Message Architecture

First Impression

How the audience feels when they first encounter Jessie Hayden

Accessible: Unlike other corporate, business, or education e-course designers, Jessie Hayden is accessible to *them.*

Doable: Jessie Hayden services are doable and affordable for people like me who aren't professional teachers or corporate trainers.

Hopeful: Jessie Hayden is what they need to transform their idea into a successful e-course.

Empowered: Jessie Hayden can given them the tools, direction and know-how to create their e-course

Value Proposition/Service Promise

What the audience should know/believe about Jessie Hayden

1. Jessie Hayden can help clients transform their expertise into a successful e-course.

2. Jessie Hayden offers the best instructional and e-course design process for entreprenuers, solopreneurs, creatives, coaches and consultants.

3. Jessie Hayden will personally guide clients through the e-course creation and design process.

4. Jessie Hayden knows the best tools, apps, skills, and practices for designing successful e-courses.

Content Proof

Content that proves that the service promise is true

-- Published e-Courses designed by Jessie Hayden

-- Tutorials

-- Blog posts

-- Testimonials

-- Portfolio/Samples

Content Recommendations

The following are recommendations for content creation and curation over the next 90 days:

General Recommendations

As you plan and execute your content strategy, I recommend you keep these things in mind:

- Promote the "Rudimentary" course as your first content "proof". Once your launch date is set, write short 300-word posts teasing your audience and post countdown reminders on FB and LinkedIn
- Your ideal social media platforms: LinkedIn and Facebook. Concentrate on these and build your community on these platforms. Become more Twitter involved after you're more established on the other two. Use LinkedIn as a funnel to your blog by posting new posts on LinkedIn. Engage with contacts by asking questions. Join Instructional Designer groups. Facebook posts should be a conversion funnel for newcomers.
- Bring your audience along as you would for Freshmen vs. Seniors. Concentrate on introducing your audience to e-course design. Educate them about the industry. Then, bring them along with more technical and advanced concepts.
- Answer their questions in your blog posts.
- Post once weekly. Keep posts to 500 words.
- Don't cover too much in one post. Some of your current posts have sections that can be broken up into stand-alone posts.
- It's okay to revisit an issue, twist it around, repackage it, and publish it.

Targeting Your Content Types

I've identified two primary audiences based on where they are in the buying cycle.

Target 1

Creatives, solopreneurs, coaches, freelancers who want to expand their reach through e-courses but don't know if they can do it. Speak to those site visitors who are still deciding whether they should create e-courses for their brand. Your job is to convert them by convincing them that they can do it, that they have something worthwhile to teach, and that it's beneficial to their brand.

Focus: Answer these questions for them:
1. Do I have what it takes to teach what I know?
2. What assets, skills, expertise do I have that I can leverage into an e-course?
3. I don't have technical skills. How can I create an e-course?
4. Is my idea for an e-course a good idea?

Blog Content Types (see content types lists attached)

- **Inspiration**: write storytelling posts showing your readers that others need their expertise. Tip: You can write several inspirational posts about identifying their passions.
- **"How I ...":** personal transparency. Recount a personal story (or tell a story of someone) of your journey in e-course creation.
- **How-to's/Tutorials:** Lead readers through a decision or identifying process. Example: a post leading them through the process of qualifying and deciding on their course ideas
- **Listicles:** example: list the skills they may need to cultivate to be successful in course creation.

Target 2

These are newcomers to e-course design coming to you to lead them through the process. They've already decided to create a course. Now they need help doing it. They have some experience with public speaking, facilitating workshops and seminars, etc., but they don't have experience in formal course design. Speak to those who know they have an idea for a course and need to know the next steps. This audience target is also comfortable with technology.

Focus: Answer these questions for them:
* What steps should I take to create my e-courses?
* What materials and/or equipment do I need?
* What skills do I need to develop e-courses?
* I'm not a technical wizard. What tools, tips and tricks can I use that don't require a background in web development, video production and design?

Blog Content Types

* **Definition Posts:** write single-topic posts that define various terms newcomers to e-course creation need to know.
* **How-to's/Tutorials:** write posts guiding readers through step-by-step processes to reach a goal or outcome.
* **Checklists:** write posts that list equipment, materials, or ingredients needed to complete a task.
* **Pros & Cons:** write posts comparing the advantages and disadvantages of:
    * Trending approaches to course creation
    * Trending philosophies in E-learning
    * Creating training and e-courses for corporate & medium to large companies vs. creating courses by solopreneurs
* **Product Reviews:** profile various e-course creation products such as LMS's, free and simple apps and tools, etc.
* **Listicles:** List and describe a variety of things pertaining to e-course design. Examples: Top 5 e-course hosting services, free and easy video shooting tools, 4 easy-to-use voice-over apps, video-editing apps, best ways to incorporate self-assessments, best ways to increase engagement, etc.

You'll find a more comprehensive list of content post types (the basis for my upcoming books) on the following pages.

Posts Types for Content Variety

A list of post templates for blog and social media content

80% Created/20% Curated

Created Posts

Listicles (List Posts)

Describe and explain each item and its relevance to a specific topic.

- Choose a topic that's brand-consistent with your blog.
- Open with a story lead of 2 to 3 sentences that explain your list
- Include the number of items in your headline
- Write interesting and useful information for each item on the list so your audience can gain some interesting information from it. In other words, advance the story beyond common knowledge or previously published articles on the topic
- The shorter the list (of, say, 3 to 4 items), the deeper you should delve into the list items
- If you have 10-plus items or more, keep the information short - maybe one or two sentences a piece.
- Conclude with a thought-provoking paragraph that gives your reader an interesting perspective on the subject

Definition Posts

Introduce and define relevant terms (a la "Wikipedia" style) to bring your audience 'up to speed.'

- Definitions help put your readers on the same page and introduce newcomers to the topic
- Start with a list of industry-specific or tribe-specific terms
- Define and describe the term in visually descriptive but simple language

Problems-Solutions

Present a common nagging problem or challenge and offer one or two solutions to that problem (similar to case studies except it proposes new solutions rather than report findings from published solutions).

- You can use theoretical solutions or a reasonable idea(s) for challenges commonly encountered by others.
- Can be a type of list post that lists a set of ideas/suggestions.

How-To/Tutorial

Share something you know how to do that others are interested in learning or tips/tricks/shortcuts to accomplishing a task.

- It can be a step-by-step guide, recipe or how-to
- Include "How to" in the post title or integrate the number of steps required in the process.

The post introduction lead should include why it's important for people know what you're teaching them, why most people don't know already know the information, and why you're qualified to teach it.

- Include a bulleted list of required materials**,** if applicable
- For step-by-step instructions:
    o Number your steps
    o Make each step description simple so anyone can do it.
    o Teach visually: add photos or videos at regular intervals.
- Include visual representations of the steps in progress so readers can compare their results with your example.
- Conclude with links of other how-to posts that may be useful for completing your task.
- Provide additional information about the topic

Inspiration

Write an inspiring story about someone (including yourself) who has achieved or overcome something.

- Try an underdog story
- Convey the message: "if they can do it, so can I."
- Write a story about a personal life or career lesson or epiphany that was a game changer.

Stories/Storytelling

Write a narrative that illustrates a point or topic using the elements of short-storytelling.

- Use the 3-act story structure:
    o Set-up the protagonist's encounter with the problem or conflict
    o Tell the character's journey to conflict or problem resolution
    o The character's takeaway from the journey. What changed his/her life? How is life better?
- Embed your message into the story
- You can also tell a story about someone's attempt at reaching a goal who failed because they didn't know a particular step or element. In this case, the story of an undesirable outcome can emphasize the one thing you're writing about.

Company Transparency

Write a series of posts taking your audience behind "the curtain" of your company.

- First, brainstorm a list of issues, challenges, victories or life lessons you and your staff have encountered in the life of your company
- Identify the main conflict and its resolution in your story
- This requires a storytelling approach. Follow a 3-act structure:
    o Set-up: describe how and when you encountered the conflict
    o Journey to epiphany: take your audience through the path from conflict to resolution
    o Denouement: describe how the epiphany changed you and your company, what the takeaways are, and the lessons learned
- **Tip:** This ongoing series can be planned by adapting the 12-step Hero's Journey (download the upcoming e-book: Journey to the Heart of Your Brand: How to tell a compelling brand story)

"How I …"

Write a personal post describing how you did something that changed the game for you.

- This is similar to the Company Transparency post except the tone is personal, intimate
- Exploit your own voice. Write conversationally in the way you would say it (without the "ah's", "Ums" and really bad grammar)
- **Tip:** Record yourself telling the story, transcribe the tape, organize your composition, then, edit it for readability

Profiles

Write a biography or story about a thought-leader, accomplished industry representative, or inspirational person to your brand and your audience.

- Write about someone famous or important to your industry
- It could be about a maverick or trend-setter
- Clarify why you're profiling the person in your lead
- Interview them, if possible
- Do your research
- Cite your sources
- Use quotes liberally
- Use a chronology of key events relevant to their story

Opinion/Commentary/Op Ed

Write regular Op Ed posts reflecting your opinion, thoughts, analysis, pet-peeves and rants.

- Consider scheduling a regular weekly, biweekly or monthly opinion post in the fashion of a newspaper or magazine opinion column. Also, enlist your staff to write on topics in their wheelhouse
- You can also include seasonal posts of personal predictions within the industry
- Keep your finger on the pulse of the industry and stay current on industry trends in your niche
- Keep a list of issues you want to write about
- Don't be afraid to say shocking or controversial things that ruffle a few feathers.

Interviews/Q&As

Write a transcript of an interview with an expert, celebrity, trend-setter, or ordinary person who's done something significant. Look for subjects who have interesting success stories (i.e. company heads, thought leaders, authors or other bloggers).

- Interviews for written posts happen in several ways:
  - In person
  - Email questions for them to answer. (Very helpful for getting fresh quotes)
  - Phone interviews
  - Social media – Facebook messaging, Twitter or LinkedIn for an hour-long interview chat.
  - Video or podcast interviews
- Research your subject
- List the relevant questions you want to ask
- Use a good recording method to capture the subjects answers accurately

In-Depth Analysis/Journalism

Write a full-length article of up to 1,000 words discussing and analyzing an issue or topic that effects your audience.

- Follow the enterprise news model for broadcast or print long-form articles
- Research the topic thoroughly
- Find a fresh angle no one has written about before
- Cite all your sources according to APA style
- Advance the story – determine the most recent published articles on the issue and take it a step further. This requires a little bit of reporting

Comparison

Write a post presenting two or more possible solutions (it could be a process, product, or service) to a problem and compare them.

- Describe the features that differentiate the solutions presented
- You can compare: books, apps, software, tools, tech, blogs, services or people
- Declare your personal favorite or the "winner" between the two

Pros & Cons

Write about an issue, idea, trend, process, or approach by dissecting it's good and bad points for **your audience to consider.**

- Introduce the topic to your reader in the opening paragraph.
- Write a list of 4 to 6 features, points, or elements to highlight and assign a sub-header for each.
- Describe the feature or item in 2 to 3 sentences
- Follow with a description of the pros and cons of each feature
- Conclude with your thoughts and recommendations

Case Studies

Examine a problem, challenge or pain point through a real-life scenario – usually one that has already been documented or something that you've discovered in research.

- Introduce the subject and person/company in the opening paragraph, treat it like an article abstract.
- Present case by structuring a step-by-step process the person or company took
- Describe in detail each step taken by including the logic or reasoning behind taking that step.
- Explaining the reason for choosing the solution or method of resolution.
- Conclude with a summary roundup of the process discussed
- Add a summary of the outcome in the conclusion and your analysis of the solution – whether it is effective or not.

"How to Find"/Research Tips

Teach a step-by-step guide on how to research a specific topic or task.

- Examples:
  - Market research to help you generate a list of your competitors
  - Keyword searches
  - Market trends – what's trending in social media marketing
  - Branding trends, including what's trending in web design

- Describe the need for the research in the lead paragraph
- Try to choose a task requiring 7 steps or less
- Be clear and concise in describing each step
- Use visuals -- like screen shots, graphics, etc. -- for each step

Original Infographics

Create an original listicle, definition, or step-by-step infographic

- This requires access to a good graphic designer
- If you're fairly good at graphic design or you have a designer in your team, read upon infographics and how to create them from the links below:
  - https://infogram.com/blog/12-types-of-infographics/
  - https://venngage.com/blog/how-to-make-an-infographic-in-5-steps/
  - https://designschool.canva.com/blog/create-infographics/
  - https://visual.ly/community/infographic/how/8-steps-create-infographic
- Can't afford a designer? Here are links to posts explaining easy-to-use apps for infographic creation:
  - http://www.creativeblog.com/infographic/tools-2131971
  - https://piktochart.com/blog/how-to-create-an-infographic-and-other-visual-projects-in- 5-minutes/
  - https://support.piktochart.com/hc/en-us/articles/235028348-How-can-I-make-an- Infographic-in-Five-Steps-
  - https://www.canva.com/create/infographics/

Product/Services Reviews

Write a post highlighting features and the effectiveness of a product you or your readers use or are likely to use. Depending on your brand or industry, you can create a product review blog.

- Here are various types of product reviews:
  - Your personal favs and/or products that you typically use
  - Products you've always wanted to try
  - New product releases
- Start by listing all the apps, tools, services or products you personally use.
- Research trade magazines on web design, software design, graphic design or other areas relevant to your brand and your audience. Note recent releases.
- Introduce the product, manufacturer or creator, and the problem the product should solve in your opening paragraphs
- Include a description (it doesn't have to be extremely detailed) of how to use the product
- Conclude by sharing the pros and cons of using the product (if there aren't both pros and cons and you either absolutely love or hate it, say that).

Comparison Product Reviews

List similar products or services that are supposed to solve the same problem and compare them.

- Refer to your personal product/services list for ideas.=
- Research the top 5 to 7 products/services currently on the market that solves a specific problem. Unless it's an important solution for your audience, keep the list to less than 7.
- Include links, screenshots or images of the product/service
- Describe each product/service and what makes them unique compared to others on the list
- Include price points and your opinion as to whether the price is justified
- Describe their pros and cons
- You can rate or rank them

Checklists

Write a checklist of steps, tools, materials or skills needed to complete a task for your readers to follow. This list can include things your readers may not realize they need.

- Think "to-do" list
- Open your post by describing what the checklist is for and how your readers can use it
- Use an empty check box next to each item headline for readers to tick when they've completed that step

Podcasts

Write a general post introducing a link or upload of a previously recorded podcast where you discussed a topic more thoroughly.

- Choose a topic and structure that's suited for audio-only presentation
- Record your podcast – paying attention to ambient noise, sound quality, mic position and audio levels.
- Find a low-cost musical intro and tack it on the beginning of your recording
- Edit your podcast
- Write a blog post lead paragraph of 2 to 3 sentences introducing the podcast
- Tease your audience with a hot topic that will be discussed during your content
- Close with a CTA (call-to-action)

Video Posts

Upload an original video as a stand-alone post.

- Decide on your message and topic
- Choose your video content type
- Shoot and edit your video
- Write a blog post lead of 2 or 3 paragraphs introducing your video
- Provide a link to your YouTube or Vimeo channel or upload directly into the post
- Close with a CTA (call-to-action)
- Need a list of post ideas for video? Get the *List of Audio, Video, Graphics, and Image Content Type*

Curated Content

https://blog.hubspot.com/blog/tabid/6307/bid/19044/10-great-ideas-for-valuable-curated-content.aspx

Single-Source Curated Content

Find one relevant source of content by an expert, thought leader, or industry trend-setter, and curate a post that features it.

- Identify the article and source
- Ask the original author if you can curate their material
- Choose or curate the article's original title for your post title
- Choose the part of that article you want to highlight in your post
- Introduce the curated material in your lead
- Use that original material where appropriate
- If the original image is creative commons, use the original photo but attribute it to the original source page
- Write your analysis or opinion of the curated information
- Include a relevant quote from the original article
- Attribute the quote
- Write your conclusions
- Be sure to tag the post with an appropriate CTA

Curated Infographics

Curate a quality relevant infographic for your blog readers.

- Cultivate sources for curated infographics. Try this list of suggested sources from CoSchedule:
    - Pinterest
    - Alltop Infographics
    - Huge List of Infographic sites
- Choose a quality infographic illustrating a unique angle to the information
- Write a lead-in statement summarizing the topic addressed in the infographic
- If you want to be more thorough, write a post dissecting and describing the elements in the infographic
- Upload the infographic. Don't link. That way, if something happens to the original, you'll have a copy.
- Add attribution below the infographic containing:
    - The full author's full name
    - The original website that published it
    - The link to the site
- Summarize the key points in the infographic
- Conclude with an appropriate CTA

The Roundup

Compile a list post of the best content or content that's trending in your niche. Roundups make good **weekly, monthly or annual posts.**

- Keep up with blogs in your industry and niche

- Find content that blows you away
- Write a brief intro
- List curated posts by embedding the link into your post so it includes the original image published with it
- Write a commentary on the highlights from each list item
- Summarize the roundup
- Tag with a CTA

Compiled Resource/Research Lists

Gather a list of research and/or studies addressing one particular issue, question or topic for your audience to check out.

- Research a relevant topic to your brand audience
- Find the latest reputable research or abstract on that topic
- Introduce that topic in your opening paragraph
- Refer to the bibliography of that paper, article or abstract and read those links
- Gather up to 10 sources of research that covers different points on that topic
- List each source
- Write a brief summary of two to three paragraphs of each item and its relevance to the topic
- You can also present opposite positions by listing research supporting each position. Make sure you summarize each point and how they differ. The idea is to present balance and allow your audience arrive at their own conclusions based on the research and resources you presented
- Conclude with a statement of your views on what you presented

"What People Are Saying" or "What's the Buzz"

Compile a list of trending buzz from thought leaders and industry motivators in a post that combines a listicle, research post, and a link list.

- Choose a trending topic relevant to your brand and industry
- Find people sharing their opinion on that topic on their blogs or social media
- Make sure to include buzz from industry experts
- Do your research!!!

Guest Post

Invite a colleague, customer, user or someone in your niche industry to write a post based on their experience or unique expertise.

- Brainstorm a list of eligible guest writers you feel could handle the task
- Invite them to write a post. Include a short list of topic suggestions and a copy of your content style guide.
- When they agree, hammer out details – topic, deadline, editing, revisions, etc.
- Add their post in your calendar

Compilation of Expert Opinions

Compile a list of "bites" or quotes on a trending topic from thought-leaders and experts in your industry.

- Choose a trending topic or a topic that addresses a pressing question for your readers
- Research which "voices" in the industry have written or spoken on the topic
- Compile a list of up to 10 expert voices
- Open with a summary of the topic and why your readers should be interested in it
- Write a single-sentence "set-up", introducing the expert and the quote
- Conclude with your opinion on the topic