

Ep 26: The Framework for Creating Digital Content People Want to Watch

Winning the "street-fight for attention"

- Research
 - Need to define your audience.
 - How are you going to assert yourself in the sea of content creation?
- Insights
 - What is your audience interested in? What will they appreciate from you?
 - Be in-touch with what is relevant in culture and community.
 - There is no reach without reaction.
- Brainstorming
 - What, where and when is the best way to deliver the story?
 - Use the Research and Insights as your filter so you can focus the creative energy.
 - Ensure alignment is reached.
- Writing/Shooting/Editing
 - Consider how you will achieve the desired impact on each channel. Don't let the channel dictate your story.
 - Remember this communication is about "pull" rather than "push".
 - Hire talented people in order to deliver high-quality content.
- Distribution
 - Fine tune where and when your consumer will be the most receptive.
 - Consider influencers and paid promotion for amplification.
 - Feed the engagement and amplify the reactions.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete

