



*Bloom*  
with *Sarah*

SIX STEPS TO  
CREATING  
*Content*  
THAT  
CONNECTS

# Thank you for downloading this resource!

## Here is a run down on how it works ...

*How often do you sit down at your desk and start to type a post into any social media platform and scramble around for what to write, let alone have any purpose for the post?*

*This resource was created to help you have a clear direction, intention and framework for every piece of content you create. It can be used for any piece of content, but it has been designed with social media content in mind.*

*I recommend you have Page 4 handy or stick it up near your desk to use as a memory jogger. Once you get into the habit of running through these steps you will become a pro at creating content.*

Are you ready to start creating your first piece of content? Simply follow these steps, using this guide as your trusty companion.

*Step One:*

### **INTENTION**

Have a read through each of the questions. They are designed to trigger the intention you would like for your piece of content if you haven't already got something specific in mind.

*Step Two:*

### **CALL-TO-ACTION**

With your intention set, go through these questions and decide on how you want your audience to respond to this piece of content.

*Step Three:*

### **STORYTELLING**

Incorporating a story into your copy is a wonderful way to hook your audience into your content. Read through these questions to help you trigger a story you can use.

*Step Four:*

### **IMAGE**

Using the right image for your content is a really important piece to the content creating puzzle. Taking the time to find the right image or creating your own image can really impact the success of your post.

*Step Five:*

### **CONNECTION**

Connection is something that is often overlooked when creating content. If you feel connected to your content, then it is likely that your audience will be too.

*Step Six:*

### **FINISHING TOUCHES**

By taking that extra moment to review your content before you hit publish will ensure you produce great quality content. This will help you stand out in a noisy digital world and own the role as a leader in your field. You will create content that you love and be super proud of.

# QUESTIONS TO ASK MYSELF:

as you create a new piece of content.

## Step One:

### WHAT IS MY INTENTION FOR THIS PIECE OF CONTENT?



- Do I want to spark a conversation?
- Am I offering value and educating my audience?
- Do I invite my audience to take the next step with me? (include a link to buy, join or attend)
- Do I want my piece of content to be inspiring or motivational?
- Do I want to entertain my audience?

**BONUS QUESTION:** Will this piece of content get me closer to achieving my overall goals?

## Step Two:

### WHAT IS MY CALL-TO-ACTION FOR THIS PIECE OF CONTENT?



- Do I want a conversation?
- Do I want one-three key takeaways from this piece of content?
- Do I want my audience to click on a link? Include the link in the copy or comments?
- Do I want my audience to respond to a simple Yes/No question?
- Do I want to ask a thought provoking question?

## Step Three:

### CAN I WEAVE A STORY INTO MY COPY?



- Can I intertwine a personal experience with this piece of content?
- Can I reference an article, book, podcast or show that relates to the problems I solve for my clients?
- Can I share an example of how I overcame a problem I solve for my clients?
- Can I share a story of how a client overcame a problem I solve?

## Step Four:

### WHAT IMAGE WILL I USE IN THIS PIECE OF CONTENT?



- Do I want to include an image of myself?
- Do I want an image by itself or do I want to overlay text?
- Does my image relate to my piece of content?
- Is my image Royalty Free & good quality?
- Is my image branded and includes my website?
- Does the image bring a smile to my face?

## Step Five:

### DOES THIS PIECE OF CONTENT CONNECT?

- Am I connecting my audience to ME?
- Am I connecting my audience to my BRAND?
- Am I connecting my audience to my CORE MESSAGE?



## Step Six:

### HAVE YOU CHECKED THESE FINAL THINGS?



- Do I have any spelling errors in my copy or on my image?
- Is there enough white space? Can I increase the spacing of my text?
- If I am including a link, is it correct?
- Have I signed off the post personally? (this promotes a lovely personal connection)
- Does this piece of content reflect my original intention and does it fit into my overall content strategy?
- Am I proud of this piece of content?

## Bonus Step:

### HOW CAN I KEEP THE CONTENT CONNECTING?

- Can I share this piece of content? (For example, into a Facebook Group, as a link in my newsletter or an individual email)
- Have I reacted to any comments and responded personally. If appropriate ask another question to keep the conversation going?
- Piggy back on this piece of content with a follow-up piece or create a series. Always refer back to the original piece of content or reference the series to leverage your content.

SIX STEPS TO CREATING  
*Connects*  
THAT CONNECTS

*Step One:* INTENTION



- Engagement
- Offer Value
- Call to Action
- Inspirational
- Entertainment

*Step Two:* CALL-TO-ACTION



- Connection
- Feedback
- Next Step
- Engagement
- Conversation

*Step Three:* STORYTELLING



- Personal Connection
- Thought Provoking
- Walk the Talk
- Credibility

*Step Four:* IMAGE



- Royalty-Free
- Branded
- Relevant
- Connecting
- Engaging
- Professional

*Step Five:* CONNECTION



- Know-Like-Trust
- On-Brand
- Deeper Connection

*Step Six:* FINAL TOUCHES



- Spelling
- White Space
- Correct Link
- Personal Sign-off
- Intention
- Are you proud?

# Hi, I'm Sarah,

I support soulful women in businesses to have confidence in marketing their business their way - a way that is aligned, simple and starting where they are at.

If you are clear on who you want to serve, but not so **confident** on how to create **consistent content** that connects ...

If your products or services are ready to market, but you don't have a **strategic plan**, especially around your launches ...

If you are feeling completely **overwhelmed** and to be honest have no idea on where to start ...

... then let's see how I can help you.



*Having access to Sarah's creative brain in these strategy sessions is what I most value - her ideas are fresh and innovative and bring a new dimension to everything I am doing in my business. I leave each session feeling deep gratitude for having Sarah on my team, high anticipation for what her deep talent will produce and a feeling of refreshed inspiration for what is now possible because I have someone smart, proactive and FUN to work with in my corner.*

**Angela Raspass - Your Next Chapter**

*Sarah has helped me get serious about my online brand, images and marketing. She has been able to effortlessly get to the heart of me, my business and my tribe and show this in words, pictures and ideas. This has given me a more consistent and on message presence that has been noticed, commented on and converted to business.*

**Frances Pratt - KISS to Sell**

For help with your Content Creation Strategies & Visual Marketing email me at [sarahebloomwithsarah.com](mailto:sarahebloomwithsarah.com) or call **0413 394 957**

To stay up-to-date and receive a gift each month, subscribe to '**Planting the Seeds**' Newsletter. Visit [www.bloomwithsarah.com/newsletter](http://www.bloomwithsarah.com/newsletter)