

The background is a dark blue gradient. It features several faint, stylized icons: a gear in the top right, a bar chart with an upward-pointing arrow in the bottom right, and a line graph in the bottom right. There are also three vertical dots in the top right and bottom left corners.

CONTENT

STRATEGY, TRAINING AND COACHING

A woman with dark hair, wearing a white button-down shirt, is shown in profile on the left side of the image. She is looking towards a whiteboard that is covered in hand-drawn business diagrams. The diagrams include gears, a checklist, a bar chart, a circular arrow, and the word 'START'. The background of the whiteboard is a light blue grid. The overall image has a professional and strategic feel.

CUSTOM CONTENT STRATEGY

Together, we'll build out a **holistic content** strategy that helps you build your brand and generate revenue through "Owned" content channels as well as the "Rented" ones. We set you up for success on both. On the owned side, think: Website content, content libraries, newsletters, blogs, podcasts, events, etc. On the rented side, think: LinkedIn, YouTube, TikTok, Instagram, and the various other social media platforms. We'll also help you **align and optimize** all of your sites and profiles so that when we get potential customers there, they convert.

CONTENT CREATION TRAINING AND COACHING

Warning: You and your team may start to become “**Social media famous**” in your industry. Look, it happens when your content is that good, it just comes with the territory. We’re going to teach you and your team how to become **elite content creators and social selling rockstars**. We’ll provide you with the **frameworks, the tactics, the techniques, and the coaching** to ensure you create world class content and convert it into paid customers.



CONTENT WORKFLOW AND AUTOMATION

The #1 reason most companies don't create great content, consistently, is because they **don't have a great process**. But that won't be you because we're going to build out a **smooth workflow and automate** as much as we possibly can so that you can create more **great content, in less time**.



HIRING, ONBOARDING AND TRAINING CONTENT TALENT

Whether you already have an inhouse content team or you need to build one, we've got you covered. We've hired dozens and dozens of **video editors, content directors, and social media managers**. We'll teach you how to **properly screen, onboard, and train your content team** so you can weed out the not so good ones, and hire and retain the great ones.

