

Writing Killer Content with Camp Tech

March 4, 2015

Agenda

General Housekeeping
Introductions
Preview

Morning: Brand Voice Basics

People don't buy WHAT you do; they buy WHY you do it.
~ Simon Sinek

WHY you do WHAT you do

Exercises:

- What do you do?
- What do you do differently?
- What do you believe in?
- How do your Core Values play into your brand?

WHO you serve

Exercises:

- Who are your clients?
- What's their problem?
- How do you fix it?

LUNCH

Afternoon: Writing Your Voice

There is no greatness where there is no simplicity, goodness, and truth.
~ Leo Tolstoy

Putting it together

Communicating with your audience

Exercise:

- WordStorming your clients

Making your point

Exercises:

- Headings
- Draw your page
- Fill in the blanks

Overview

Write for people, not for robots.
~ Helen Tremethick

Resources

READ

Nicely Said, Nicole Fenton and Kate Kiefer Lee

On Writing, Stephen King

Bird by Bird, Anne Lamott

LISTEN

The Power of Vulnerability, Brené Brown

[ted.com/talks/brene_brown_on_vulnerability](https://www.ted.com/talks/brene_brown_on_vulnerability)

How Great Leaders Inspire, Simon Sinek

[ted.com/talks/simon_sinek_how_great_leaders_inspire_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

USE

Visual Thesaurus: wordnik.com

(Free) Site Mapping Tool: writemaps.com

Evernote: evernote.com

CONNECT

Helen Tremethick: communicationsdistillery.com

Camp Tech: camptech.ca

HONOURABLE MENTIONS

SEO Plugin: All-In-One SEO Pack or WordPress SEO by Yoast

e-Marketing Solutions: MailChimp or MadMimi for newsletters

BONUS

This easy 5-minute exercise will help you better understand your business brand voice.

As a small business owner, discovering and developing your brand voice is just as important as clarifying your service offering. You need to communicate who you are and what you do to your clients...in a consistent and engaging manner...or they won't buy in. In other words, there is no point in knowing what you sell if you don't know how to tell people about it.

This is where it gets complicated for most small business owners. Most of us do not hold marketing degrees or have an on-staff communications department. Lots of us are trying to go it by ourselves and a consistent brand voice with a targeted strategy is far from our daily DO list.

What you can do today to refine your brand voice:

1. Get out a pen and paper or open a new document on your device.
2. For the next three minutes, write a list of words that motivate and inspire you to do what you do. (e.g. Are you compassionate? Are you a healer? How do you help? Why do you *really* do what you do?)
3. When you think you've run out of ideas, write down three more. Anything. Don't hold yourself back. It's far better to edit later than to stifle creativity.
4. When you've finished your list, look over these words and highlight your favourites, the ones that have a strong pull or a feeling of resonance. Write these on a separate page or in a new document entitled, The Why of My Business.

Before you sit down to write your next blog post or web page, take a look at this list. These words will help motivate you and they'll help keep your brand voice a little more consistent.

If you need any more motivation, write to me at The Communications Distillery. I'm here to help.