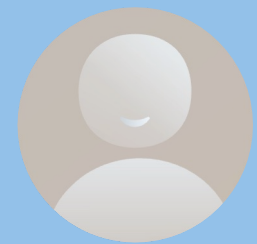




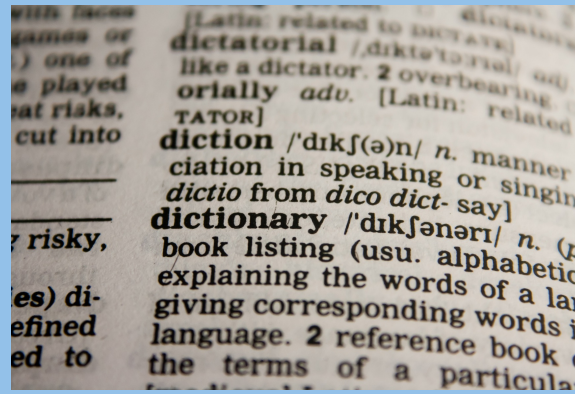
Content is royalty

HOW TO DEFINE YOUR VOICE IN THE CROWD



Who am I?

- Child of God
 - Freelance content writer for the National Small Business Chamber and Confident Women in Business.
 - Freelance English teacher for foreign learners
 - Children's book author of the Bushveld Trio and their adventures.
-



What is content?

Content is any way in which your business communicates with the world. It can be through imagery, words, or music.

Four points to remember:

1

Know your mission

2

Know your audience

3

Know your brand's persona

4

Make your content valuable and relevant

Know
your
mission:

Try to complete this phrase from Hilary Hartling, a personal branding coach:

I help **(target audience)** do/understand **(what)**, so that they can **(benefit/value)**

EG: I assist and educate creative businesses to create impactful and simple content so that they can become thought leaders in their market.

Know your audience:

Questions from mastering your mission statement workbook by Hilary Hartling

- Is your ideal client male / female? Or does it matter?

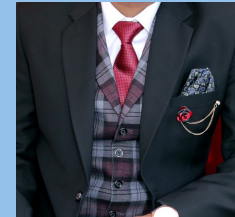
Give them a name if it helps you think through the rest of these questions:

- What kind of lifestyle do they have? Be specific about home, work, everyday environment, etc.
 - What do they do for work? Do they work or are they students?
 - Where do they live? South Africa? International? City / country?
 - What's really important to them?
 - What books / mags / blogs / etc do they love to read?
 - Do they travel? How often? Where?
 - What inspires them?
 - What do they stay up at night worrying about? (biggest fears)
 - What are their top 5 desires?
-

Know your brand persona:

If your brand was a person, who would they be?

- Appearance (colour/font/images)
- Voice (tone of the text)



Create a style guide:

- Spelling: South African English/ UK English/ US English
 - Date: 2 June 2023/ 02/06/23/ 02-06-2023
 - Heading: Sentence Case/ Capital Letters for Main Words/ All Capital Letters For All Words/ EVERYTHING IN CAPS
 - Lists: numbers/ bullets
 - Brand name: The Inquisitive Hedgehog/ Dandylion Books & Bags
 - Numbers: write out 1- 10 or use numbers all the time.
 - Tone of voice: Funny or serious / formal or casual / irreverent or respectful/ matter-of-fact or enthusiastic
 - Style Guide: Chicago Manual of style
 - Punctuation: hyphenated words
 - Acronyms
-

Do you have any questions?
