

Smashing The Glass Ceiling Telesummit: *PROVEN Strategies to Your 6-Figure (or more) Business*

Topic: Broadcast Channels: How to Give Your Brand a Global Voice

You'll learn:

- Why broadcasting is the number 1 online marketing strategy you can implement in 2014
- The top 3 broadcast platforms and how to choose the right one for you
- How to get thousands of people engaged with your broadcasting content



Speaker: Ludwina Dautovic

5 Step Formula for Creating Engaging and Shareable Content for your broadcast channel

The first step in this process is deciding which broadcast platform you're going to focus on first. Only choose one, work at it, create a following around it and then move onto another. Don't attempt to do more than one to begin with. You'll be spreading yourself thin and it will feel like your efforts are going in vain.

For the sake of this exercise, let's assume you have chosen either audio, video or the written word as your preferred communication style, therefore choosing the right platform to suit. Either audio podcast, video channel (YouTube) or a blog.

You now have to create content that your community which includes your email list and social media, will engage with and share.

Step 1

Be very clear about your target market. What do they like? What interests do they follow? Who are they following online? What is causing them grief in their business? What do they want? What are they posting and sharing?

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Step 2

Make a list of ideas you can create content around. Eg My target market are looking for solutions with content creation, online engagement and building a global voice for their brand. The kind of content they're looking for are ideas, solutions, understanding of the concept and relatable scenarios.

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Step 3

Now turn that one piece of content into multiple pieces of content.

Eg You can turn an audio podcast into a transcription and make it a blog post. You can turn that blog post into a pdf and add it to Slideshare. You can pull out pieces of the content and use them for Facebook posts and tweets. Take concepts from the interview and create a Powerpoint presentation that you can record using Camtasia turning it into a video for YouTube.

Go ahead and brainstorm some ideas:

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Step 4

Make sure you have a social media strategy plan for sharing your content on your key social media sites.

Which social media sites will you be using? What information will you be sharing?

Step 5

Create a content strategy plan to create fresh, new content on a regular basis.
