

cms

(Content Multiplier System)



6X

My secrets for getting value out of every piece of content you develop.

START WITH A BASE PIECE OF CONTENT

The first step in **6X** content is starting with a quality piece of long-form content that provides lots of value. Here are some examples that content:

- **Blog Posts**
This is any type of long-form article hosted on line that is ungated.
- **Long-Form Videos**
Think: educational videos, video podcasts or shows.
- **Lead Magnets**
Any piece of gated content that holds value for your target market, like eBooks, guides, checklists or whitepapers.

You might already have these available to you or might have to create them (either yourself or with your content management team). Either way, start with a more granular piece of content on a particular topic.

APPLY THE 6 "REPORTER" QUESTIONS



Who

Who would benefit from the info you're sharing? Hint: it's your target market 😊.
(Be specific; list the qualifiers that make them the ideal candidate)

What

What is the person going to learn by consuming your content?
(Make a list of subjects you're covering or the different angles in your post)

Where

Where can your ideal clients apply this info for an ideal outcome?
(This could mean areas of their life, a timeline or steps in a process)

Why

Why does the target market need to know this information?
(Include the pain points, benefits, data or stats)

When

When does your info matter to your idea client?
(Is it related to a life event, a career point or in the buying decision)

How

How is this information transformational for the end user?
(Could include how you learned the info, the outcomes or how it works)

Example

VALUE LADDER WORKSHEET GIVEAWAY

WHO

Solopreneurs need this info! My free guide helps you map the perfect offer for your ideal client!

WHAT

Map a **fully formed value ladder** in 30 minutes to take customers from stranger to lifelong fan.

WHERE

Is your offer facilitating **finding the right clients**? Map the best route with this free worksheet!



WHY

Close **more business in less time** with a value ladder that's built for your dream clients. This will help!

WHEN

Ready to **start scaling your small business**? Map out your value ladder with this free worksheet!

HOW

The value ladder is a **value-forward approach** to finding, nurturing and closing business. Map yours in 30 mins!

your turn!

BASE CONTENT

WHO POST

WHY POST

WHAT POST

WHEN POST

WHERE POST

HOW POST

NEED HELP WITH YOUR SOCIAL ?

we gotchu! (click here)
←