

SIYOP Workshop

Session 2-3

One Problem – One Solution Format

Now we're going to go over actually how to create authority content as the educator and advocate. First we'll go over the foundation which is what we call the one problem-one solution format. This will be intertwined into every piece of content that you write. Like the articles that we'll go over we'll go over today and sales pieces and other stuff that you do as well. Then we're going to go over how to actually get ideas for compelling educational content, and what we call partial outsource writing where it's not just handing over all your writing to somebody else, but keeping you in control of the creative portion of it and guiding direction of it, but having someone else do the labor intensive writing part of it that's going to be better at it.

The third step is building in a subtle offer. As Jack was saying earlier, it's not a sales piece, it's not a marketing piece, it's a very subtle way to drive people back to other sales pieces that are going to be interested and ready to buy and make it easy for them.

First the one problem, one solution. It addresses one specific problem and provides a simple and achievable result. For an example, how to

prepare, create, run and manage Facebook Ads would be one that is not a one-problem one-solution. That is a full course at best if not multiple courses versus an article that's the small tweak to add authority positioning to your Facebook ads. It's a very small thing, somebody who's Facebook ads are not getting as many clicks as they want, how they can do one simple thing to add authority positioning to it. See the difference?

It's one problem one solution, versus trying to prove how smart you are and giving a big article or piece of content full of information. You want to focus on how you can actually help your prospects achieve a small win and not on proving that you know a lot about your subject matter. It's about giving them that small win. That's what's going to make people want to buy from you as Jack was saying earlier. You're not selling them hard here, you're just helping them achieve that one small win, solve one small problem and they're going to want to start buying from you.

Examples, here's one we did a while back on how to write a strong Amazon author profile. It's not about how to write a bio, your general bio on your website. It's not about how to write a book, how to put a book on Amazon, how to sell books, how to make a book a best seller. It's on one thing. Just how to write an author profile on Amazon, that's it.

This is one on the eleven step process of doing Facebook promoter posts without looking like a spammer. It's a very simple thing just how to do Facebook promoter posts without looking too overly salesy. So address that one problem. This may be somebody that's doing a regular Facebook post or promoter posts, but scared it's looking like a spammer post to people and this will solve that one problem.

Let's check out 6 of the best iPhone camera apps you can use to give authority to your pictures. Again, one problem is your pictures that you're sharing are boring or lack professionalism, lack authority, some simple things you can do to do to make them look better using iPhone apps. Very basic stuff. One problem, one solution.

Once you have that down we're actually getting to the process of creating the content. The first step is to get ideas for the compelling educational content. That's one of the problems if you're writing content on a regular basis that you're going to run into. If you're not a content writer, you may not understand this yet, but you will if you don't follow the system we're going to lay out today because you run out of ideas very, very quickly.

You'll have, I always like to use three great articles and then you're going to drop and have no more ideas. That's where most blogs, or most videos, channels on YouTube, they have three. Three blog posts, three videos and they dry up and stop doing it because they're tired of working on it and they've run out of ideas.

Jack mentioned this earlier that you can use this discovery session training in the members' area. Video training questionnaire, download to interview yourself and it will help you get the deeper understanding of what your prospects wants. Again that's in the members' area.

A place I like to use a lot is Facebook groups. You can read through Facebook groups that is centered somewhat around your higher level niche of your topic and you can look through and find some things that are really compelling. This one I found if you happen to sell with Facebook or Facebook ads. This is a type of Facebook video ads might work for the 50+ demographic.

If I was doing that, it gives me an idea of if I was to do an article on video ad preferences by demographic, and you could break it down and show one for each demographic and that would be the go to piece for information for that particular topic. You know people are asking questions about that. This one I saw a dozen or so comments

and likes on this so it had some interest would be a good piece of content.

Something else you can do is look for common questions. This is one that was in a blog or group that I'm in and it says has anyone else's stumble upon sets taking a dive for those of you that don't know will stumble upon is a social sharing app site and what happened is they changed their settings and everybody's stumbled upon feeds or visits dropped off. That would be a great article right there. It's a common problem people are having. You could address that one problem very quickly specifically it's an easy solution and being able to bounce right out of it. One problem, one solution.

Another great place is Amazon. I mentioned this last week also. You can go find popular book in your general niche, read the table of contents and see what's going on. In this case if you're market is how to get your stomach bloat down, they've got several things in here you can write about. Is it celiac disease? Is it IBS? You could do very specific pieces of content just on your topic in that. In that case celiac and stomach bloat being a specific article you could write about.

Another place is Google Trends. This one works best when you're doing more of a celebrity type tie-in article. For instance like the one I

did a while back on personal branding lessons from Howard Stern. It's always good to tie in celebrities or current events to some of your articles. You won't do it all the time but it's certainly good to put in some of the times.

Let's say you were a fitness person and the big news earlier on Sunday night was Odell Beckham, Jr.'s catch. He made a really incredible one-handed catch in the Cowboys-Giants game. If you're a fitness person you could reference that and have the five exercises that'll let you make a catch like Odell Beckham, Jr. something like that where you can tie in a current trending hot topic that would tie in well with your content also in your area of expertise.

Another place is general news sites. Yahoo news is good. The one I really like to use is Drudge besides the political leaning so the site, the reason this one works best is because it's all just quick titles. You can scroll down the page, read, right to left and get a whole bunch of ideas for potential content. They cover all types of stuff and not just political stuff. There's all kind of entertainment and sports, whatever the biggest stories are, they always cover and usually have pretty good ideas will give you ideas of how to get going.

Next piece this is actually up in the members' area now, the content idea generator and it's a tool that you can plug in your keywords so whatever, before when you were filling out what you wanted to talk about, you can plug in that keyword here, hit go and it will give you a bunch of different title ideas. Before you figure out what you want to talk about, you can plug it in here. When we were talking about Facebook ads, you put in Facebook Ad titles and it'll give you about 100 different suggestions. Some of them look kind of weird or won't work. There's one on here, ten of the best Facebook Ad titles movies of all time. That one obviously wouldn't work for this one, but you can go through and look and see ones that would potentially work.

Ten deadly Facebook Ad Title mistakes you might be making, again this just really proven headline formulas that will work for you and an easy way to see your keyword in there.

Another way to do this is we have a PDF that's going to be available for download up there that are just authority article title templates. Again, proven titles for blog posts and articles that work time and time again. We can look through real quickly, scan over and find a way to plug in your information in there. Really basic stuff.

First assignment and there's going to be a few of these and you'll get access to this PDF download in the members' area. You'll be able to go back and see all this stuff. But using some or all of these methods, you need to decide on a topic for your first piece of authority educator content. Write at least 5 possible titles and choose the best one. The reason for writing the 5 and not just creating that perfect one is that you're going to, it's not going to be the first one.

When you pick the first one, you think it's in great form, or it's going to be the 3rd one the 4th and the 5th one's going to be the one you almost always go with. So just write those down and keep brainstorming and what I suggest you do is put those 5 into the members' area. Post them in the Facebook group and get feedback from people. See which one peaks people's interest the most. Or you could even post those on your Facebook wall in public and say Hey which one do you want me to write about, or send that to your list and see which one seems most interesting. Get a feel for what your people want to hear, or for what titles are the most compelling.

Step 2 is what we call partial outsource writing. I mentioned that before. We're going to go into detail here. Partial outsource writing keeps the creative part in your hands but outsources the labor intensive part to a writer whose micro-specialization is writing those

articles. I know we all like to think is we know our market the best. We can write the best.

We know what they want to hear. That's true, but you're not going to write as good as a professional writer, unless you are one. Some of you here might be professional writers. You can ignore this part about outsourcing your stuff. You still may want to just to scale things and do things faster. But for 99% of you, you're going to need to outsource your writing.

I was just on a call today, interviewed on Entrepreneur on Fire, and one of the questions John Lee Dumas asked me is what was one of your greatest success tips and my answer was admitting and learning and finally realizing that I have to outsource stuff and I was losing money by not outsourcing. We'll go over that in a little more detail too.

But in this case you've already decided on the topic. You've already decided exactly what it's going to be about, the overall results you want readers to achieve, and in just a few minutes, we're going to learn the authority outline formula that's going to provide the real meat of the article. You're not pushing this important task on somebody who doesn't understand. You're giving them all the information they need to create exactly what you want. You're just not

going to have to worry about grammar and trying think about what order to put sentences in. Let the professionals do that.

They're going to write and take your ideas and craft it into a professionally written article. It's a much higher quality piece than you would probably create on your own, and probably get it much faster.

So why do you want to outsource? Already 62% of companies outsource, so it's not something that just a few people are doing or that is unethical in any way. The majority of people do this for the reasons I suggested earlier. One of the professional writers will increase the quality of your content. Going from person that used to write all my stuff to using this formula now and the stuff is great. Since I've been doing that, I've been published in Huffington Post, Forbes, Entrepreneur, so I'm getting published in these places because of the quality of the content.

They deliver faster than you can create it yourself. To deliver on the type articles that are cranking out now would really take me sitting down and spending the afternoon working on it versus just doing this outline I'm going to show and sending it off to someone else and getting it back later that day or the following day.

You also will not procrastinate. That's one of the things I used to push off creating content. I'm sure you have too because you go I have so much other stuff that actually you bring immediate results and income into my business. Or I have deliver services to clients that have already paid me; I don't have time to write an educational piece or a blog post right now. That's what happens. We all do that.

This eliminates that procrastination. You can also scale it to whatever level you choose. As you start getting bigger and published more places, more places want to feature this as guest content, you don't have to say no. You can just follow this process and pay this person X amount and they're going to create a high quality piece of content and let me get as much exposure as I want. You're not going to be limited by time any more.

The outline formula, I'm going to show you the steps here. I'm going to show you what it looks like at the end when I send it off to my writer and I'll show you what the finished results look like as well. First thing you do, you brainstorm a large list of general talking points for your topic. Put it in outline format.

Let's say it was going to be "Five Foods You Think Are Healthy But Are Really Bad For You," something like that. In this one, instead of

5, come up with 7, 8, 10 possible foods you're thinking right now and you're listing stuff down. Just so you can have ones to eliminate later. I'll show you that.

Then you go through and find reference material online for each point. You can look for other articles, Wikipedia entries, Facebook posts, etc. and paste links below each topic point. An example I gave before, the “Five Foods You Think Are Healthy For You But Are Not.” You've a list of the 10 things, you came up with 10, we just list that particular food and you go and research online and drop links below each one where they talk about it and give information about why that food is bad but people think it's healthy. Then once you get all that done you go through and get rid of the weaker ones.

You may find some have very little information, or are not compelling enough information not as interesting as the others and you just start knocking those off until you get the perfect 5 or 7 or whatever your number is. Where you have that perfect list, and the strongest points. Then you want to go back and organize it in a way that makes sense. There maybe in that example, you put it in order from 1 to 5 the ones that are the absolutely most unhealthy that you think is healthy. Put it in order or something like that.

This is what the final one would like, what mine looked like for what I did. “The Five Ways To Make Prospects Choose You.” I came up with 7 on this. I crossed off 2 of them. I left my 5 strongest points. I put links to each one, put in some other copy that I wanted to include in there and sent that off to the writer.

The only place we outsource now is place called WriterAccess. It's really simple you can see down at the bottom. You can pick the level of quality of writer that you want, the number words you want it, and it gives you a price for the total cost is. So for the best writers there to write a 500 word article for you is only about \$50. That'll be for a really well written article that is the same quality as what you would find in like the entrepreneurs and fast companies, and Huffington Post, and big national magazines. It'll be very professionally written articles.

There's other options also. Just to let you know we're not affiliated with WriterAccess at all. We just came across this one and started using it and it just had extraordinary results. We recommend this to all of our clients and customers. The other options are MyWriters, TextBrokers, CopyPress, MediaShower, and ELance. I've used Elance the most out of these, and I haven't used it since we started using MyWriters. But I've found Elance is more if you go and find and

post your job and find a good copywriter and use them over and over once you find a good one.

Then once you get the article back, you're going to want to go through the editing process. You should review it and send back if there are any major changes or if it's not in the direction you wanted. You might get one back that's just completely wrong and you don't like it at all. Just send it back and tell them what you don't like and they'll redo it. But you should plan on having some minor edits.

This is just to mainly put it in your own language, add personality, and we'll formatting and we'll go over the formatting later. But you want to add some formatting to it to break it up and put bolds, italics or different colors to make it really easy to read and scannable on your page. But for the most part, it's just going to be putting it in your own language and adding in some personality to it.

That is what the article before that I showed you a few slides ago. That's what the final result was. It was the one that got into Entrepreneur. It was really a process figuring out, common things people want to know how to get prospects that choose you. I found 7 things, 7 tips that make people want to choose you. Knocked off 2 of the ones I didn't like as much, had the good 5 ones left, did research

for about half an hour, 40 minutes, put all those into a document, sent off to the writer, got it back, spent another 15-20 minutes editing it to make it perfect for what I wanted to do, and submitted it and got published on Entrepreneur.

It's really that simple. This is a much better way than just trying to write stuff on your own. You'll stare at the blank page for a long time. I've been there. You'll sit there and look at your WordPress screen trying to think of what to post, after you get your title and you don't know what to do.

This is a really easy way. You just make a list of things, research them online, post the links, send off to someone else, let them pull off the strongest stuff and write it for you and send it back and then you can put it in your own words and make it perfect for your market.

The assignment here is to create an authority outline for your article now. You've already created and decided on a topic, you have a list of titles, after that you want to actually write the outline for the article and send to an outsourcer to write for you. I recommend sending to an outsourcer to write for you and I would very strongly suggest for somebody out there that cannot afford the \$50 or whatever else you can get actually less, you get a little bit lower quality, or a shorter

article which is fine also, and you really want to write yourself, or you are a writer, by all means, you can still write it yourself. But I would really recommend outsourcing that piece of your business as quickly as possible.

Step 3 is building in a subtle offer. What we were talking about earlier about it not being a sales piece or a really hard marketing coming from a marketing angle. You still want to be able to sell stuff. You want to drive people that want to buy from you; you want to make it easy for them. We've got 2 ways.

One is a contextual to a specific offer or resource within the content of the article. Basically what that means, you can see here is just within an article where it just uses as an example. In this particular one, maybe you can't get your site ranked, you really need traffic to your website, you'd be better off using something like instant link writer for you rather than learning SEO yourself. This is just about handing stuff off to coaches and a very specific coaches and not just to a coach, but a very specific need. This one that addresses a specific need but it does it in a way that's not hypey but as an off the cuff mention.

The other one, this one works best if you are putting stuff out on other people's sites, usually this is in like in a by line in most of the sites

where it's just a general to find out more. Where you just put a way where people who are reading it want to find out more about you or about your processes or what you're offering, you make it easy for them and put a link up there.

The assignment for this is when you get your article back from the outsourcer, building one these subtle offers. All of these assignments really boil down into one: create your first article, get it written and go back and do the editing and put in that subtle offer so you have that perfect piece ready to go.