Masterclass: Content That Converts – A Hands-On Workshop for Solopreneurs

Duration: 2 Hours
Goal: Help BYOU professionals and solopreneurs build a customized content plan that aligns with their niche, maximizes their time, and drives real engagement.

Session Breakdown

1. Welcome & Foundations (15 minutes)

Goal: Set expectations and introduce the core principles of effective content marketing.

- **Introduction:** Brief intro of Steve and why content marketing is crucial for solopreneurs.
- **Biggest Mistake Solopreneurs Make:**
    - Creating content without a clear strategy → leads to burnout and inconsistent results.
    - The fix: A simple, sustainable content framework.
- **What We'll Cover Today:**
    - How to choose the right content themes for your audience.
    - How to create a system that saves time and avoids content fatigue.
    - Hands-on work to map out 4 weeks of content before the session ends.

2. Niche-Specific Content Planning (30 minutes)

Goal: Identify a clear audience, content pillars, and topics that align with their brand.

- **Step 1: Define Your Ideal Audience** (Reminder of last session with worksheet provided for those that need it)

    - Who are they? (Demographics, pain points, desires)
    - Where do they hang out online? (Social platforms, email, blogs, etc.)
    - What problems can you solve for them?

- **Step 2: Pick Your Content Pillars** (Hands-on Exercise)

    - Content Pillars = 3-5 key themes that keep your messaging consistent.
    - Examples:
        - A fitness coach → Nutrition, workout routines, mindset, recovery.
        - A business coach → Productivity, scaling, mindset, sales.
    - **Participants will brainstorm & define their own 3-5 pillars.**

- **Step 3: Validate Your Topics** (Discussion)

    - Quick ways to find trending topics in your niche (Google search, AnswerThePublic, social media trends).
    - Use AI or tools to generate 10-20 content ideas instantly.

3. Creating a Content System (30 minutes)

Goal: Map out 4 weeks of content using a simple system.

- **The 80/20 Rule for Content**

    - 80% value (educational, engaging, inspiring), 20% promotional.
    - Choosing content formats (blog, video, social, email, podcast).
    - Repurposing a single idea into multiple pieces of content.
- **Hands-on: Map Out 4 Weeks of Content** (Using the provided template)

    - Participants will fill in their content calendar for the next month.
    - **Template Includes:**
        - Content topic
        - Format (blog, video, email, social post, etc.)
        - Call-to-action (engagement, lead generation, sales)
        - Repurposing plan

4. AI, Automation & Efficiency (20 minutes)

Goal: Learn how to streamline content creation and repurpose content effectively.

- **AI Tools for Content Creation:**

    - ChatGPT, Jasper, Canva, Descript (for video)
    - How to generate headlines, outlines, and drafts quickly.
- **Repurposing Content Across Multiple Channels:**

    - How to take one blog post and turn it into:
        - 1 LinkedIn post
        - 1 Instagram carousel
        - 1 short-form video
        - 1 email newsletter
- **Hands-on Exercise:**

    - Take one piece of planned content and outline how to repurpose it into three different formats.

5. Execution & Next Steps (15 minutes)

Goal: Provide a roadmap to implement the content plan consistently.

- **The "1-Hour Weekly Content Plan" (Checklist Provided)**

  - How to batch content for efficiency.
  - Scheduling vs. manual posting.
  - How to track content performance without getting overwhelmed.
- **Q&A & Wrap-Up**

  - Address common challenges.
  - Offer a bonus: A free follow-up session or access to a private group for ongoing support.

Bonus Resources

1. Content Calendar Template (Google Sheets or Notion)

Columns Include:

- Date
- Content Topic
- Format (Blog, Social Post, Video, etc.)
- Platform (Instagram, LinkedIn, YouTube, etc.)
- Call-to-Action (Engagement, Lead Gen, Sales)
- Repurposing Plan

2. Solopreneur Content Checklist

✅ Define audience & content pillars

✅ Research trending topics in your niche

✅ Choose content formats based on strengths (writing, video, etc.)

✅ Plan 4 weeks of content in advance

✅ Use AI & automation to speed up creation

✅ Repurpose content across multiple platforms

✅ Track engagement and adjust strategy monthly

Join Kozak Creative's membership group to get ongoing support.