online Sales Academy Group on LinkedIn – Members Only;
- [Click Here](#)
- If you want to access a host of supporting content, podcasts, top tips, video etc, check out Nick's website – IMPACTUS GROUP
- [Click Here](#)



What's Next?

The 3,3,2 Formation



ONLINE

SALES ACADEMY

 1 Hour high impact

What's involved?

- Creating an Impactful Sales Action Plan
- Running an Effective Sales Campaign
- Maximising Your Customer Touchpoints
- Creating Inspiring Content
- Pitching Your Business
- Pitching Via Zoom
- Negotiating & Closing
- Key Account Development

[Click Here](#)





Sales Academy 5

Pitching Your Business

Nick Bramley
CEO, IMPACTUS Group

&

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Friday 22nd May 2020