“Sing from your core!”

# **Description: CVB_wordheaderDeveloping Core Content Themes**

Once you have a clear idea of your brand, you can begin to communicate your unique promise of value to your audience through your thought leadership. When you do, you will be recognized and distinguished in your field as a respected expert. In order to do so effectively, however, it is important to have your own clear voice and to project that voice with confidence. As all great singers know, the secret to projecting your voice is singing from your core. As an entrepreneur you develop your core by creating core content themes for your brand.

Core content themes are those ideas and ideals which are unique to you and your work. They are the core concepts in which you believe, for which you take a stand and which drive your work. Creating a core content theme is your opportunity to articulate your personal beliefs, passions and point of view about your business to your target audience. From these core themes you can create your entire communications platform, but first you must be very clear and concise about your message.

Your core content theme may look a little bit like a tagline or elevator pitch, but it more about a point of view than anything else. Remember you are establishing thought leadership so it should be your unique perspective.

**Here are some examples:**

**A branding/success coach working with female entrepreneurs:**

“Women entrepreneurs can create more wealth, attract more clients and find more job satisfaction by finding and projecting their own unique and powerful voices into the marketplace. With the right tools and encouragement women entrepreneurs can step into their personal and professional power to skyrocket their success. Authentic and compelling packaging is crucial for creating successful brands and services.”

**A nutritionist:**

“Sugar consumption is the number one issue facing people trying to lose weight. By cutting sugar intake and increasing daily protein intake, clients can lose weight quickly without feeling hungry.”

**A parenting coach:**

“Parents who are too rigid create behavioral problems. Children thrive with boundaries, not punishment. Parents who learn how to implement loving discipline create happy, healthy homes.”

To Start:

1. State your unique point of view about your service or the problem your ideal client faces.
2. Describe what you feel should or could be done to improve the situation.
3. Define the results clients will get from taking those actions.

**Here are a few questions to get you started:**

What is the biggest obstacle your audience faces right now as YOU see it?

What are the 3 most essential pieces of information for your clients to have or know about to address those problems?

How does your service help solve their issues?

What is your greatest wish for your clients?

If you were a preacher/rabbi/imam etc., what would your core message be to your congregation?

**WHAT IS YOUR CORE CONTENT THEME?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Your Sub-Theme**

Once you have established your main theme and your core point of view, you can move on to develop sub-themes in relationship to your brand and business. These theme branches are simply supporting views or aspects to the work you provide in your business for your audience. For example, if you have created a signature system or a class, each step of the program could be a sub-theme. For example, in my business, I might have a brand theme around sales or the importance of image. If you are a health coach you might have themes around stress reduction or detoxing.

The beauty of having sub-themes from a program or system is when you create your marketing pieces be it blogs, ads or articles, your calls to action will all lead to an offer you’ve already created.

What are you strongest sub-themes:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
11. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
12. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Once you have you themes, you can use them to outline your content calendar by cycling through them on a monthly basis. If you have 12, you can do one a month, if it’s fine, you just work your way through and then cycle through them again.