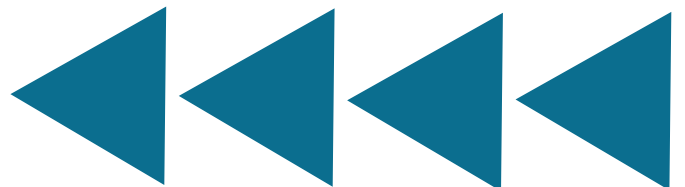


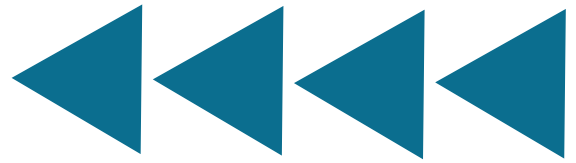
CONTENT

SMALL - C

**EDUCATE AND
TRANSFORM YOUR
SUPERNICHE THROUGH
GENEROSITY**



INTRO



CONGRATULATIONS!

Wow, you've dialled in your Superniche, you've thought about (or even implemented!) some steps for Group Connection Dynamics, and now you are ready to crush some CONTENT.

Well done. Your gang of Superniche clients is forming and you can start to contribute to them, building even more trust, and more attention for your Passion Business.

This is huge, because great content is the path of generosity, the path towards transformation.

While most people are in business looking to "take," the path of generosity is *the* single most powerful tool you can have.

And, while most people are rushing this "content" business, here we are going to understand the tools to really create great pieces of content that help educate and transform your Superniche, either while you are working with them, or at another time!

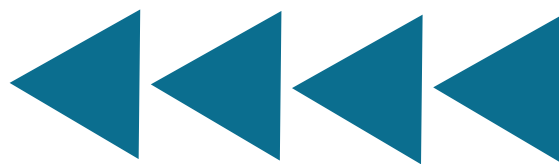
So here's the thing. I still use the word "content," but it's gotten such a bad reputation from so many people trying to shortcut it, that I now refer to it as "Content Small c." Content BIG C, is the stuff you see everywhere... Listicles, short, fast, shallow content just for the sake of it.

After you've gone through the Content Small c framework, you'll be ready to deliver the goods for your Superniche.

Let's get started!

STEP 01

It has a small "c"



The content is with a small "c".
Not a big "C."

Big C content is what we see a lot of: listicles, click-bait headlines, the stuff that is done quickly, with shortcuts, or worse yet, is *outsourced* to a third party.

See the thing is, your content is your way to *contribute* to your Superniche. This could be musically, written word, videos, a meetup event, or your voice.

But it's *your* voice. It's your opportunity to create both attention and trust with your Superniche.

If you are in a bigger organisation, it's *essential* that whoever is creating the content is thoroughly onboard with the values of the organisation and is up to speed with the entire brand image.

Your content is *your voice*. And the cool thing is, the more you create, the clearer that will become!

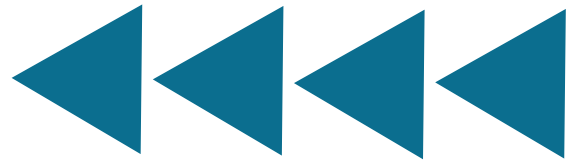
Through this, you get the opportunity to connect with your audience and both educate and transform them, even when they aren't working directly with you.

Content small "c" is content that your Superniche *wants* to receive.

The other stuff, the big "C" content is just filler, or worse yet, spam.

STEP 02

It shouldn't be big "C"



Yes, we just covered this.

One more thing.

If it's big, bold, attractive headlines, it's probably content big "C."

"Top 5 Strategies for Instagram"

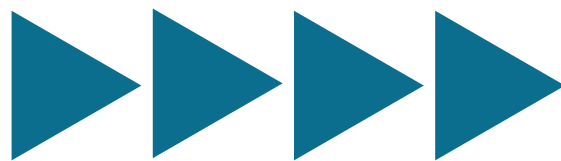
"How to Lose Weight Over Christmas"

"10 Tools to Hack Growth"

Are almost without a doubt content big "C" pieces. You aren't going to be able to compete here - it's not specific enough to your Superniche.

We are looking for personal insights, stories, experiences and observations that are specific to your Superniche, written by you.

They are your gifts to us, the things we want to read and know!



STEP 03

"C" is for Contribution

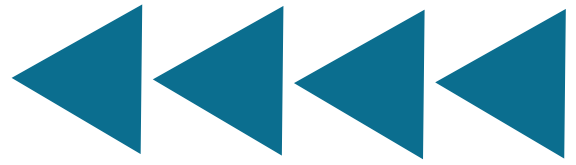
There is emotional energy that goes into content with a small "c."

You are contributing an idea, thought or observation that you made. Contribution means giving, with no expectation of a return.

It is a contribution towards the transformation that your people are after.

STEP 04

You've Already Done This



To create content small "c" is to "create."
You've done this before.

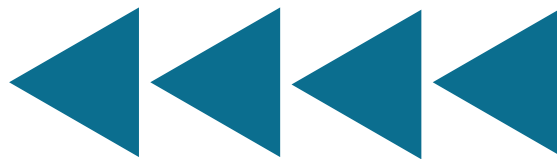
In school, when you wrote a paper,
when you did a drawing in art class or made a sculpture, you were
creating.

The problem was, we "created" infrequently and shared very infrequently.
Not many kids loved getting up at the front of the class and sharing their
work!

Here we are training ourselves to be able to do this. Yes, it can (and likely
will) be scary to start. Don't worry, we start small.

STEP 05

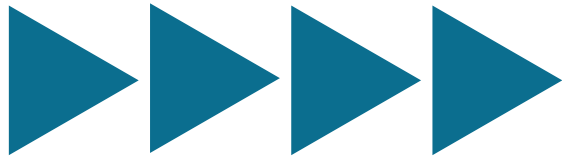
Keep Showing Up



Keep showing up, keep giving, this takes time.
Humans are creatures of habit.

if you don't stick to your schedule, are sporadic or haphazard, of course
this is noticed. If you miss a few months, then it's likely you really were
looking for a trade, and when it didn't come back around, you prioritised
something else.

Be consistent.



STEP 06

It's for your tribe.

This is controversial for some, but keep it mostly for your tribe. Remember your Superniche.

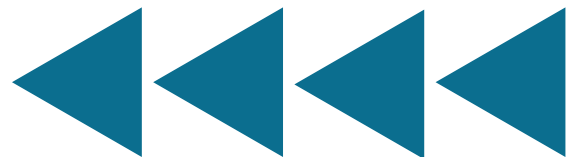
If your Passion Business Superniche is left-handed baseball players that like to do backflips and enjoy trips to Tasmania and a gin and tonic on Friday, then you create for those people.

This is where the Superniche work is so important. *Your are generously creating content for your Superniche* and the transformation you want them to make.

While you can, you don't need to create for others, trying to convince them to be that person.

STEP 07

Not in business? It's OK...



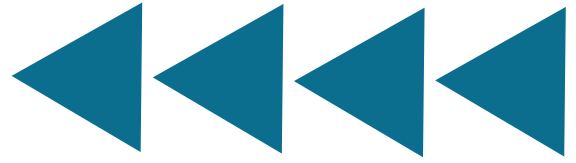
Creation of content small "c" is a tool for personal growth, as well as business growth.

No matter where you are on your journey, this is worth the effort.

Creating the time to realise and present your own thoughts, observations or ideas to the world on a consistent basis can do amazing things.

Simply the act of showing up can have a great impact on our ability to move through fear, share ideas, present and engage with others

LET'S CREATE



OK, here we go.

The first step is understanding that this can be a shift in how we are acting.

To create content small "c" for your Superniche, means you are going to have to be clear on what it is you want to say, your ideas, your "stance."

A great way to start is through listening to your Superniche.

When you are in conversation, simply notice what is coming up, the comments, the questions.

These conversations are perfect starting points.

The next step is to pick your platform. How do you want to deliver your gifts?

Another question is how does your *Superniche* like to interact the most?

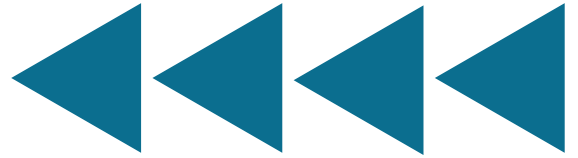
Here are a few options:

1. Blog with email subscribers*
2. Podcast*
3. Social media platform
4. Offline events/speaking or gatherings*
5. Newsletter

To begin with, just pick one

*These are preferred over social platforms, as you "own" the list and have direct access to your subscribers. With social platforms, you are subjected to every change in algorithm.

ACTION

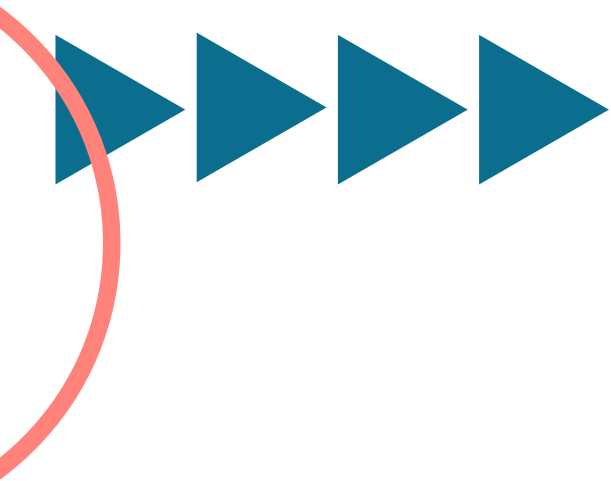


OK, let's dial in this platform choice and commit to it.

My Superniche uses the following platforms to view or read content:

I know how, enjoy, or can find out how to use the following platforms:

So, I am going to start off with this platform for now:



FREQUENCY AND LAYERING

Once you have your platform chosen, now decide on your frequency. There are a couple of considerations:

1. How often can *you commit* to sharing?
2. How often does your Superniche want to hear from you?
3. Will you be able to sustain this in the long run?

Personally, I think starting with smaller peices of content, with a higher frequency is a great way to begin. This teaches you to produce quickly, to notice things throughout the day and to *stay consistent*.

Here we need to remember what is *actually* happening.

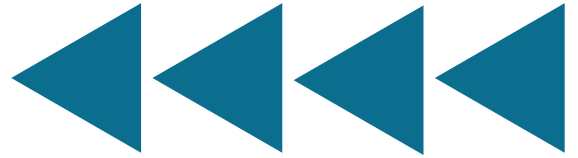
Yes, we are creating content for our Superniche, but the reason why this is difficult is because we are overcoming fear, or as Steven Pressfield calls it, "The Resistance," every time we create something.

It's going to be *very* tempting to stop.

This is why we start small, and "train" the habit first.

For example, if this first "layer" is a fortnightly podcast, *continue* with this layer until it feels easy. *ONLY THEN* can you try to increase the frequency, or add a new layer.

ACTION



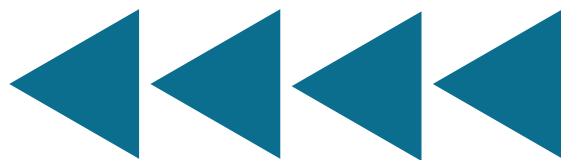
Let's set the *frequency* for your first layer of content for your Superniche.

On my chosen platform of:

I will create generous content for my Superniche every: (day/week etc)

My starting date is: (underline this!)

PROJECTS



So you've decided on your first "layer," maybe you've started an email list that sends a weekly blog to your Superniche.

You use this to educate and transform your audience, sharing insights, stories and more that are related to their journey.

Congratulations! You are building attention, and trust - two very valuable attributes for your Passion Business!

Well, why not scale it up?

What happens if you do something a little bigger? Say... like a "project?"

The "Project" concept comes from the Access Potential Academy, as it is our key way of learning and growth.

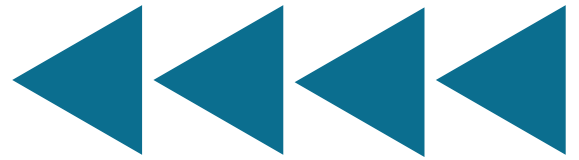
Heck, this document you are reading right now is a "Project."

Projects are our way to create something for our Superniche *and* also our key way to learn and grow as a human. Even more, they are a great way to build further trust and attention with your target audience, or Superniche.

Here are some examples:

1. A huge meetup event that's free, getting local sponsors on board
2. A digital asset - an eBook to help educate and transform your Superniche
3. A video series to surprise and delight your subscribers

This business is built around your Passion, after all, why not go all in!



ACTIONS

Let's set up your Content Small "c" framework.

This is simply a table outlining your *audience*, the *platform*, the *frequency* and the *intention* of the content you are going to create.

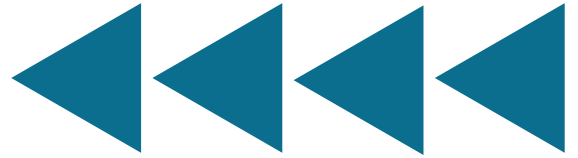
There is an example first that's been fully fleshed out, then a blank table for you to fill out.

Remember! Just start with one layer - choose one type of content until it feels easy for you (at least 30 days).

Example:

Frequency	Type (example)	Nature	Location
Daily	Blog posts	Short insights around your themes, average of 10-20minutes to create.	Website and email. Also occasionally on social platforms.
Weekly	Video (And podcast stripped off and redistributed)	15 minute deep dive	Website, email (link to site) and native on social platforms
Monthly	Long form video interview	Links with other industry experts - 50mins.	Hosted on site, audio is stripped and linked to a podcast special.
Quarterly	eBook download	Helpful resource (downloadable). Easily shareable.	Website. Link to this on social.

ACTION



OK, now it's your turn:

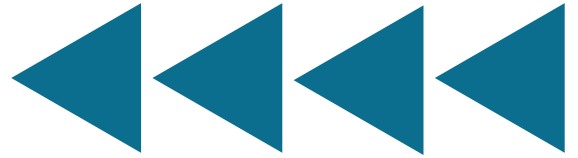
Frequency	Type	Nature	Location

Now, let's double check this relative to your Superniche...

What are 3 problems, belief systems, questions or ideas that your Superniche has, that your content will help, or resonate with:

<p>1.</p> <p>2.</p> <p>3.</p>

ACTION

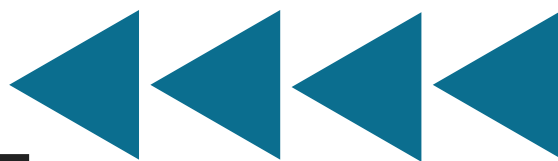


Finally, finish this sentence:

"I will create and generously share my first piece of Superniche content on the date below..."

There's a whole page here for you to write this REALLY big, and underline it.

A NOTE ON COMMITMENT



OK, so "commitment" is a really important concept.

Just like when you jump off of high-dive at the swimming pool, with content, you *really* want to commit (have you seen someone go off a high-dive and not commit..?)

If you generously create, then quietly release the content, it's very difficult for it to spread - people may not have even heard about it!

To be *committed* is to do everything you can to distribute the work.

Send it to friends.

Ask them to send it to others...

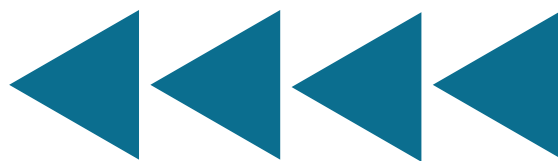
Post it on different platforms not just once, but a few times over the week(s).

Look to feature your content *wherever* you can that has reach to your Superniche.

When you find yourself creating, but not committing, notice what's happening here and see if you can even find someone else to help you get it out there powerfully.

Remember, it's like the high-dive. Take the jump!

THE END (START)



Great job! Everything changes once you have a profitable and sustainable Passion Business.

You are **connecting** with the people you love to serve, you can grow financially and also *grow as a human* through the perfect platform.

Through *listening, observing and acknowledging* your **Superniche**, you are developing empathy on an ongoing basis.

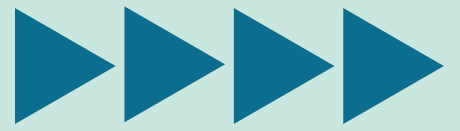
Through the Content Small "c" strategy, you are literally *training* yourself to move through the fear of "putting yourself out there," *while* you are contributing to the culture, and building both trust, *and* attention for your Passion Business.

You can see the value in *Projects*, and maybe you even have one or two in mind.

You've stumbled accross the ultimate in opportunity - your passion, the ability to grow and contribute, *all in one*.

Now that you can *feel* the possibility here, go create your first peice of Content Small "c," send it out to your Superniche and make sure to tag me in it or send it to me as well!

Send it to john@johntmarsh.com



GO!

JOHN MARSH

GRAB MY DAILY BLOG:

WWW.JOHNTMARSH.COM

