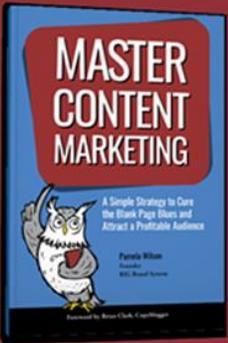


## Get Clients Now Podcast: Episode #369 with Pamela Wilson - TRANSCRIPT

Could a NEW Method of Content Marketing  
Created by the Former Executive VP of Copyblogger  
(Pamela Wilson) really generate quality traffic  
to your website *this easy and this fast?*



The "Lazy Way"  
for Achieving  
Content Marketing  
Success In 2020  
and Beyond!



**MASTER  
CONTENT  
MARKETING**  
A Simple Strategy to Cure  
the Blank Page Blues and  
Attract a Profitable Audience  
Pamela Wilson  
Author  
with Brand System  
Foreword by Russ Clark, Copyblogger

### **KEN NEWHOUSE (Narrative):**

Hey everybody, Ken Newhouse here and on today's episode of the Get Clients Now podcast, I'll be speaking with Pamela Wilson. Wilson is the former Executive Vice President of one of the most trafficked sites on the web; [Copyblogger.com](http://Copyblogger.com). She's a two time bestselling author and CEO of [Big Brand System](http://Big Brand System), a content marketing and content strategy, coaching and consulting business is one of the premier content marketing strategists online today.

Wilson's plan and grow bigger approach transforms the process of building your online business into a step by step. Easy to follow process.

### **KEN NEWHOUSE (Host):**

I've got master content marketer, Pamela Wilson with me today. And Pamela, you've got a great story and you've written two incredible books. But before we get to that ... on behalf of myself and the members of the [Get Clients Now](#)



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Nation, I want to welcome you to the show Pamela. How are you doing today?

**PAMELA WILSON (Guest):**

I'm doing great and I am thrilled to be here. Hello everyone! Thank you so much for having me.

**KEN NEWHOUSE (Host):**

This is going to be an awesome episode because I've been wanting for a long time to have you on the show. And we were able to finally get together, but you've got an amazing story. You've written several outstanding books. We're going to talk about one in particular today.

We can actually mention both of your books, but we're going to talk about and focusing on [Master Content Marketing](#) for the most part today.

Pamela, what's something about you that most of your ideal prospects, most of the people in the marketplace don't know about you, but you'd really like them to know.

**PAMELA WILSON (Guest):**

I think probably the most important thing, and especially in the context of these books is that I do not feel like a born writer at all. I managed to crank out, you know, like you said, a few books, but I really didn't start out this process, knowing how to be a writer. I did not major in English. I didn't major in communication, nothing like that.

**KEN NEWHOUSE (Narrative):**

If you're like me, and if you're like one of my most successful clients, Evan, the first quarter of 2020 was fabulous. Evan's content marketing efforts were driving qualified traffic to a site. Visitors were consuming his content and whether they were commenting, sharing on social media or better. Opting in for a digital download and joining his email list, they were responding favorably to each of his calls to action.

Evan has clients and most entrepreneurs were enjoying the benefits of the greatest economy America has ever known. Business was booming and life was good.



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### **PAMELA WILSON (Guest):**

It's something I learned. And so I think that's important because really it should give people hope that it's something they can learn as well, and they can truly master.

### **KEN NEWHOUSE (Host):**

What's your earliest memory ... that first “aha!” moment where you realized that content marketing was (number one) ... absolutely critical if you wanted to attract clients or prospects customers, I'm not sure how you address them, but if you wanted to attract them from online, use the internet to attract these people and build your business.

When was that first realization that you have and said: “Hey, I’ve got to do this if I want to have any kind of a successful business online.”

### **PAMELA WILSON (Guest):**

I mean, to be perfectly honest, it was that moment. When I looked at my big blank website that had no content on it. I had been running an offline business for years. So all of my client contact was in person. It was, you know, face to face. And I knew I wanted to attract an audience on the internet, but like, how are you supposed to do that ... unless you have something out there that is set up to actually attract them?

So I think I realized it at the same time that I felt this huge pit in my stomach because I realized I had to actually create that content to make that happen.

### **KEN NEWHOUSE (Host):**

So Pamela, just to continue in that vein, before we dive in and talk about the book, this is a point of confusion. I’ll say a lot of people think they know what content marketing is, and there seems to be like a bazillion different definitions, but for the sake of the Get Clients Now Nation ... and everyone who's listening ...

**Tell us what content marketing is and what it's not.**



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### **PAMELA WILSON (Guest):**

I think the big confusing word happens because of that marketing piece. So I think people oftentimes confuse content marketing with content. So content can be a lot of things. It can be blog posts and podcasts episodes like we're doing here. It could be a series of videos. It could also be a Facebook post, an Instagram post, or it could be a post on LinkedIn. It could be something on medium.

It can be a lot of different things, but I believe that content marketing actually happens on your website. It is content that is hosted somewhere. How on your website now? I know, you know, we're doing a podcast right now and people are likely listening to the podcast. On a podcast player. So this is content that is hosted on the podcast, but I also know that you create a page for each episode on your website and you have probably links and show notes and all sorts of goodies that people can find if they go to your website and you are likely driving people back to your website page to pick up those things.

And that is super smart. That turns it into content marketing because. You're basically getting people to your place of business on the internet. In January of this year, Evan began hearing stories of the novel coronavirus as it swept like wildfire through China. On February nd, , president Trump closed the U S border and restricted all traffic coming from China to us citizens.

Only days later, he restricted all traffic coming from Europe. And while Evan's consulting business, hadn't been impacted directly. At that point, he noticed an uneasy feeling in the pit of his stomach, a feeling he hadn't experienced for a long, long time. Something has got told them that this virus could potentially damage or destroy his business, not a single American or anyone in the world for that matter had had personal experience in dealing with a situation like this as the tension and stress on Evan, increased events out of his control transpired quickly.

On March 15th, 2020, President Trump and Dr. Fauci told Americans to stay home for days. So we could quote flattened the curve by mid-April, , over



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million Americans were unemployed and Evan's business had taken a massive hit fears of contracting. The virus kept most of his prospective clients away, and his revenue streams began to dry up.

Additionally, he began losing existing clients at an alarming rate as their businesses began failing.

And that's what content marketing is. It is content hosted on your website that is attracting people to your place of business on the internet, where you can have them sign up for your email list, where you can introduce them to your paid solutions and you can kind of get them into your ecosystem. So content is a lot of things.

Content marketing is content that is hosted on your website and becomes a part of your whole marketing ecosystem. Let's do this, let's dive into the book. And then one question I have before we get started, what was the trigger? You know, that aha moment that got you to the point where you're like, you know what?



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# The 7-Part Formula for Winning Content

Does content marketing feel a little intimidating? Use this formula to master each element of a strong piece of online content.

Excerpted from the book *Master Content Marketing*  
mastercontentmarketing.com

- ## 1 Headline

Don't be shy; your headline stands between your content and the click that gets it read. Generate LOTS of ideas. Avoid jargon and don't be too clever — aim for compelling clarity.


- ## 2 First sentence

Use this sentence to keep your reader engaged. Try drawing them into a story that's in progress. Make a provocative statement. Build suspense. Pull your reader down the page!


- ## 3 Introduction

Build a case for your content here. Keep it short and establish yourself as a confident, friendly expert. Master the artful placement of the More tag.


- ## 4 Subheads

Use subheads to work out your content's structure before you write it. Recognize that some people may only read those tasty, snack-sized subheads — reward them with solid information.


- ## 5 Main copy

Fill in the main copy under each subhead next. Tell stories and build your case. Use transition sentences for a smooth reading experience. Keep your sentences and paragraphs short for ease of reading.


- ## 6 Summary

Refer back to the beginning at the end. Remind your reader what they learned. Reinforce how they'll benefit from what they read. Your summary will make the next element even stronger ...


- ## 7 Call to action

Your call to action simply asks the reader to take the next step, whether it's leaving a comment, subscribing, or visiting a sales page. This is where the business benefits of your content happen.



**MASTER CONTENT MARKETING**  
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THINK, TAKE ACTION & WIN!

Content marketing is easier when you break it down, master each element, and build it up again!

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I gotta write this book. This is going to help so many people I've learned these things it's helped me so much. I have to write this book. What was that moment like? You know, I'll tell you. I remember the moment. It was very dramatic actually. So I started this whole journey when I started my new online business in 2013.

And like I said, big blank pages with nothing on them. And I knew I needed to fill them with content. And one of the websites that I was looking to for guidance was Copyblogger. Which is, you know, it's an industry leader in the content marketing industry. So I was looking at their posts. They had a massive audience, and I don't know where I got the guts to do this, but I got this idea.

Yeah. For a piece of content, I went, do you know, Bobby McFerrin is. An amazing musician. I went to one of his concerts and I was in the concert and I thought of this idea for a piece of content. And I thought this is a piece of content that they would run on Copyblogger. It's the kind of thing they would run on Copyblogger.

So I poured all this effort into creating a really amazing piece of content and I pitched it to them as a guest post. And this was like three months after I'd started my online business. So I really was like, I was just getting my legs as a writer under me. I pitched it to them. They took it as soon as they, you took it.

I sent them another one. I'm like, okay, well here's when you can run next time. If you like that one. And I just kept sending them posts. And after a while, I started to realize that successful content had these elements. It had these common elements, seven common elements. I realized after time, some of them were pretty obvious, like the headline in the subheads.

But some of them were not as obvious, like most pieces of really good content have a summary at the end, that kind of reviews what's been covered in the piece of content. Right. To just kind of reinforce what you've taught someone. So I started to see these components and I started to realize like, Oh, like now that I know what they are, I can reproduce them.



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And I kind of felt like I had found this magic recipe, honestly. And I remember saying to a friend, like, I think I figured out how to write a really good post, like the kind you see on Copyblogger. And I'm thinking about actually teaching people how to do this, you know, and I, like I said, no writing background, like, I don't know where I thought I could do that, but after a while I applied it for so many years in a row and just saw so much success that I felt almost like I had an obligation to let people in on how this worked.

And how you could put together these elements and create a great piece of content. Even if you didn't think you were a writer or even if you didn't feel like you were a professional marketer, Pamela, you're coming from the background of prior to being a guru at content creation, you are designer graphic designer, right?

So creating logos. Yeah. I mean, doing all the visual part and. When it came time to doing the words, part of a marketing project, I always had to hire a copywriter because I couldn't write. I mean, I wasn't a writer. I was a visuals person. So I, you know, I knew something about marketing, but I didn't know anything about copywriting or content creation at all.

There's some irony here because you've got the host of the show who was horrible at writing. And now I'm an accomplished copywriter and we have the guest on the show. Who's written two bestselling books who was very successful as a graphic designer. Didn't do any writing at all, farmed that out. And now she has learned without any you like you weren't born with this talent or anything else, you actually had to learn it, but there's a formula which we're going to get to in just a bit that you cover in the book to learning this.

So anyone with the help of what's in your book can become a successful content creator. Yes. Absolutely. And I have to say, I think there's something to be said for coming at a topic like this and bringing the skills that you have maybe from a completely different field and applying them to that new thing.

I mean, if you want to learn it, it's out there and you can learn it. Absolutely. I have to say I haven't seen your formula, the unique way you structured this. You know, I've been a copywriter now for quite a long time, almost years, but



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I haven't seen anyone's structure in the form of creating content that grabs people's attention and holds them on the page and then gets them to take action, which we're gonna talk about in just a bit, but let me ask you this question.

Was there an individual or a circumstance that made you realize, Hey, listen, there's something to this content marketing thing. I gotta do this. Cause you know, you weren't online. You had a successful offline business. I'm assuming that your design business. But that's something that told you, or was it individual that made you realize, Hey, listen, if I want to be successful online, if I want to use the internet to start attracting my perfect prospects and get them to my website.

So they will give me money. Was there someone who said, Hey, listen, you gotta do this. Or was there an event? I mean, really it was looking at the team at Copyblogger and how they had built their business. They really built that business on the back of their content, their really strong content that attracted a huge audience.

I, I admired every writer on that team by June th, almost million Americans were unemployed. Evan's margin of profit had been flipped on its head. And as he surveyed the damage, it hit him like a ton of bricks. The realization that everything he'd worked for, everything he built was now in jeopardy, his new client acquisition methods no longer working.

And if you wanted his company to remain viable, he had to figure this out. He had to figure out a method for consistently are we attracting new clients back into his business and more importantly, getting them to part with their hard earned money in the heart of so much uncertainty. Which is why it was like incredibly, I, it was just kind of mind blowing that I ended up like managing that blog a few years later.

But from a distance when I was first starting out, they were just, I mean, that was what I aspired to. They had built this, you know, eight figure business on the backs of their content marketing. So I thought that was pretty amazing. I'm going to read just a little thing about your book, and then I'm going to give you



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what are bullets and what the bullets it's rapid fire.

So it's not rapid-fire that, Hey, I'm putting pressure on you, but try to keep your responses down to 10 seconds. That's the style of this set of questions. But so at this point, we've all realized that we have to create content and content marketing done, right? There's a wrong way to do it. A lot of wrong ways to do it.

And there's a right way to do it. But content marketing, we realize now, is a critical element that we need to add to our business and we need to deploy and we're going to deploy it. But based on that, there are some challenges and hurdles that you kind of outlined in the book. So I want to read a bullet point and then I want your 10 second response.

And then if we have to, I mean, that's not ironclad, but it's just a process and me trying to manage time, but here's bullet number one, and this is more like a section heading, but it says writers aren't born. They're, self-made run with that. So writers are not born. I mean, you and I just talked about this.

You, you do not have to have a degree in writing to learn how to put this together. It's something that can be learned. It takes practice, like you said, at the top of the, of the episode. It takes practice. And not every piece of content you create is going to be a winning piece of content, but you just have to keep it because it doesn't take a million pieces of winning content to, to really attract traffic and attract customers.

You really just need a few real strong ones. And the way to hit on those strong ones is to write a lot of content. Yes. I learned that writing copy and, and certainly, uh, with my podcast, I could have quit a long time ago, but I see, I made it to commitment when I first started this show. I'm doing it 12 months.

Yeah. Whatever happens. It could be a miserable flop or it could be a success I'm going 12 months. And thankfully I stuck with it. Cause the first four or five months, it was only the people who knew me, like my clients and members that already had a few referrals, but I wasn't getting a lot outside



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traffic.

Okay. Here's another one fear of a loss of privacy. A lot of people feel very uncomfortable writing in public because there's an element of this where you're actually, you're getting better at this skill, but you're having to get better in public. Right. So the way that I tell people that you can kind of flip this around is in the early days of content creation, no one is watching.

No one, like you said, no, one's paying attention. I mean, it's like your family and a few people who know you a very supportive audience. So that's a fantastic environment to basically learn in and make your mistakes and be a beginner in. So just get the stuff out there and get some practice under your belt when no one is really paying attention, you'll get better.

The more you do it, the point you bring up, because the very first show I did, I did with the beautiful and talented Lisa that's my wife. And all my clients, they knew me. And so a lot of them were saying, Hey, listen, you sounded really stressed out. I mean, I've done webinars and all this other stuff. So they know me.

I was, but I was really stressed because in the back of my mind, I had this delusional thought that millions of people will be listening to this first show. And I got to do this. Right. In fact, no one was listening other than the people who knew me. And they could tell that I was under a lot of pressure, which I shouldn't have put on me because there was no need.

Okay. Here's the next bullet point. Fear of being judged. So again, a link that beginning audience is not really out to get you. They're supportive people, but even once you get it out in the wild world, for the most part, people are very understanding. And I think you and I are in an age group that, you know, we're used to this environment where marketing communications had to be very polished and sound very corporate.

We don't live in that world anymore. I think people are really responding to things that sound. Real and approachable. And that usually means that it's a little bit less polished, so have good grammar and do the best you can, but



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like people aren't really out to like gotcha. On your content marketing. So.

You can take that pressure off of yourself. Yeah. It's just like what I do in direct response. Copy it's I, my guess is that from what I've seen is that it's more folksy. It's more like the way we talk and yes, you have to use good grammar obviously, but this is not like English literature. Okay. Last two.

I'm going to combine these two bullet points. Fear of not feeling capable, combined with fear that all this work. If I do all this work to create this content, it's not going to pay off for me. So not being capable. That's really a function of just doing a lot of it. You will gain skill just automatically over time.

But that second one is valid. That's a valid thing because this is really a long game. And. It's kind of like compound interest. You know, if you put the time in, from the very beginning, that interest will build up over time, but you, you have to kind of put your effort in the right place. So if you have a solid place to invest and you're doing it right, and you're making the right choices, you will see the payoff over time.

If you're, um, you know, if you're just, if you're writing word blog posts that aren't optimized for search engines and they aren't really valuable, then you won't see a payoff. So you do have to take the right actions. To see the payoff over time. That's a valid fear. I have to say it is. I'm all about hard work and anything worth having listen, if it was easy, it is easy, but there's work involved.

And if it was easy, everyone would do it. And the good thing is, is that most people aren't willing to do the work. So if you'll just put in the work, it's like Pam was taking you by the hand and these books. And walking you through and taking this station to station. Okay. Here's what you do next. Here's what you do next.

Okay. You did that, that great job. Here's what you do next. And before you know it, bam, you're winning the game. A lot of people like we've just been talking or they're hesitant, they're a little overwhelmed by the thought of all this work and the overwhelm of the unknown. But something I found really cool.



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I thought of Joe Karbo when I, when I read this, but you can create the lazy way content creation formula, which we'll dive into. But again, I want to do this. I want to read a quote from your book. And then again, I've got just a few bulleted questions and then we'll get into deeper, longer answers in just a minute.

But here's the quote from the book. It says content marketing works when you create useful, interesting and engaging information consistently, and other key word over time, it's all about showing up reliably and to being helpful every single time. Now, here are the bullet points in that once your response and you can take as long as you need to lazy people, don't reinvent the wheel.

Each time they perform a task. Yes. Yes, exactly. I'm all about, you know, even at a very granular personal level, I'm all about kind of systematizing, whatever you can, because when you don't have to overthink how you're going to get something done, you can really focus on doing the best job possible. Well, here's the next bullet point.

Lazy people put effort, work counts, and nowhere else. Right. Exactly. And that's what we kind of talked about as well. You put the time in, but you put the time in, in a way that's smart. You learn how to actually do it so that when you put the time in, you'll get results from your efforts. Okay. So now that we understand that one of the biggest secrets to consistent online success is being able to create content consistently.

So a lot of people have tried this. A lot of people are trying to create content. A lot of people are failing. But based on your experience, where do you see that most people are failing in their content marketing strategy? Is there a commonality or is there a particular area where you see people failing?

Most often? Honestly, I think the biggest thing is just that inconsistency because that's where you really start to see the difference. When you get published content out there on a regular basis, it's like you with your podcast. I mean, if you were just showing up every, I don't know, every two weeks. And



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then it's six weeks between episodes.

It's four weeks. And like just random people. Don't see you as an business, as a business, they can completely depend on because you're kind of random. So when you can learn how to do this and then just do it really consistently, that's where you start to really see the benefits. Over years ago, marketing legend.

Dan Kennedy taught that when the economy had South and revenues begin to shrink, most of your competitors stop investing in marketing in an attempt to conserve as much money as possible. Even more of your competitors. Stop investing time in content marketing, paralyzed by fear of the unknown and an overwhelming sense of uncertainty.

Evan's competitors stop, proactively marketing their businesses. And while Evan was among the many who stopped investing in paid advertising at that point, something in his gut told him to keep producing content, to focus on creating the most value Laden content possible with an unexpected abundance of free time on his hands.

Evan made the decision to go all in on his content marketing efforts. He doubled his content production, then tripled it two weeks later. He was now creating a new killer piece of content every hours. One of the things I talk about a master content strategy is that your publishing frequency can change over time.

So we can talk about that. You probably want to publish more often in the early days of a new website and over time, those goals can change a little bit. Let's dive into that just a little bit because in the book. You said a minimum of one quality post per week. Let's dive into that. I want you to expound on that early websites.

What are you talking about in the form of content, length of posts, things like that. Give us just a brief overview of what you're talking about here, so it can be clear, right? So, and just to be clear as well, the information I'm going to talk about word count for people who want to know for blog posts, because



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I'm asked that question all the time.

But this information really does apply to podcasts, video episodes as well. So yeah, it's content that's on your website and it doesn't matter if it's written or it's filmed or recorded on audio. So what I recommend in the early years of a website in year one basically is that you focus on establishing your authority on your website with the content that you create.

And building up your content marketer chops basically. And the way you can do that is to publish once a week. And I have this four day content creation system that makes it pretty easy. It makes it kind of automated. It's like you assign certain days of the week for certain tasks and we'll talk through that.

But. It makes publishing once a week, feel really doable. It just becomes like this natural thing that you do as part of your, every week after you have that foundational base of content published on your website. So let's say you get to the end of year one, maybe it took a couple of weeks off, but you have pieces of content on your website, out on the internet, trying to attract an audience to your website.

I mean, that's really powerful. That's a fantastic foundation. Once you do that while you can do in what I have in master content strategy is years two through five. Basically you can focus on maybe adding, kind of making your content more in depth. So adding multimedia, maybe you add a video, maybe you add a SlideShare, maybe you add more images.

You just increase your skills as a content marketer by adding multimedia to your posts, maybe write longer posts or. They're a little more in depth than what you've wrote in year one. So you have these content marketers skills and you can kind of put them to use. And if that means that you dial back and you publish every other week, it's probably not that big of a deal.

You have pieces of content on your website. So if you publish every other week, but the content is really in depth and really valuable. That's a great goal. Then one of the things that I talk about is in year six and above you, at this point, you may have like pieces of content on your website. So then you



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need to shift a little bit and become almost like a librarian.

So you're looking at your older content and the content that is getting a lot of visits. If you look at your analytics and that content is. Getting a lot of traffic, maybe you go in and improve it and make it even stronger. And then you've republish it. You add information and republishes it. So you become a little more of a, like a reference librarian and you get to really know your content and you've resurfaced the stuff.

That's really good. Bring it up to speed. You know, everything's changing so quickly. You gotta make it relevant. Let me ask you this then. So we talked about the four day content creation framework, the program, you have the thing you put together. Tell me a little bit about that. Touch on the bullet points.

Obviously. Let me just say this. The book has so much information. It's an easy read. I mean, you've done an exceptional job with the copy in many ways. One of the ways is it just like sucks you in. It's like a well-written novel in the sense that it just flows. It pulls you in before you realize that you've read or pages, it's that good.

And most people who write about how two subjects don't have that skillset, I have to tell you, you can't, you know, where that comes from, that comes from me reading so many how to type books. This spend like the first five chapters telling you why this is going to be amazing. And you're like, I know it's going to be amazing.

I bought the book, like tell me how to do it. So I just wanted to like right out of the gate, start with, you know, information that people could take and apply right away. My question is, or my point was, there's no possible way we can do more than scratch the surface of this book, but I want to talk just briefly, if we could take two or three minutes.

Give us the outline of the four day content creation system, the framework you put together, because I think that's an important point that people need to hear. Yeah. This is really the key to getting a lot of content created on a



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regular basis and making it feel kind of easy and natural. Just like it's part of your schedule.

So, what I recommend is that you look at a day, let's say you're aiming for one piece of content a week. You're in those early years, you want to set up that content foundation on your website, look at a day of the week and decide that you were going to publish on that day. So let's say you're going to publish on Wednesday.

Then, what you want to do is work backward from Wednesday and assign a specific task to every day of the week. So the whole premise of this approach to creating content is that you do not want to try to sit down in one marathon session and create a piece of content from start to finish. Partly because at the end of that process, at the end of four or five hours, your brain is tired.

And you're trying to put the finishing touch on a piece of content, like polishing it and seeing mistakes. And you just can't do it when your brain says tired. But the other reason we do it this way is we want to revisit the content several times because there's something really magical that happens when you go back to a piece of creative work several times, because you see it with fresh eyes every time.

So you notice what it's missing. You can see what's unclear and you can tell what you need to go in and fix. So that's the other piece of this. That's kind of cool. So let's say Friday or Wednesday is your publishing day. So we're going to call that day four. So we're going to work backward. We have a day three a day, two in a day, one.

So day one is all the way back on Friday of the week before. On Friday of the week before on day one, you're just going to write, you're gonna figure out your topic, figure out what you're going to create your content around. And you're going to write the headline or the name of the podcast episode, or the name of the video series.

And then you're going to write your subheads. So it's basically what are the three to five to seven items. I want to make sure that I cover in this piece of



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content. Rampant fears of being infected with the coronavirus forced record numbers of prospective clients online with so many people online, Evan was convinced that a ramped up content marketing program was his solution to generating new clients and sales for his business.

A month has gone by since Evan began diligently, cranking out high quality content, sharing it on social media and sharing it with prospects and clients on his email list. But the response has been almost nonexistent and to make matters worse, his business partner and his spouse, even his note, all brother-in-laws Steve are telling Evan that he's wasting his time on writing all those blog posts at a time when he needs encouragement and moral support.

Evan's getting criticism and consternation from those closest to him. Why can't they see what he sees once you've done that you don't have to do anything else. I always tell people like, stop, walk away, go about your life and let your brain keep working on the piece of content. Because as you're doing other things, you may come up with great ideas that you can add to your content.

Does an opportunity for your creative brain to like kick in and do those things. Then on day two, what you want to do is really focused on creating your first draft. So in your case, it's the recording of your podcast episode in the case of a blog post, it is literally writing that first draft. In the case of a video series, it's getting that first long on edited shot of the video that you were then going to edit.

You don't do any editing on the stage. You just get the first draft created, do not go back and do any editing. Just, I always tell people like right forward, don't write backward. And like with your podcasts, like if you make a mistake, you just keep recording, you don't stop and set up and start all over again.

You just keep recording because you know, you're going to go back and edit. So. Just get that first draft created on day two, day three is all about editing. That's all you're going to do. So you've breastasted. You've had a good night's sleep. Hopefully you've got some coffee in you and you're ready to go the



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next day.

And you go back to that first draft that you created and you'll be able to see what it's missing, what you need to eliminate, what you can shorten, what you need to add. All of those things, because you have fresh eyes. So that day, you're really focused on polishing it up and getting it ready to publish.

So if you need to create some kind of image, you do that. If you are doing a written blog post, you add formatting, so bulleted lists and block quotes, and you shorten your paragraphs to make it very easy to skim all of those things that just give it that final Polish so that it's ready to go and then schedule it and day four publication days.

So that's when. You're kind of out there advocating for, or your new piece of content. So you've got it on social media. If you have an email list, you're sending it to your email list. If it's a really great piece of content, you might actually reach out to a colleague and say, Hey, I published this new post.

Do you want to share it with your people? It's really in depth. And I think you're going to like it. So you're out there. You're advocating for it. You're like a marketer for your piece of content. And when you do it like that, when you break it up over all of those days, you're able to really bring your full self to each of those tasks.

And you can look at your calendar and say, it's Friday. So this is the day that I write my name. I had one in my subheads or Monday, Mondays are my first draft days. Every month today, I'm going to be creating a first draft for that week's piece of content. Tuesdays are editing days. So like you, the calendar will actually help you to create your content.

What about that system when you finished it? When you're really realized, Hey, look at what I just created, this is going to help so many people. What about that system surprised you? The most? Honestly, the piece that surprised me was just how much easier it made everything. When I broke it up over several days, it was just so much easier.

And I found that I created content more consistently. But the funny thing is I



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cannot tell you how many people have come up to me and said, you know, I really resisted that four day content creation system I've read about it. It seemed like it made sense, but I never tried it. And then I tried it and wow.

That really works with respect to. Content marketing and content creation. We all have this thing that we have to apply in our business. If we want to actually be successful. Well, we have to understand it first. And then we have to follow it and incorporate it into all the work we do. And it's called the customer journey.

And so with respect to the customer journey, tell us what it is. And then in your experience, do you find to be the biggest mistake people make. With respect to creating content, as it relates to the customer journey, you know, in the book you talked about people have new, more like newbies beginners as their ideal market, versus the people who are more advanced.

That's what I'm alluding to. Yeah. Right. Exactly. I do have kind of a different approach to the customer journey because for people who are not marketers, I think the customer journey concept can be a little bit difficult to understand. So. You saw the books. I mean, I try to simplify everything and just make it real easy to grasp.

So the way that I talk about the customer journey in relation to content is that depending on how people relate to your topic that you're writing content about, they're going to have a different set of questions. So. I know some people in your audience are chiropractors. So let's say somebody is a beginner to the world of chiropractors and they don't understand how chiropractic assistance can help them.

So they have a set of questions and they usually begin with the word, what. What is a chiropractor? What does a chiropractor do? What can I expect when I go to my first appointment? What is it like to get an adjustment? What will it be like over time? They have a lot of what questions. These are beginner questions.

They're asking for you to kind of define the topic for them, because they've



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really don't understand it. Then we have the next group, the beginner group is huge. I mean, I usually tell people right about % of your content for that beginner group, because when you can get those beginners in and turn them into your customers, Evan has done his research and he knows that record numbers of people are online and the ravenously consuming content.

So why aren't they consuming and responding to his content? Why aren't they emailing him or calling him to set up a consultation as he racks his brain, trying to figure this out. He struck by an idea, Evan immediately refocus his efforts and enthusiasm by telling himself I'm going to put even more effort into this instead of creating content and only one form, I'm going to create multiple forms of content for each piece that I do, I'll continue writing my blog post, but I'm going to add video and audio.

I'm going to start including images too. And dang it. I'm going to start including an infographic in some of my posts to cap off his new approach. Evan makes the decision to leverage the power of social proof in his content marketing. He decides to take his client video testimonials and insert them into relevant pieces of content.

With over an % reduction in his gross revenues, Evan has had to temporarily furlough his entire team. It's just him and his partner, Joe. And this all in strategy is going to require every free moment of his time. He realizes that this new approach is either going to work or it's not. It's either going to help turn his business around where the death nail with his business will be lurking right around the corner.

You're going to be the person who defined chiropractic, who introduced it to them, who got it into their lives. And they'll be forever grateful. So. I usually recommend about % of your content be for that beginner group. And then we have the intermediate group and they are asking questions that have more to do with like, how do I apply this topic to me, my life there, they know what it is like they know what a chiropractor does and what an adjustment is.

They know those things. But maybe they're saying like, how can I make my adjustments last longer or how can I find the best chiropractor for my



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particular problem? So they're kind of asking more high level questions because they understand what your topic is. They just want to apply it to their lives.

So now they're asking these higher level questions. And then we have advanced people. So I usually recommend about % be for the intermediate. The other % is for the advanced group. And these are people, your chiropractors may or may not even write for these people, but these are people who are looking to actually get like a major benefit from the thing that you offer.

So it might be someone like a professional athlete, who's saying. How can I use chiropractic adjustments to run faster? Or how can I get a better swing by seeing a chiropractor? So they're really, they're advanced questions cause they're like, I understand what this is. I kind of understand the benefits that it has in my life.

But now I want to Leksell with this topic or I want to make money with it in some way, or I want to Excel professionally. So they're asking very high level questions. Even if your audience is not advanced, the fact that you know enough about chiropractic adjustments, that you can write a blog post about how a golfer can get a better swing by getting chiropractic adjustments.

Even if your audience isn't an audience of professional golfers, that post makes you look good, makes you look like you know, who you're talking about. So. It's smart to sort of map out your content to serve these different audiences, because that way you make sure that no matter who is coming to your blog post or your podcast or your video series, you're kind of serving people wherever they are in that journey of understanding about your topic.

You create an also. A seven step formula for how to create just amazing content. Again, it's like Pamela grabs you by the hand and says, okay, walk over here. Do this. Okay. Hey, great job. Okay. Walk over here. Do this. We talked about this in our pre-call this ties into really good copywriting. So these are the select, the formula I'm already familiar with, but when we're creating



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awesome copy that people will engage with and read and share.

We have the compelling headline. The compelling headline is definitely the first element. And that is the thing that is going to stand out. And between the people you want to reach and the clicks that they make to actually consume your content. So the headline is super important. I'm happy to hear that you have the habit of writing a ton of headlines because that's how you get to the good one.

You just write a lot of headlines until you finally get a good one. There are lots of tips in the book, as you know, and I actually have some headline formulas that people can try in the book. That's a great way when you're first starting out to just plug your topic into these formulas. So you can, like you said, with the Dan Kennedy sales letters, you just get into the habit of like, okay, what does a good headline sound like?

What is that rhythm that I'm trying to hit? So using formulas can help you with that. So the next thing is the first sentence. And so. One of the things that I'd say to people is use the headline to get the click, but then once people are on your website, consuming your content. You have to imagine their hands kind of hovering over their mouse and they are basically doing, deciding, am I going to stay or am I going to go?

And one of the things that they will use to make that decision is your first sentence. So you really need to grab them and keep them on the page with that first sentence. If you have a podcast, do you want to pull something from the middle of the podcast? It's super provocative. And put that right at the front of the podcast to keep the people there, same thing with a video, you want to grab this super provocative part of your content and put it right at the start.

So the people are like, Oh, you know, something provocative or curiosity inducing, or put them in the middle of a story that's in progress. Something like that, that will make them say like, Oh, I get it. What is this about? You know what? I make them when I keep reading or listening or watching. Then



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we have the introductory section otherwise known as the lead.

Yeah, I call it the indirection. I mean, you've seen, I just try to simplify all the, all the jargon, but, um, the introduction section is basically a place where you are going to foreshadow what's to come. And again, people are still kind of deciding like, am I gonna stick around here? Am I, is this really worth spending a few minutes to consume, you know, So you want to let them know this is what we're going to cover.

This is what you'll come away with. This is what you're about to learn. This is what I'm about to show you things like that. It's like a preview in a movie theater, a movie preview, something like that. Evan's new media, rich content has really taken off on social media and the traffic to his website is increased % in less than six weeks.

His calls to action and the updates to a sales funnels are really paying off. And while he hasn't reached his business's pre pandemic sales volume, he knows that he'll eventually get there. He knows that this new approach to content marketing works and that keeping it rolling is critical to the success and profitability of his business.

Even better. His business partner, Joe, his wife and his loser. Brother-in-law Steve know it too. Evan has finally figured it out, but he's learned what could be and even more valuable lesson than that. He now understands that prospects aren't simply attracted to his content for the contents sake, but they're magnetically attracted to his content because of who he is and what he stands for.

He now understands that he is the reason that people are attracted to his content and ultimately to his business. And it's this realization that helped him decide to keep himself personally involved and active in this new and exciting and effective method of attracting clients. Building his personal and business brand and helping his business become more profitable than ever.

So the next thing I talk about is the subheads and that if you remember, we were doing that on day one and the system. So the subheads are important



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because some people in a blog post, especially they'll come to a piece of content, they'll see this big piece of content and they'll start scrolling. And they're just looking at the subheads.

So it's important for your subheads to continue to be really compelling. You don't want to have subheads that are boring. You want subheads that really kind of give an idea of what people will get in the content it's. Um, at Copyblogger, they used to call it at a secondary reading path, I think is what they call that.

Yeah. So you just want to make sure that the subheads are really compelling. So I mentioned that as the next element. But then the thing after that, like you said, is the main copy. And that is basically everything else. Everything that goes beneath each of those subheads is the main copy. So this is the bulk of your writing.

When it comes to a blog post, if it's a podcast episode, the subheads kind of, you've done this beautifully today, where you've said in this section, we're going to do this. And then we do that section. And then you say, now we have this other thing, we're going to do this. So. You've got your podcast broken up into sections and that's exactly what we do with a blog post.

Each section has a subhead at the top of it. Okay. And so then from the main copy, we go into the summary, then we have the summary, right? So this is another one of the sections that I think most people may don't realize is there. You don't want to put a subhead above it that says summary because that's a little too much straight from English class.

So you want to still have a compelling set above this section, but it's a chance for you to revisit what you've covered in the piece of content, just to reiterate what you've gone over. And that's mostly because people's attention spans are really short. So you want to just reinforce what you've covered in the piece of content.

And also reinforce that you've delivered a lot of value to them, which is really important because of the last thing that's in there. Do you want to introduce it?



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Yeah. It's the call to action, but I want to make a quick comment. That's certainly something that I probably should start doing on my posts. I guess, if you will, where I have the actual interview, the podcast, but on that page, because a lot of people, even Gary Vaynerchuk, they don't put much copy on the page and I'm kind of torn between, Hey.

Do I want to take the article that I would write based on the podcast, not a transcript, but an article, a blog post that I would write based on that interview in that subject and set that up in a separate, like a dedicated blog versus making a post that's not using the complete formula. Cause the one thing I can guarantee that I don't have on my website on these posts where I put the podcast interview.

Is the summary, which at this point, based on the reiteration of the value I created, that really resonates with me to reiterate the value that I just deliver. Yes, huge. Right. The summary would be great because it's also, it serves as an ad for your podcast episode. You know, people are again, deciding, do I want to spend the time to consume this content?

Lord knows we can't consume all the content on the internet. So we have to have some criteria for what we're going to consume. And you kind of selling what is in that piece of content could be the thing that gets them clicking on the play button. So I think that a summary would work great for you. So it's a last element of a piece of content marketing.

The thing that makes marketing the thing that makes it marketing, not just kind of is when you add a call to action. Now, this does not have to be by my thing, you know, by now it could be very subtle. It could be share this on social media. If you thought it was value, it could be, leave a comment below and let me know what you thought or ask me any questions you may have.

It could be sign up for this checklist that I developed based on the content that I just gave you, you know, get this checklist and then you can be building your email list. There's a whole continuum of calls to action from the very subtle, which is like interact or engage with me, follow me on social media, things like that to the very, you know, the other end of that continuum is click



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here to buy the solution for this thing that I just presented.

Well, one of the calls to action, I can tell you that I use, and I don't wait until the end is I'm going to put a call to action with the cover of your books in the post that accompanies this interview. That has the guarantees stated in writing just below it. So I'm not going to wait until the end. I'm going to disperse that throughout my article, so to speak below the podcast player itself.

But I want people to know, Hey, listen, this is like no risk. This is an opportunity that you simply have to take if you want your business to grow and use the internet to do it. So in that regard, I agree, putting a call to action is necessary, but how strong are you on your opinion that the call to action should be, I mean, you should have one at the end for sure.

But is it a big deal if I disperse them? Like, I want to put your books up in the body as well, like interspersed. I'm so glad you asked that question because I have been recommending to people that they put a call to action higher up as well. So I think it's great to put it at the bottom, but if you have looked at any heat maps of content marketing pages on the internet, you can see that people start dropping off.

The more they have to scroll, the fewer people make it all the way to the bottom. I mean, it's kind of depressing. Sometimes it's only like % of the people who hit the top of the article, make it all the way to the bottom. So it's great to have it there at the bottom to anchor your content because anyone who makes it there is really engaged in your content.

So it's great to add a call to action there. What I've been recommending to people is you can add a button at, in the middle of the content. That's like an anchor link that sends people down to the full call to action at the bottom. You could also insert it in the middle. Like you said, you can definitely do that.

You want to position it carefully so that it's not. Right in the middle of a sentence or in the middle of a paragraph, it's kind of in a natural breaking point, but absolutely definitely put it in higher up on the page because you'll



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just capture more people. If you do that, is there a common response that your students and your clients elicit when they get it and they're using your system and they've actually hooked onto this and they get it and they're starting to realize success.

What is that response? I mean, honestly, they just of they're like this works, you know, I'm getting traffic to my website, I'm getting clients, they start seeing rev like a difference in their revenues. So. And there's this other thing that's a little harder to quantify, but I feel like if you can learn to do this, it helps you on so many levels because it helping you to become a better communicator in general, right?

This whole process of thinking through how you're going to present something and breaking it into sections and figuring out what to highlight and developing it over time, it is a fantastic skill. So I mastered it. I became a better speaker. I became a better, I present a lot of webinars, so I became better at that.

It just helped me on so many levels. It gave me a lot of confidence around that kind of communication. So that's the thing again, like a little harder to quantify, but I just see people feeling like, okay, this is not a mystery to me anymore. I get how this works. What's the one question today, Pamela, that I didn't ask that I should've.

I think, you know, honestly, you did a really good job saying something that I had not thought about, but I think what people can do when they get this book, especially the first one master content marketing. They can really, it's kind of designed to like keep on your desktop to keep. And I actually say in the book, like stick, you know, post it notes on the different sections.

If you struggle with writing your call to action, stick a post it note on that and just flip it open whenever you have to write one because you'll get tips. So I think that's the big thing is to just think of this as a process, as something that you'll do over time, you'll get better. It's like any other life skill that you've gotten good at, you have been a beginner for a while.



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It's felt awkward, but you gained skill and confidence over time. And if you can approach this like that, it is not something you have to be born into. You don't have to have some special writing gene to be able to master this. Just commit to putting in the time and keep something that's a good reference right next to you so that you can lean on it while you're mastering it.

That's really the key first and foremost, we'll talk books. You got to get the books, both biomed, that set. I'm going to guarantee both Pamela what's the best place to buy your books. Is it Amazon or your website or both? So what I did is I created a central page on my website and that's got links to. My book is available on all the formats.

So it's got links to Amazon and audible and, um, Apple books. It's got links to Kobo and Smashwords, and like all these different places. So no matter where your listener is in the world, they'll find a link that works for them. So they can actually go to a URL. It's MasterCard, marketing.com. Or master content strategy.com and they will redirect to pages on my website and their central pages that talk about the books and talk about which ones read first.

Like you said, I think it's great to get both, but I read them in that order, master content marketing, and then strategy. That's the way to do it. Um, what about your training? It's just taken off like wildfire. Tell us about that. Yeah, it has. So I created this training combo content, profit formula, and it's really focused on going over some of the things that we talked about today, but with visuals and audio and showing people how it all works together as a system to increase income in your business.

So it's really, I mean, We're business people. So I want this to help create revenue for your business. So that's what the presentation is really about. It's a free presentation it's available on my site. When you watch it, you get a discount to my course, the content lab, where I will walk you through this entire process.

It's a six week course. So you have lessons every week and there's a community and I have monthly group coaching. So I'll help you out. So. If you really want to, you know, get some help with this, that's a way to get it, watch



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the training so you can understand how it all works. And by watching the training, you get a discount to the course.

I would like to have you possibly in the, not too distant future as time permits come back. And we can talk about the second book. Um, cause I think we didn't do any, we didn't do anything for that book at all. And there's so much content in that one. So as time permits, we can figure that out if you'd like to, but, um, I'm going to wrap it up.

That sounds great. This has been fantastic. And I would love to come back and talk about the second book. It's really, it really builds on the concepts that we talked about today and shows you what to do over time with content marketing. What we talked about today is kind of how to get started with it.

Right. And this is more like, okay, once you're started, once the ball's rolling, like how can you point everything in the right direction and make it work for you? So I'd love to talk about that.



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