

# The Heist...

Unlock the secrets of powerful, audience-building, relationship-developing content that makes an impact!

In our fast-paced, information-based world every businessperson needs a book and wider range of content products; but this can easily become information noise that simply gets lost.

The solution is to stop presenting information and start offering transformation!

That is an easy thing to say, but the actual creation of transformative content can be trickier than we think.

The secrets of pioneering transformative content are hidden in a safe, locked away behind a sophisticated vault. And to reach this vault, you will need to use the abandoned tunnels beneath the city...

To develop magnetic and valuable content, you will need to uncover a deeper understanding of your author voice and who exactly your audience is. The more detail you reveal about your ideal clients, the better able you will be to reach them with your words...

Once you reach the section of the tunnels that is closest to the vault, you will need to use explosive content to blow an access point to crawl through.

Once you have opened the vault, you will find the safe within... however you are not quite there yet—to unlock the safe you will require an alphabetical code word.

Type in the correct combination and you will uncover the way to achieve your goal.

Beware... the safe is booby-trapped and if you enter the wrong code, you will set off a very noisy alarm. An alarm that causes potential clients to ignore you and, worse still, misrepresents your level of expertise in your field.

Remember... prospects will only view your quality of service at the same level as your quality of content!

**I**

Independent approach  
(I, I, me, me)

**N**

Noise  
(Shout Louder)

**F**

Foundation Content  
(Basics)

**O**

Offering Bland and Generic content  
(Just reworded from existing/others)

**R**

Reach Wide  
(focusing on scope/broadcast approach/fishing net)

**M**

Multiply Your Audience  
(Chase without caring about who your audience are)

**T**

Team  
(Work with an interdependent approach)

**R**

Raise Quality of Communication and Conversation  
(Clarity not volume)

**A**

Advanced Material  
(Better results, efficient and crafted resources)

**N**

New Insights, New Developments and Growth  
(Yours and Others)

**S**

Story  
(The powerful, compelling expert who inspires trust in their clients. The client's pain, pleasures, wants and needs are understood)

**F**

Focused on Ideal Client  
(Don't try to do everything for everyone)

**O**

Outcome orientated  
(Results for clients)

**R**

Reach Deep  
(Personal, targeted, like hook baited for your type of fish)

**M**

Multiply Impact and Legacy  
(Land ideal clients, deliver transformation and create lasting change, legacy)