



S3E5 Transcript/Quotes

Heather Adams:

I'm not just going to talk about communications on the podcast. I'm not just going to talk about relationships on social media, right? I want to make sure it's across all the ways that I distribute content, and that all of my categories are being met because that is giving value to my audience so they engage and return. That makes such a difference in getting the audience to really look at you and come back to you as the expert in the field that offers them a solution.

Hey, friends, my name is Heather Adams, and my passion is developing the Women Coming behind me. I want to help you navigate and build a life you love. I'm a busy wife, mom of two teenage boys, and a 25 year publicity veteran who's launched more than a hundred New York Times bestsellers, and placed marque thought leaders, celebrities, and change agents in the headlines and on all your favorite TV shows and media outlets. I run a seven figure business where we solve all your communication needs, from PR, to social media, events, to branding and strategy, and I'm giving you behind the scenes access to the best of the best in all the areas of life that we are juggling as busy working women. You'll hear from the people who are saving me and my very own business, as well as all my tried and true strategies and lessons to make you and your business known. I want to be the most generous female CEO who is linking arms with you and passing along all my best learnings so you can lead a life that you deeply love. This, sweet friend, is the Make Me Known Podcast.

All right, guess who you are stuck with today? It's me, your host, Heather Adams. And today, we are spending time one on one. And I am answering the, gosh, million dollar question that we get all the time at Choice. So let me back up a minute and give you a little bit of context about what this episode is going to be about.

So, when our business development team is constantly talking to potential clients for Choice to serve, one thing in particular emerges above all the noise, all kinds of things people are coming to us for, but one thing in particular is a huge, huge element of concern for all of the women that we are constantly talking to, and you know what that is? It's about their content creation. It is absolutely overwhelming to so many of our clients. They don't know where to start. They don't know what to say. They don't know

what graphics to include. They don't know how to attract their ideal client to them and keep talking over, and over, and over again.

So what I'm going to do today is give you a little inside tip, a little behind the scenes, if you will, at a service that we offer at Choice. And I'm giving it to you completely free by just listening to this podcast. What we're going to do today is teach you how to develop a content wheel. Okay, Heather, what is a content wheel? You might ask. Well, let's step back and let's talk through what this serves as in your business. So, when we talk about a content wheel, this is going to be the foundation for all of the content that you create in your business. It could be emails that you're establishing and sending out, distributing to your ideal clients, a newsletter, social media posts, a blog, media interviews that you're doing, a book that you've written, speaking engagements, anywhere that you are creating content for your brand and your business, this is going to serve as a North Star, as a filter, as your compass for all the ways to create the content.

So I'm going to use Choice as an example throughout our conversation today because I think it will be a great resource for you. And all of these templates that we have at your disposal are going to be available on our website. Go to choicemediacommunications.com, click on the Make Me Known podcast tab and go to this specific episode. When you're at this episode, where the show notes are and the transcript from today's show, you're going to have free downloads that will help you step-by-step build your own content wheel. We're also going to put the Choice content wheel up there as an example for you so that you can use that as a resource.

So, let's talk about what the content wheel does and what it looks like. We're going to throw an example for you up here on this screen, but think of yourself in the center of a brainstorm bubble. Do you remember in elementary school when you were learning how to do a brainstorm session and your teacher went up to the board and she drew a big circle, and she wrote something in that circle, and then she drew legs off of that circle, and had different other thought bubbles or brainstorm bubbles, and it all connected in some way, that's essentially what we're going to do on this content wheel. So I want you to imagine yourself or your business at the center of this brainstorm bubble, or content wheel as we like to refer to it at Choice.

Off of that are going to be what we call your content pillars, and there are going to be three to five of these. There should not be any more than that. You really want to hone in and clarify what these are going to be, and I'm going to step you through how to do that, but three to five content pillars. These are the biggest themes, topics, categories that you are going to be talking about on a regular basis. Then, off of those three to five content pillars are going to be subcategories.

So, again, if you're watching this on YouTube or if you go to our website, you can get the visuals of what this is going to look like, and you can also get templates that you can download and use for yourself, as well as our Choice example. I'm a visual learner, so

when I have a visual example for me, it's so much easier for me to understand. So we want to provide that resource to you.

So, how do we get started? The first thing I want you to do is just literally a brain dump. You can do it on your computer. You can do it on a piece of paper. You can do it up on a whiteboard in your office. You can do it in mixed company in a group with your team. You can do it independently. You may say, "Heather, I am the team." Whoever you need to involve in this strategy session, include them, and it may be you just to get started, and that's okay. But I want you to write down topics, themes, phrases, categories. These are areas where either one, you are an expert, you have a track record of history, you have educational experience, you have competency in this area. So that's one thing. So, for me, communications would be a great category because I am a communications expert. I have a rich history, a lot of experience, a track record of success in advising and doing communications work. Okay? So what is that for you? I want you to write all those things down.

Then I also want you to think about passions or interests that you have where you can specifically speak to this topic. So another example for me would be empowering and developing women. That is a passion of mine that I like to talk about, and it goes across a lot of categories of my life. I obviously have that in the business that I own and run. I also have it in the volunteer work that I do with the college women at [inaudible 00:09:00] that I advise. So this is a variety of categories of my life that empowering women crosses. So think of categories or topics like that or of that nature.

The third thing I want you to do is think about the ideal customer or client that you are serving. What are the problems that they are coming to you for that you are solving? What are the questions that you hear on repeat over, and over, and over again? For example, at Choice, we constantly hear from authors or aspiring authors, "I don't know how to get media coverage. That is a problem. I don't have access to media gatekeepers. That is a problem." We have solutions for that. We have step-by-step tactics and services that we can offer to answer those particular problems for a client. What are those problems, what are those questions that people are coming to you for over, and over, and over again?

Now, again, take these three categories. Competency experience is your first. Second, passions and interests. And third, ideal client problems that you have solutions for. Okay? Those are your three categories. You're just going to do a brain dump of all those topics, phrases, words.

Then I want you to have all of that in front of you, whether it's on a whiteboard or your computer screen or a piece of paper where you've written it out. I want you to have it right in front of you, and I want you to notice the themes that emerge. Oh, my gosh, these three things go under this one general category. These five things over here go under another umbrella category. It's easy to identify when you have it all out in front of you, and you're going to be able to figure out, "Oh, all of this goes under community. All

of this goes under grief. All of this goes under home. All of this goes under relationships." You're going to easily identify those particular themes. What you need to do is narrow, and narrow, and edit, and filter until you get to three to five of those big overarching categories. Again, we refer to those as your content pillars. These are right off of you in the middle of the content wheel.

Let me walk you through some examples of Choice's. And again, it'll be available on our website if you want to go and just refer to it for reference when you're creating your own. I mentioned earlier I'm a communications expert. So communications is our number one category at Choice. That's what people are coming to Choice for, communications advice, expertise, consultation. That's why you're listening to this podcast, right? The Make Me Known podcast is all about helping make you known, you, your brand, your business known, and a lot of that comes from our competency experience and track record of success around communications.

Off of communications, there are a lot of different categories. We can talk about book publicity until we're blue in the face. We have 100 New York Times bestsellers as a track record to show you why we know about book publicity. We can talk about podcast. We can talk about pitching yourself to media. We can talk about social media strategies. All of these are elements of communications. So what you're going to do is you're going to take all those subcategories that fell under the one overarching theme, and you're going to put those around that content pillar, okay?

Another category for us is entrepreneurship. I'm a CEO. I'm a business owner. Our ideal client at Choice is a female business owner or business leader. She's either she owns her own business or she's in a significant position of leadership within the business that she works at where entrepreneurship matters to her. So things like, what is a CEO life like? How do you attract and retain talent? Those are examples of things that an entrepreneur is thinking about, right? Financial growth. When you are growing as a company, what are the things you have to think about from a financial standpoint? That's an example of an entrepreneur category. So all of those subcategories go around entrepreneurship.

I mentioned empowering women in leadership. That is a passion of mine. It is also something we do for our clients at Choice. We serve as a megaphone for a lot of women, and that is us empowering and developing those women. We're helping them expand and raise their visibility and platform so that a bigger audience is aware that they exist. We're making them known. That is something that I care about deeply and that we do day in and day out at Choice. So that, again, is another one of our content pillars because that is something our ideal client cares about as well.

And then, our fourth category at Choice is relationships. Look, the vast majority of the people paying attention to Choice are busy, working women just like me and you, right? We are managing all the things and wearing all the hats. We're running a business. We're nurturing a home. We're raising children. We're trying to stay married. We care

about our bodies. We want to have great relationships with friends. All of those things matter to us. And so, relationships is our fourth category at Choice or our fourth content pillar. It is our smallest one.

And let me caution you on something specifically. What we want to do when we talk about relationships at Choice is we want to offer empathy and help to the people who are coming to Choice, right? We're in the same boat. These are the same struggles. We're in the same season of life as a lot of our ideal client, and so, we're navigating and helping them to navigate those particular seasons, topics, challenges, issues, even things to celebrate, right? But because we are not relationship experts, we are bringing those people to the microphone, to the platform, to the table so that our audience can be exposed to them, and then they remember, "Oh, Choice has great guests on the podcast. I want to listen every week because I know that Heather's going to have people that are going to help me, or Heather's going to help me in some way."

When we host our annual women's conference called the Choice Summit, which is in April of 2023, mark your calendars for April the 13th, the people that we invite to our stage and have speak at that event are people who are experts in categories that we are not, but they are still experts in topics or on topics that our ideal client cares about and needs help with. They have those problems, so they know if they come to The Choice Summit, they're going to hear from, not only experts like me in communications, but they're going to hear from other people who are experts in categories that they have problems around.

How many of you are constantly looking for ways to continue to develop as a business leader and owner? How many of you are looking for a community of women to gather together and surround yourselves with who are in the same situation. They're running a business. They're leading a team. They're managing a home, They're doing all the same things that you're doing, and you need to link arms with those women. Well, friends, let me invite you to the 2023 Choice Summit.

Y'all, this is my favorite, favorite, favorite thing. We created the Choice Summit for women just like me who were running businesses, and leading teams, and managing homes, and wearing all the hats. And what I was finding out of conferences is that either, one, they were so expensive that I either couldn't afford to attend, or maybe one person from my team could go, or two, I could afford to attend them, but the content was not rich. It was not strong and compelling, and I felt like I've just wasted my time, and money, and energy. So the Choice Summit is a value-rich experience right here in Nashville, Tennessee, just outside of Nashville, in a little community called Franklin that we love. It is an idyllic and charming town. And we're hosting it on April the 13th of 2023 at the beautiful Graystone Quarry. We already have marquee speakers lined up for you, and I cannot wait for you to hear who they are.

But listen, if you want to be allies and not competitors with women who are in the same season of life, who are facing the same challenges, and who also want to grow and learn

just like you, then come to our summit. I am telling you, I am promising you that it is a value-rich experience unlike any other for female entrepreneurs, leaders, and influencers. Go to choicemediacommunications.com, click on our summit tab at the very top to get more information and to buy your ticket now. We can't wait to be with you next April.

So here's where I want to caution you. So often we get lured, particularly on social media, by what we think we should be talking about so that people will like us. Okay? I made this mistake when I first started really spending intentional time and energy around social media promotion for Choice as a business. I'm the face of Choice. I'm the owner of Choice. And so, when I really started trying to promote Choice through social media, I made this mistake, and I don't want you to make it, so listen clearly. One thing that I did was I talked about things that I loved but that weren't really that big of a deal to my ideal client. Maybe it was in a lifestyle category.

For example, I love fashion. I love beauty, I love design. I love doing my makeup, so I am a product junkie about skincare, and beauty, and makeup. So I was talking about that on Choice's socials because I thought, "Well, if I care about it and I love it, then they will too, or they'll care about it too, what my nighttime skincare regimen is." But here's the thing. People thought I was cute, and fun, and nice, but they didn't want to do business with Choice because I was sharing that on Choice's platforms. So eventually I realized, "Oh, my gosh, those are fun things to share from time to time on Heather's personal socials, but not appropriate for Choice's. And I learned that the hard way.

What you want to do when you're building this content wheel and determining this foundation that is going to be your North Star on all the ways that you create and distribute content, what you want to do is you want to make sure it causes people to act and engage with you because they want to do business with you, not because they just think you're cute, and fun, and like to scroll through your socials. That's not what we're looking for. We want people to generate revenue for our business. We want engaged customers. And in order to get that, we have to serve their needs, not just allow them to think we're cute and fun. So bear that mistake that I made in mind so that you don't make it too.

Again, just walking you through the steps to create your content wheel, you first want to identify three categories of topics, categories, themes, passions, phrases. Number one, what am I an expert in or have a rich history competency track record of success? Two, what are passions or interests of mine where I can offer a lot of value? And three, what are the problems or questions that my ideal customer is asking over, and over, and over again? All right? Go through those three things. Then identify themes, overarching umbrella categories or topics that those subcategories fall underneath. You're in the middle. Your three to five content pillars are directly around you, and then the subcategories are around them. You are going to have one category that is your biggest. It's communications for me.

Again, I'm a communications expert. The reason you're coming to Choice is for communications expertise, assistance, service products. So that is my biggest category because I want you to do business with Choice. If I'm writing emails to you, if I'm sending out our newsletter, if I'm talking to you on social media, if we're writing a blog, if I'm speaking on a platform somewhere, if I'm doing a media interview, all of those are places where I am creating content that is going to be beneficial to you. Here's the thing where people make a lot of mistakes too. They feel like they have to create content in all of those places that is different. I'll get into that in just a minute, but bear that in mind and put a pin in that for just one second.

So you've created your content wheel. Now what you're going to do is you are going to strategically and intentionally build out the ways to distribute that content so that you are maintaining your brand integrity and your brand identity. People are going to come to know you for those three to five categories because you talk about them on repeat, right? You're constantly sharing content around those specific categories. That is going to serve you well, as opposed to having 25 different things that you talk about all the time, and people are like a ping pong going back and forth on the table because they're so confused about what you really are there to help them with. When you hone in and you really narrow down to three to five, they know exactly what they can count on you for, right?

Okay. So what we're going to do now, we've got our content wheel established, and we've really identified these are my three to five areas, and here's all the subcategories that I can talk about on those three to five areas. I could do 16 blog posts alone just on book publicity, right? There is a ton of content to be created around this content wheel, even though I've really clarified, and edited, and honed in on just a few things. But what I'm going to do now is I'm going to map out my content strategically and intentionally.

So, I'm going to take a calendar. Let's say, for example, it's October, and you are mapping out your content for November. When is your newsletter going out? What are your blog posts? When are they going to post to your website? What do you need to be planning for your social media platforms? Do you have any interviews? Are you doing any speaking engagements? Wherever you are distributing content for the month of November, we're going to map this out on what we call a content calendar. And again, if you go to our website and go to this episode on our podcast tab, we are going to have templates for you to use that are blank, where you can fill out strategically what you're going to map out for the month that you are respectively creating for.

So again, let's pretend it's October, and this is planning for November. I'm going to take the calendar, and I'm going to specifically on every single day, map out exactly what my content's going to be, and I'm going to put the format with which it's being distributed.

So, for example, let's say this podcast is going live on a Monday. On that Monday, I have a podcast going up, wherever you listen to podcasts. I have a post going on our website where the transcript is, where the biggest takeaways from this podcast are housed,

where all the assets that you need, where any pertinent links are listed. All of that is going on our website, specifically dedicated to this podcast page. On our socials, we're creating all the things that you need to know in order to know that the podcast is there, graphics captions for all the socials, video because we're capturing video for our podcast now, pertinent links so all you have to do is click on that link to be able to go and listen or watch. We're also going to post the episode up to YouTube. That's another place that we're distributing our content of one thing. So one podcast is going all those places just on that Monday that it's releasing.

Well, I might have a newsletter that's going out later that week or later that month, and I refer to this specific podcast episode in my newsletter. "Don't miss out. Here's what Heather's talking about in this specific episode." I also might have a blog post that's about it, that's dedicated to all the things I want you to know about the takeaways from this particular episode. I also might do a speaking engagement on this exact topic. Do you see what I'm getting at? I'm creating this content one time, and I'm using it in a variety of ways across a lot of different platforms for how I distribute Choice's content.

Here's where... Go back to that pin that I put just a minute ago. Here's where the mistake happens. A lot of people think, if I'm talking about a content wheel, I can't talk about that on the podcast, and the blog, and in the newsletter, and on socials, and in emails that I'm sending out, and in the speaking engagement, and in media interviews that I'm doing. No, I can only talk about it in one place, and then I got to have other content for all those other places. No, no, no, no, no. That is a huge mistake. What you're doing is only reaching one audience if you do it in one place, and the chances of the same consumer engaging with you in that content in 18 different places is so slim. And if they do, you know how many times it takes for somebody to really understand and it's to stick? 12 times for them to hear about it. So if they hear about it from you in all those different places, then it's going to stick and they're going to learn.

So I want you to think through this as a foundation for everything that you do to create content for your business. Okay? This step, which doesn't take a lot of time, really, if you earmark a couple of hours on your calendar to walk through all of this and map it out, is going to set you up to be so successful in the way that you create content moving forward. I mean, it has really transformed the way that we do it at Choice. It really makes such a difference.

You also want to make sure that across your weeks and across your months that you are making sure to tap into each of your content pillars. I don't want to only talk about communications in the month of November, or only talk about communications in the second week of November. I want to make sure that all four of my categories are being touched on throughout the course of the month, throughout all the different ways that I'm distributing content. So I'm not just going to talk about communications on the podcast. I'm not just going to talk about relationships on social media, right? I want to make sure it's across all the ways that I distribute content, and that all of my categories are being met because that is giving value to my audience so they engage and return. That makes

such a difference in getting the audience to really look at you and come back to you as the expert in the field that offers them a solution.

Okay. So, to recap, this is your DNA, in your DNA. This is the foundation for your brand and your business. We are creating a content wheel so you have complete clarity around how to develop your content moving forward. It is going to be your North Star. I promise it's so easy to do.

We also do this with our clients in brainstorm sessions. So say, for example, you wanted an outside perspective, you can always call us up and we're happy to help you. You can do this on your own too. But if you need fresh perspective, if you feel like I need somebody else helping me, we do half-day or two half-day brainstorm sessions where we walk through and create your mission, your core values, your tagline for your brand or business. We create a content wheel. We create a year's worth of a content calendar. So month-to-month for an entire year, you have mapped out exactly what you can talk about across all of your platforms. It helps our clients have so much clarity and also a roadmap for the next steps on what to do across all of their platforms.

If you're interested in that, go to our website and click on the tab where you can arrange for a session with us or you can get a consultation. We are happy to help you with that, if that's of interest to you. However, you can do this on your own. Believe in yourself. If you need outside perspective, if you think, "I'm not going to prioritize it, Heather, unless I'm paying you to help me with it," I am in every single one of those brainstorm sessions. I love, love, love them. It would be such a privilege for us to help you. Just know this, it is all within you. We just bring it out. So you've got the capability yourself to do this.

Now, I love spending these solo episodes with you. I love sharing with you ways that our clients are really getting a lot of benefit from services that we offer, but ways that you can go out and DIY this on your own. It is such a gift to be in your ears, to be on your computers. Thank you for the time that you've dedicated to listening to this episode. I hope you've found it valuable. We keep it short and sweet because I know that you, like me, are a busy working woman, and you have very limited time. So thanks so much for investing time with us.

Remember, for this episode in particular, when you go to our website, choicemediacommunications.com, click on the Make Me Known podcast tab. Go to this particular episode. Everything will be there for you to download. We'll have Choice's content wheel as an example. We'll have a blank content wheel so you can fill out your own. We will have a Choice content calendar example for you. We will have a blank content calendar for you so that you can see exactly how to lay it out for yourself. All of that will be available, as well as any pertinent links that are important from this episode, big takeaways, and the entire transcript should you need it. So whether you're watching on YouTube or listening wherever you like to listen to your podcast, thanks for being here. We can't wait to be with you again next week.

Hey, y'all, thanks so much for listening. It is not lost on me that you are spending your precious minutes of your day with us on the Make Me Known podcast. I sincerely appreciate you. If you have loved this episode, if you love the Make Me Known podcast, would you do me the biggest favor? Would you go to wherever you listen to podcasts and give us a five star rating and a review that is just glowing? What that does is it helps other people who haven't heard the Make Me Known podcast, it helps them know about us. We would be so grateful for your endorsement and recommendation. Thanks so much for being here. I can't wait to be with you next week.

Quotes:

- “So what I'm going to do today is give you a little inside tip, a little behind the scenes, if you will, at a service that we offer at Choice. And I'm giving it to you completely free by just listening to this podcast.”
- “A content wheel...is going to be the foundation for all of the content that you create in your business...Anywhere that you are creating content for your brand and your business, this is going to serve as a North Star, as a filter, as your compass for all the ways to create the content.
- “You're just going to do a brain dump of all those topics, phrases, words. Then I want you to have all of that in front of you, whether it's on a whiteboard or your computer screen or a piece of paper where you've written it out. I want you to have it right in front of you, and I want you to notice the themes that emerge.”