# **Choosing and Structuring Your High-Value Content**

**How to choose the best content:**

-Make sure it is aligned with the biggest transformation you provide.
-Make sure it naturally leads to your offer.
-Review your brands themes and choose the one about which you are most excited sharing.
-Try to choose content that mirrors your signature program.

**Your Value-Packed Content Structure:**

**What are the steps people need to go through to get the transformation you deliver?**

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**Choose your style of deliver.**

**Option A:** Do a high-level overview of all the steps.
**Option B:** Choose some of the steps with which to go into more depth. If you choose this approach, I would advise you leave out the steps they would need your help with to implement or that would bring all the other steps together.
**Option C:** Go very deep into only one step. For example, if you were a financial planner, your process might include budgeting, investing, taxes, estate planning etc., but in the talk you only address how to save for retirement.

**My delivery choice is option\_\_\_\_\_\_\_\_\_.**

**Now choose which steps you will cover.\***

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\*Keep in mind, most people retain information best when there are only 3-5 relevant points.

**What, why, what if….how?**Now, for each point explain what it is and why it’s important to address this point. Then organize your content by giving 3 consequence of not solving this point, and 3 benefits solving the problem. What if you don’t solve the problem, what if you do? Finally, give one small, but actionable step your audience can do to address the problem right away or easily.\*

\*Remember, you are giving an appetizer of the great work you do. You are not inviting your audience to feast on your expertise for free!

For example, if you are a stylist, you might use “Getting a Proper Fit” as one of your points.

-**What**: Proper fit means is having your clothes fall on your body so that your assets are accentuated, your flaws are camouflaged and you feel comfortable.

-**Why it matters:** How your clothes fit convey a lot of information about who you are and how you want to move in the world.You want to look your best so you feel great and can take advantage of any opportunity that comes your way.

**-The Consequences:** If you don’t have a proper fit, you are uncomfortable, you give off an impression of being sloppy and you don’t feel confident in your appearance which can impact your performance.

-**The benefits** of resolving this problem are you will look taller, thinner, wealthier etc. and you will feel confidence and happy as a result. The consequences of not addressing it are you will continue to feel uncomfortable, buy clothes that hang in your closet and waste time, money and energy shopping.

-One **small** action step on **how** to solve the problem is finding a good tailor in your town so you can have your clothes altered appropriately.

Again, you can remind people that you go into much greater detail about how you will specifically address all the challenges in your program.

Give examples.
You will want to intersperse real life examples throughout your talk. The best examples are client stories of people who have followed your process and gotten great results or who people who have not followed these steps and have bombed.

If you don’t have your own clients to talk about, that’s fine, you can use case studies of other people or circumstances to prove your point. Be sure the client stories you choose are relevant to the step you are covering.

My 3 main talking points are:

**Point #1.**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Why is it important? What problem does it solve?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The consequences of not solving this problem:**
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**The benefits of solving this problem:**

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**One actionable step to take to address the challenge** **of**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**is**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Possible example, case study or client success story:**

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**Point #2.**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**The challenges:** a.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**The benefits/consequences of solving/not solving this problem:**

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**Point #3.**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Possible example, case study or client success story:**

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If you have more steps, just continue the same process.

Phew…content done!

**NOTES:**