Flagship Ideation

Part two of The Influence Engine Accelerator

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Welcome to today's training session!

What We'll Cover Today

- Mapping content ideas to your customer's pain points.
- Creating Your Quarterly Flagship Content Strategy
- How Thought Leadership Build Trust & Credibility
- Extracting Your Knowledge on the Topic

Flagship Content Types

- **Educational Content:** Solving common pain points your audience faces (e.g., tutorials, whitepapers, checklists).
- **Thought Leadership:** Sharing expert insights or new perspectives on industry trends.
- **Case Studies:** Showcase your success stories to build credibility.
- **Interactive Webinars or Workshops:** Engage your audience directly with actionable, real-time advice.

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Flagship Content Purpose

Build Trust & Credibility:
Thought leadership positions you as the go-to expert in your industry.

Drive Long-Term Engagement:
Flagship content keeps you and your brand top-of-mind with your prospects

Big Picture: Provide Ongoing Value & Engagement Opportunities Through Every Stage of the Buyer Process

Align Content Topics With Buyer Pain Points

Pain Point Examples

Team Skill Gaps: Struggling to ensure all team members have up-to-date skills in a fast-evolving digital landscape. Teams may lack consistency in executing client work, leading to uneven performance.

Time Constraints: There's little time for training due to high client demands. Managers want effective programs that don't pull employees away from billable client work for long periods.

High Employee Turnover: Agencies frequently experience high employee churn, which disrupts workflows and increases costs associated with rehiring and retraining.

Custom Training Needs: Off-the-shelf training solutions don't cater to the unique needs of marketing and advertising teams. The business needs a custom training program aligned with their specific workflows and tools.

4 Main Prospect Pain Points

Q1

Team Skill Gaps: Struggling to ensure all team members have up-to-date skills in a fast-evolving digital landscape. Teams may lack consistency in executing client work, leading to uneven performance.

Flagship Content: The Framework That High Growth Agencies Are Using to Turn Their Team Members Into Marketing Superstars

Q2

Time Constraints: There's little time for training due to high client demands. Managers want effective programs that don't pull employees away from billable client work for long periods.

Flagship Content: Fast-Track Training: Boost Your Team's Marketing Skills Without Interrupting Client Work

Q3

High Employee Turnover: Agencies frequently experience high employee churn, which disrupts workflows and increases costs associated with rehiring and retraining.

Flagship Content: How to Build a Winning Employee Retention Strategy in Marketing Agencies

Q4

Custom Training Needs: Off-the-shelf training solutions don't cater to the unique needs of marketing and advertising teams. The business needs a custom training program aligned with their specific workflows and tools.

Flagship Content: Custom Training Needs Assessment for High Growth Marketing Agencies

Flagship Content Types

- **Educational Content:** Solving common pain points your audience faces (e.g., tutorials, whitepapers, checklists).

- **Hot Topic Content:** Sharing expert insights or new perspectives on industry trends or news.

- **Case Studies:** Showcase your success stories to build credibility.

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Flagship Titles & Bullets

Crafting A Flagship Title

- **There is no one size fits all title template**
- **Your should include at least 3 of the following**
  - Audience Identifier - *i.e. For Marketing Agencies*
  - Audience Problem - *i.e. ... to Overcome Employee Burn Out*
  - Solution / Method - *i.e. ... Using the Proven B.M.E Method (Brief - Meet - Execute)*
  - Outcome - *i.e. ... to 2x the productivity of your team*
  - Year / Season **-** i.e. ... this Holiday Season

- **Goal:** Make this content seem like it was written specifically for your best prospects

Let's Look At Some Examples...

Flagship Title Templates

Online Guides / White Papers

- "The Ultimate Guide to *[Solution]* for *[Target Audience]* in *[Year]*"

  - *Example: "The Ultimate Guide to Getting Red Hot Leads On LinkedIn for B2B Sales Teams in 2024"*

- "How *[Target Audience]* Can Achieve *[Outcome]* Using *[Method]*"

  - *Example: "How Tech Startups Can Achieve Sustainable Growth Using Account-Based Marketing"*

- "*[Year]* Playbook: *[Solution]* for *[Target Audience]* to Overcome *[Problem]*"

  - *Example: "2024 Playbook: Digital Marketing for E-commerce Brands to Overcome Ad Fatigue"*

Flagship Title Templates

Case Study Examples

- "How *[Company]* Helped *[Target Audience]* Achieve *[Result]* Using *[Solution]*"

  - Example: "How ABC Software Helped SaaS Founders Achieve 5x ROI Using Automated Lead Generation"

- "[Target Audience] Success: How [Company] Solved [Problem] with [Solution]"

  - Example: "Retailer Success: How XYZ Solutions Solved Inventory Management Issues with AI-Driven Software"

Flagship Title Templates

B2C Examples

- "The Ultimate Guide to [Solution] for [Target Audience] in [Year]"
  - Example: "The Ultimate Guide to Home Workouts for Busy Parents in 2024"

- "How [Target Audience] Can Achieve [Outcome] Using [Method]"

  - Example: "How First-Time Homebuyers Can Achieve Financial Independence Using Smart Budgeting Strategies"

- Toolkit: [Number] Resources for [Target Audience] to [Achieve Outcome]"

  - Example: "The 2024 Toolkit: 7 Resources for New Parents to Ensure Healthy Baby Sleep Patterns"

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Creating Your Flagship Bullets

- **Write 4-7 Bullet Points** On What You Want Your Prospects to Learn or Realize After Reading
- **Focus on Benefits, not Features** - Always lead with what the audience will gain rather than describing features or technical aspects.
- **Highlight What Makes This Flagship Content Unique** - Emphasize what sets your lead magnet apart from competitors, focusing on unique methods, insights, or benefits.
- **Use Numbers & Quantifiable Results** - Include numbers or specific results to demonstrate credibility and value. (when possible)
- **Appeal to the Reader's Aspirations** - Tap into your audience's goals or ambitions, helping them visualize success.

- **Goal:** This step will help inform the AI what you're looking for and will cut out editing steps

Let's Look At Some Examples…

Bullet Point Examples

- "Discover the 5 proven techniques that top sales teams use to close deals faster."

- "Boost your conversion rates by up to 300% with actionable LinkedIn strategies."

- "Eliminate time-wasting activities and focus on high-impact sales efforts."

- "Get the exact email templates our clients used to generate $50,000 in new business in just 30 days."

- "Learn how to create an outreach system that works on autopilot, freeing up your time for more strategic tasks."

Q1

Pain Point #1:

Flagship Content Topic #1:

Flagship Content Bullets:

Q2

Pain Point #2:

Flagship Content Topic #2:

Flagship Content Bullets:

Q3

Pain Point #3:
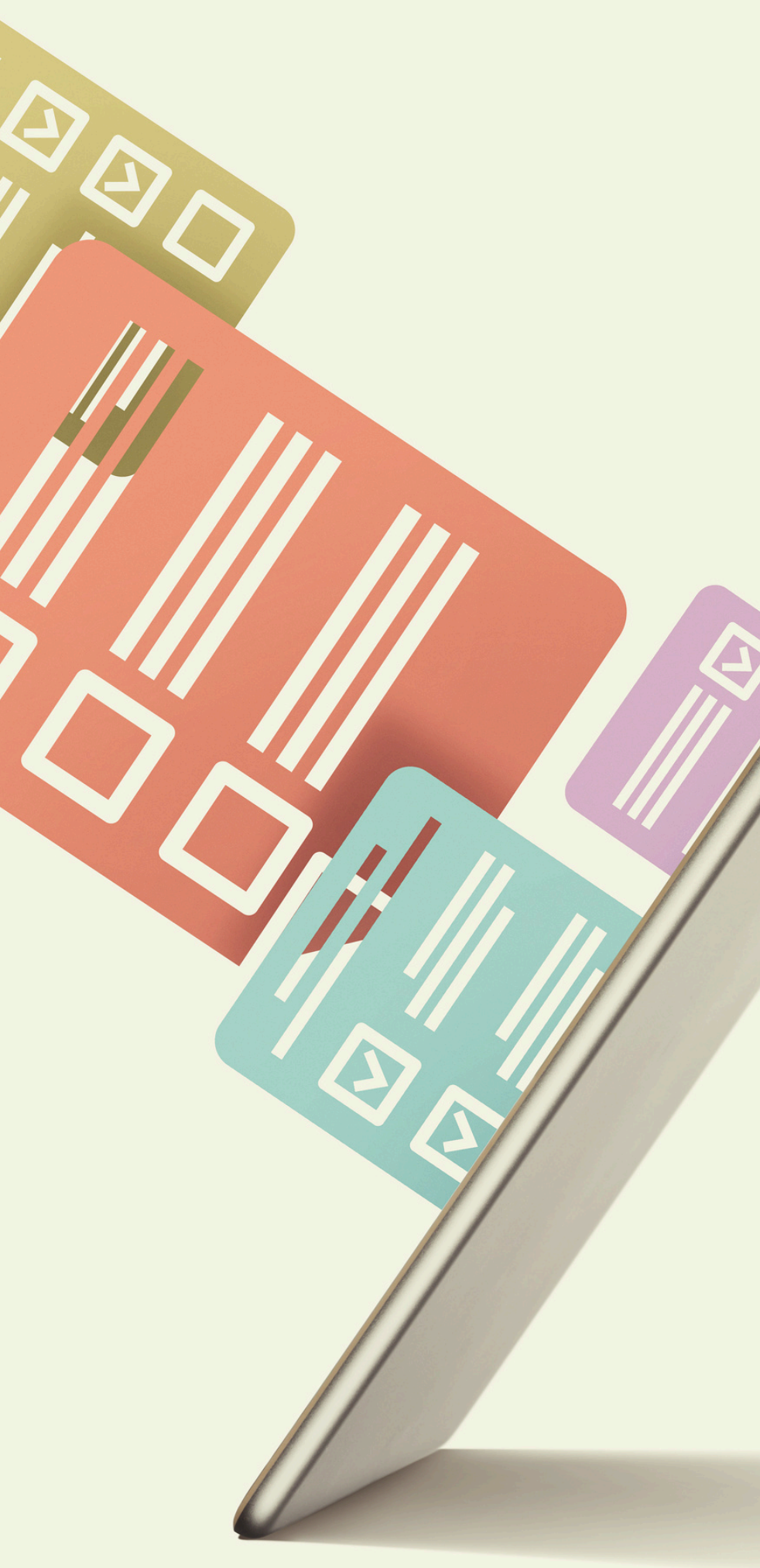
Flagship Content Topic #3:

Flagship Content Bullets:

Q4

Pain Point #4:

Flagship Content Topic #4:

Flagship Content Bullets:

Homework

Answer all (or most) of the questions on the **Knowledge Extraction Worksheet**. This document will be used to inform AI on what kind of Flagship content you'd like to create and infuse it with your actual expertise, knowledge, and opinions.

Access the **Knowledge Extraction Worksheet** here:

JoshTurner.me/KEW

What's Next?

Week 3: Flagship Creation
October 17, 2024 at 12:00 P.M Pacific // 3:00 Eastern

- Leveraging AI tools to transform ideas into professional, polished content.

- Step-by-step training on creating content that mimics a robust white paper, tailored for lead generation.

- How to proofread, edit, and design content with minimal cost and effort, making it look as though it was produced by a high-end design team.

- Templates and examples for content creation.