Week 2.



Sieleo-Bootcompo WEEKLY WORKBOOK

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Video Bootcomys

Creating Killer Content

Killer Content:

A unique and **authentic** display of information, tailored to your business that bring about the desired results to **attract, engage and sell.**

It is based on what you know to be true (proven), not theoretical.

Video Bootcomp

Creating Killer Content

WHAT WE'LL COVER

What is "Killer video Content"?

What are the different types of video content?

How to determine what content is best for your business?

My "Video Content Creation Guide" (see example on next page)

<u> Personal Reflection:</u>

From what we covered, what has been your biggest takeaway from this week?

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Content Creation Guide

I am positioning myself:

to market my products/services

MY goal is to:

sell my new health and wellness e-course, and build a community/support group

Topics I will cover: How/What/Why







Main points surrounding each topic

- 1. workout
- 2. eating plan
- 3. **accountability**

- 1. **snacking**
- 2. water intake
- 3. accountability

- 1. **self esteem**
- 2. Wardrobe
- 3. preventative

Do your topics and main points reflect your voice and your goal?

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<u> Assignment:</u>

BE intentional with this time. Do not multi-task during this time. Shut out the distractions. I strongly encourage you to do this before looking at any social media.

- 1. How do you want to "position yourself" in the marketplace during this season?
- 2. Based on how you'd like to position yourself, what are is your goal (goals)?... leave nothing unwritten, even if it's a topic you want to revisit?)
- 3. What are some relevant topics that you can begin to share/speak to? (Write them down... leave nothing unwritten, even if it's a topic you want to revisit?)

Complete content guide on next page

Remember, You get out what you put in. Although these assignments may seem simple, and aren't "graded" they will help you to be successful throughout the program! Give 100%



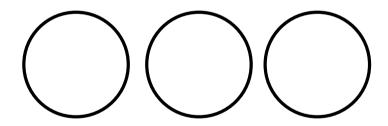
Video Bootcomp

Content Creation Guide

I am positioning myself:

MY goal is to:

Topics I will cover: How/What/Why



Main points surrounding each topic

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- 2.
- 3.

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- 3

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- 3.

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