

# Masterclass #1

## Creating Captivating Content

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### **EDUCATIONAL CONTENT**

You, teaching your audience a set of skills, tools, process, or piece of information and helps them with a problem they are and simultaneously validates your expertise.

### **INSPIRATIONAL CONTENT**

Showcases your content in another light (ie. you being on the other side of the A-->B transformation you help others achieve)

### **ELEVATIONAL CONTENT**

Short bursts! Inspiring quotes that elevate and inspire.  
featured in press, showcasing your branding videos with inspirational message).

### **RELATIONAL CONTENT**

Content that creates a connection and starts a conversation.

### **SALES/ TRANSACTION CONTENT**

Value, value, value, sell! To get sales, you need to let people know you're selling something

#### **THINK ABOUT:**

- What are the problems your audience/your ideal client struggles with?
- What is your brand voice? What are you here to say?