



CONTENT MADE SIMPLE:

DIY CONTENT CREATION SECRETS FOR SMALL
BUSINESS OWNERS

PRESENTED BY LISA BROWN

Studio

951

DIGITAL MARKETING AGENCY



CONTENT CONFESSION

- How many of you have a social media account?
- What platforms are you on?
- How are you engaging?
- What are your biggest challenges?



WHAT ARE WE LEARNING TODAY?

Are you struggling with Content Creation?

By the end of this workshop, you'll have a content plan and ready-to-use posts for your business!

- Content Strategy – Knowing what to post and why.
- Content Creation – Tools and techniques to create engaging content.
- Content Distribution – Getting the right content in front of the right audience.





Hello and Welcome

WHO IS SHE...?

Studio 951, led by Lisa Brown, is a Women-Owned digital marketing firm dedicated to helping businesses thrive. With over 20 years of experience, Lisa has worked with top brands like Limited Brands, Lane Bryant, McDonald's Corporation, and JP Morgan Chase. Her passion for supporting small businesses and non-profits inspired her to create Studio 951, recognizing the common challenges entrepreneurs face.

Studio 951 transforms businesses into digital powerhouses through AI-driven insights and innovative strategies. Our services include content marketing, social media management, website design, and strategic marketing planning. We provide the tools and expertise to enhance digital presence, drive engagement, and achieve measurable success.



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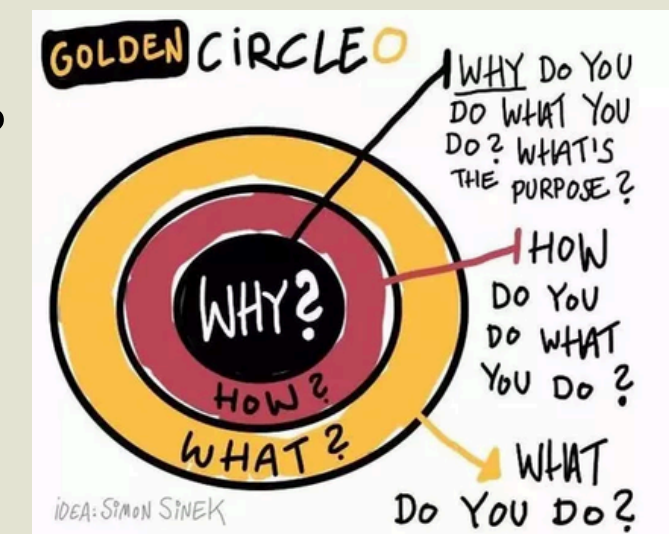
WHY CONTENT MATTERS: BUILD STRATEGY WITH THE GOLDEN CIRCLE

Start with WHY.

Before jumping into what to post, it's crucial to understand why your business exists beyond making money. People don't buy what you do—they buy why you do it. Content rooted in your purpose builds trust and connection.

🕒 The Golden Circle Framework for Content Creation (Simon Sinek)

- WHY – Why does your business exist? What's the mission or belief that drives you?
- HOW – How does your business help people or solve a specific problem?
- WHAT – What do you offer (your services, products, solutions)?



GROUP EXERCISE...

PAIR & SHARE:



- WHY do you do what you do?
- HOW does your business help people?
- WHAT do you offer that supports that mission?

AUDIENCE-CENTRIC CONTENT STRATEGY



Now that they've defined their purpose, we shift to focusing on the people you serve.

Ask:

- Who is your target audience?
- What problems are they facing?
- How does your content (not just your product) help them solve those problems?



This helps ensure every post is purpose-driven and speaks directly to their audience's needs.

8] PLANNING THE CONTENT



✓ Why consistency is key in content marketing.

- Builds **trust** and **credibility** with your audience
- Keeps your brand **top of mind**
- Improves **engagement** and audience growth
- Helps with **algorithm visibility** on social platforms
- Strengthens your **brand identity** and voice
- **Increases website traffic** and potential conversions over time

✓ The 4 Types of Engaging Content:

- Value-Based (Tips & How-Tos)
- Engaging (Polls, Questions, Interactive Posts)
- Promotional (Sales & Offers)
- Behind-the-Scenes (Show Your Business Journey)

BEST PRACTICES FOR WRITING [8] CAPTIONS & CREATING ENGAGING CONTENT

- Use hook sentences to grab attention.
- Make it so someone scrolling can get your point fast without reading a novel
- Add a clear call to action (CTA).



GROUP EXERCISE...

PAIR & SHARE:

✓ Activity: Build Your Brand's Content Pillars

Each business should create content that consistently revolves around 3-5 key themes—called content pillars. These become your go-to categories that educate, inspire, or entertain your audience.

Examples:

A fitness coach: Motivation, Workouts, Nutrition, Client Stories

A boutique owner: Styling Tips, Product Highlights, Behind-the-Scenes, Events

A consultant: Industry Trends, Tips & Tools, Success Stories, FAQs

✎ Activity:

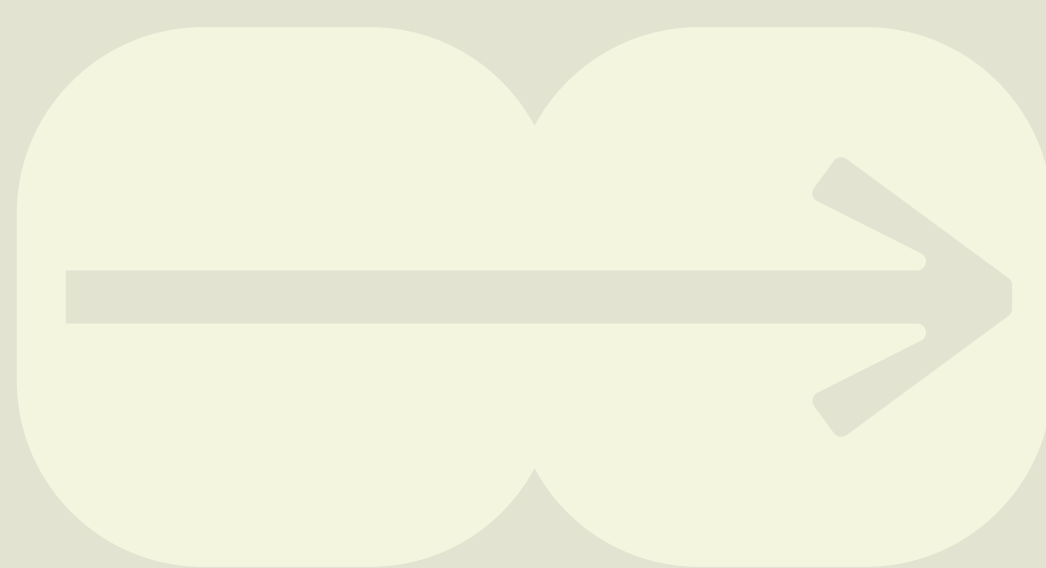
Attendees fill out a Content Strategy Worksheet (PDF) where they:

<https://studio-951.com/the-launch-lab>

Summarize their Why, How, What

Define their target audience and challenges

Choose 3 content pillars to post about consistently



WHAT PLATFORM IS RIGHT FOR YOU?

If you are B2B



If you are B2C



Instagram



YouTube

LEVEL UP YOUR CONTENT GAME WITH CHATGPT & CANVA



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ChatGPT: The Brain Behind the Content

Instant Content Ideas

- Get blog topics, captions, video scripts, and email drafts in seconds. No more writer's block!
- Time-Saver for Writing
- Quickly generate outlines, headlines, and full pieces of content so you can focus on strategy and design.
- Customizable & Conversational
- Tailor tone and style to match your brand voice or audience needs with just a few tweaks.

Canva: The Beauty Behind the Brand

Drag-and-Drop Simplicity

- No design skills? No problem. Canva's templates make it easy to create polished graphics fast.
- On-Brand, Every Time
- Store your brand colors, logos, and fonts for consistent and professional visuals.
- Multi-Format Magic
- Design for IG posts, stories, flyers, presentations, YouTube thumbnails—all in one place



CREATING CONTENT WITH AI & DESIGN TOOLS



Live Demo:

- ChatGPT to generate a week's worth of content ideas.
- Canva: Create a quick social media post in Canva with branding elements.

Pretty Wicked Candle Company

Bonus Tip: you can also use ETSY to download pre made templets for social media posts



GPT PROMPT

Using this and, create 8 engaging social media posts that:

1. Showcase our brand's mission & values (WHY)
2. Highlight the unique qualities of our products/services (HOW)
3. Feature product promotions & lifestyle content (WHAT)

Each post should include:

- A compelling caption that encourages engagement
- Relevant hashtags
- A creative idea for the visual (photo, video, carousel, etc.)

Format the content into three columns:

- 1 Post Idea
- 2 Caption
- 3 Hashtags

Make the content fun, engaging, and tailored to our target audience!

GROUP EXERCISE...

PAIR & SHARE:

✓ Hands-On Activity:

Attendees create one social media post and one caption for their business. (Use Chat GPT and Canva)



Pair & Share: Attendees give feedback on each other's content.

Reel, or Post

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Email to: info@studio-951.com or text to 614 309 8707



KEY TAKEAWAYS



- ✓ Commit to posting at least 3x a week using the content plan they created.
- ✓ Use the free downloadable Guides in the Studio 951 Launch Lab for resources for content creation and branding. (30 day Content Calendar Template, Monthly Social Media Content Calendar, 20+ ChatGPT Prompts to Boost Your Social Media Game)
- ✓ Networking and connect with each other

DID SOMEONE SAY FREE DOWNLOADS!



THE LAUNCH LAB

FREE 1:1
CONSULTATION -
BOOK SOME TIME



Thank you for your time



 www.studio-951.com

 Info@studio-951.com

 614-302-3138

