



# CATALYST CONTENT

 Create a World-Class Piece of Content in  
Less Than 10 Minutes



JANE ANDERSON

# 2

## The Top 10 Barriers To Creating Content

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**Many years ago**, I divorced and started life over again. I had five years on my own to build my business and focus on what I needed for a while.

Once I was back to a level of independence, I decided to start dating again. It was hard, as so much had changed. How people met had changed, how they communicated had changed, I was older, and, suddenly, I felt a bit washed up. Admittedly, I was only 39, but I don't think I've met anyone who hasn't been daunted by the experience of putting themselves out there again.

I think it's the same for the clients I work with. As we start unpacking their expertise and knowledge, it can be quite daunting. An element of vulnerability goes with sharing what you think, sending it out to the public in a newsletter or online. It looks easy until it comes time to do it. We hit a wall of self-doubt, avoidance and fear. We worry we won't be good enough or that we don't have the time – endless excuses and fears that hold us back from being fully self-expressed.

*Creating* content is a vulnerable process and, yes, I was in the same boat when I started. I questioned who would listen to me, if I was relevant and what I could possibly share that hadn't been shared before. But once you know how to overcome these barriers to creating content, it's like turning on a tap – the ideas start pouring out, and a weight lifts off your shoulders.

Having helped people create content for the past eight years, and writing my own blog for the previous 10, I have found people commonly face the following challenges:

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1

## I don't have time



**There's no doubt** about it, we're all trying to do more with less. We're overwhelmed by the sea of noise, the barrage of emails and social media updates, not to mention the demands of everyday life. Trying to get to the gym, go to meetings, look after family, have a life outside of work... all these things add up and we can't seem to find the space and time to create.

**So, how do we find the time to create?** The first thing to do is ask yourself whether you can see the connection between creating content and what you're trying to achieve. If you have a business and you know you need to create content to get more clients, but you're not creating, then do you really want to run a business? Or do you want an expensive hobby?

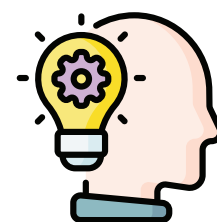
Equally, if you're a leader and don't have time to write content, what is your purpose? The role of the leader is to drive change. How can you drive change without communicating? How can you make time to reach out to people and connect with them if you don't see the value of creating content?

*The second part* to this is that you may not have found the cadence and rhythm of unpacking your ideas. This comes from deciding what your days, weeks, months and years will look like so you can create content. For example, I have several female business owners who are also mums come to my Content Creation Bootcamps to get away from their daily distractions and get focused. We create 12 months' worth of content in two days. Other people catch their ideas on the run, capturing and creating content in moments. Others create content in batches – for example, once a month or week. Others do it first thing in the morning.

It's up to you to be conscious and pay attention to how you work. Don't try to be perfect, but identify what allows you to make progress. It's time to buy yourself some "bum glue", remove all distractions and get focussed. As the adage says, "Time is money," and every opportunity you miss to share your ideas means fewer clients, less influence and less change.

## 2

## My ideas aren't good enough



**Everyone** faces the challenge of feeling like an imposter – even the most seasoned experts and content creators. The benefit is that everybody else is afraid of the same thing. You have a massive advantage if you face this challenge head-on and take action. Because if you don't, the consequence is inertia, which means nothing changes. You continue to feel like your ideas aren't good enough, that your accomplishments come from luck and that you're a fraud, and you don't create content.

**One of my clients**, Jess, went through the same experience. Jess was a young mum who felt like she could help people, but she wasn't unpacking her ideas. She didn't think they were good enough; she felt like an imposter. But once Jess unpacked her ideas and started

sharing, she got swamped. In fact, she became so busy, she had to force her prices up. She even won a “mumpreneur” award!

Author Maya Angelou once said,

*“I’ve written 11 books, but each time, I think, uh-oh, they’re going to find me out now. I’ve run a game on everyone and they’re going to find me out.”*

**How do you overcome this fear?** You need to do the work. Start unpacking your ideas and get your knowledge out of your head and onto paper. The more you create, the more you build your confidence.

3

## I have nothing to add. Everything has been said.



**The difference** here is you. You have a different world view, different experiences and different knowledge. The context you operate in is completely different to everyone else’s, and this adds substance and insight to what you say.

When you think this way, you’re also only considering those who are searching for information, which is just 25% of the market. It’s like handbag designer Kate Spade saying, “Well, there are already all these handbags out in the world, what value could I bring?” Tell me, what woman wouldn’t want a new handbag just because she already has one!

What’s more, if you look at the amount of content people are creating on LinkedIn, it’s quite small. Only about 1% of people are creating content, and the research tells us we’re consuming more than we are producing, especially in Australia. The market hasn’t been able to keep up.

**Don't become** someone who isn't meeting the demand for content. Focus on what you need to do. Stop looking at everybody else and focus on your clients, your tribe and being their leader.

4

## Can't I get somebody else to do it or outsource it?



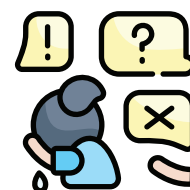
**Yes, you could.** However, your content wouldn't be you. People would see through it.

*It's important* your ideas originate from you, at least. You can get help to unpack the rest of it and do some research, but you need the ideas to come from you. Otherwise, your content can seem a little like Weekend at Bernie's – it's got the sunglasses on, trying to pretend it's you. After a while, people will work it out.

If you need to outsource content, at least be interviewed by the person writing your content. You can go online and purchase content cheaply, but it becomes inauthentic, and you will commoditise yourself. Bought content and articles are super vanilla and boring. People want your insights and ideas, and these are what set you apart.

5

## What if I get trolled?



**The word “troll”,** which comes from a fishing term, is internet slang for somebody who starts arguments, upsets or harasses people by posting off-topic or extraneous messages. They're like a school bully – they might be picking on you, but what they want is attention.

**Huffington Post** recently shared some research that said of 1,125 adults, 28% admitted to malicious online activity directed at somebody they didn't know. My experience has been that it's much less than this. Perhaps these results were due to a high volume of bullies in a particular group?

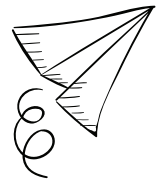
I do love this quote from stand-up comedian Dane Cook.

“Trolls look for reasons to hate but really what they are mad at is the fact they are not included in anything ever.”

**Most of the time**, it's generally best to ignore the trolls or not care. It says more about them than it does about you.

## 6

## Fear of being boring



**The reality** is, most people share this fear. No one wants to be boring. The key is to stay visible and know how to add value to your audience.

Saying you don't want to be boring, so you just won't share content, is a bit like saying, “I don't want to go to the supermarket, so I just won't eat.”

The best thing about regularly sharing content is that it becomes part of your every day. It also validates other people. By seeing and hearing from you frequently, by being part of your every day, your audience gets to see the real you – not just the best bits. This enables them to relate to you more, and they start to connect with you at a human level.

A great way to **overcome the fear** of being boring is to get started. Share your everyday-type situations – but also make sure you share your insights. And if you fill out your content form in the upcoming

chapters, then you will create something that's definitely not boring.

*Justin Timberlake* once said,  
“The most boring thing in the world? **Silence.**”

So, the more frequently you can create, the less boring you will be! And remember, people connect with real, not perfect. Engage with your audience by asking questions, creating videos, using memes or creating a podcast with your content. There are so many different ways to engage people. The only way you'll bore people is by saying nothing – or sharing cat videos or photos of your food every day!

## 7

## I don't know how to use technology



Great. You're not the only one. Technology changes every day on some platforms. As soon as I wrote my book, *Connect*, about LinkedIn, it was out of date. The goal is to stay in your genius – you're not a technology expert.

Working with some technology can make you feel like you're in a foreign country. It's like a completely new language, and you have to re-learn it all the time.

**George Couros**, author of *The Innovator's Mindset*, said,  
“Technology will not replace great teachers, but technology in the hands of great teachers can be transformational.”

Using technology as a leader to inspire and communicate with people, to lead them through change, is truly transformational. Don't let this overwhelm you. Keep it simple. You may even need to ask for help from administrative staff or others in your organisation, or a virtual assistant if you're running your own business.



## 8

## I don't know what to create.



One of the challenges we face is that we don't know what to create. The reality is, you have great ideas all the time. You know how to solve your clients' problems; your solutions are perfect. You just need to capture these ideas and solutions.

I remember when I felt like I didn't have anything to share and didn't know what to create. But then I followed the process of writing my ideas down. Over time, it became a habit, the ideas flowed more freely and creating content became much easier for me to do. Now, I've written seven books. If you had asked me five years ago if that was possible, I would have laughed!

**One of my clients, Naomi,** also didn't know where to start or what to create. So, we simply got started. After she wrote her first blog, she got a roadshow for speaking at five events around the country. As you can see, action really does precede clarity!

## 9

## What if I say the wrong thing and upset someone?

*How often* do we say things or do things in the normal course of our week that other people may not like or agree with? Content creation is about showing up and taking the lead on a topic. And we know that leadership often means doing things that feel uncomfortable.

I love this quote from Martin Luther King, Jr, "A genuine leader is not a searcher for consensus but a molder of consensus."

*What if* people disagree? That's great news. If we all had the same thing to say in life, it would be boring.

The reality is, you don't get anyone to agree with you if you stay silent. It doesn't mean you have to be disagreeable. By sharing your ideas, you help your audience to gain a greater sense of self. Whether they agree or disagree, they get more insights into themselves.

**Aristotle** once said,  
*"It's the mark of an educated mind to be able to entertain a thought without accepting it."*

I often think of the book *Above the Line* by Michael Henderson, culture expert for the New Zealand All Blacks.

He said, *"If you want to go to a greater sense of who you are, have lunch with somebody you don't like."*

It's the same thing for your audience. Giving people a greater sense of themselves is one of the greatest gifts you can give. It means there is a higher purpose to your content, and you're giving your audience more insights.

If more you can get clear on who you are and who you're not, the better you'll become as a leader. You'll cut through.

**Russell Brunson**, in his book, *Expert Secrets*, talks about polarising experts. He says, *"Those who are at the extremes of polarisation will actually have higher levels of people who don't like them or don't agree with them, but those who are in the middle actually are the ones who are least able to connect with people."*

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**Push the edges** a little if you can. If people disagree with you, try not to take it personally and always thank them for their opinion.

## It needs to be perfect.

One of the most common things that holds people back is the idea that content needs to be perfect. People compare their initial drawing, note or scribbled thought to a published book or blog, and believe that what they've created should be of the same standard.

**There is no** such thing as perfect. And there is no such thing as immediately creating something perfect.

This was a big lesson for me as I started creating my content. When we look at a published author, we can trick ourselves into thinking this incredible genius must have sat down and immediately created a masterpiece, with no need to edit, spellcheck or proofread. It simply popped into their head and onto paper in perfect form.

Many of the clients I speak to don't realise that an author's ideas were initially scrawls or scribbles on a piece of paper, just like theirs. The writer then went through the process of unpacking their mess of thoughts. They researched, wrote drafts, had their work copy-edited, proofread and typeset. There is a process from capturing an idea to distributing it – the content doesn't just magically appear. Who would have thought!?

As *Margaret Atwood*, author of *The Handmaid's Tale*, said, "If I waited for perfection, I would never write a word."

# Questions for you to answer

1. Which of the above barriers holds you back from unpacking and sharing your ideas? Is it one or more, or all of them?

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2. Why does this or these hold you back?

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3. What is the impact of this holding you back? Money? Revenue? Cashflow? Time? Influence?

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4. What advice would you give someone else struggling to overcome this barrier?

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5. Is the belief you have around this barrier actually true? What would be a more helpful belief to adopt?

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6. Based on what you've learned in this chapter, what will you do to overcome that which holds you back?

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7. How will you implement this?

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8. Who can you ask for advice on overcoming this block?

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9. How will you celebrate?

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10. What strategies will you implement to make this sustainable for you?

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## *What is* **CATALYST** **CONTENT**

*“We don’t need more content. We need better content.”*

**Ann Handley**

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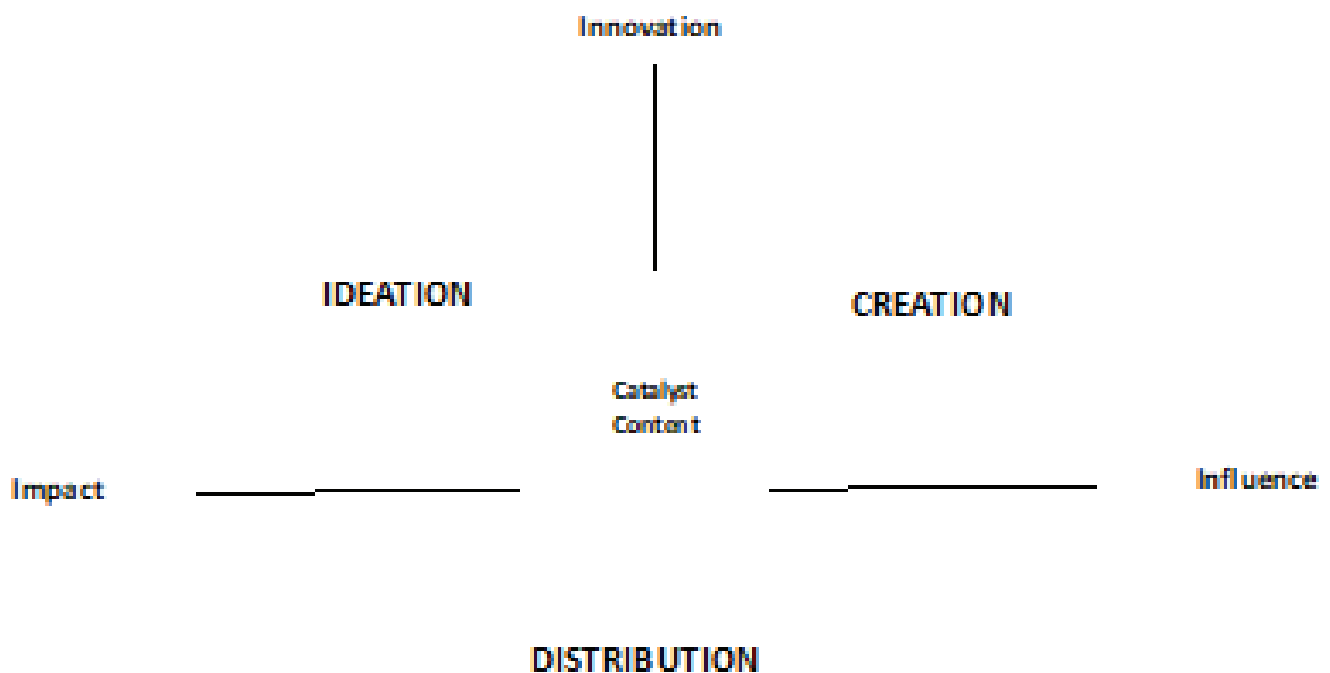
**Catalyst content** is not just noise. It’s content that builds brands, engages customers and leads and drives change.

There are three key areas that will help you to create enough content for your social media platforms, newsletters, internet platforms and more. The three key areas are *ideation*, *creation* and *distribution*.

# Ideation

*Ideation* is the process of coming up with ideas for your content. Some of the key questions to answer are:

1. What are the ideas that you want to share?
2. Which ones are commercially smart and link to your business goals?
3. How do you capture those ideas?
4. What tools are you using to store and catalogue those ideas so that you can use and repurpose them?
5. What do you do to improve your ideas? How do you curate and aggregate the ideas of others to extend your own thinking and the thinking that is out in the world?





# Creation

*Creation* is about how you create the content for your ideas. It's not enough to simply write one line, send it out to your audience and expect them to take action. Before you send content out to your audience you need to really think about what you're trying to say. And you need to find enough ways to say it so people understand.

A fully formed piece of content should include many different angles and methods to get your message across to your audience.

***This includes aspects such as:***

- Storytelling;
- Research;
- Having an opinion;
- Quoting others;
- Recommended steps for taking action;
- Metaphors; and
- Models.

**You need** to show a depth of thinking, consider how your audience learns and understand their specific challenges and problems for your idea to have enough dimensions to it. Then you can influence them to change their behaviour or take action.

# Distribution

*Distribution* is how a piece of content is moved out of your head and into the world. This is where people often get a little stuck. They don't always know how to leverage an idea to its potential and optimise the reach that it can have.

Years ago a website was the only platform for your content. You'd post it and just hope that people would find it. But today, one piece of content can be leveraged across multiple platforms using a variety of media. In fact, there are around 40 different ways and platforms content can be leveraged. This includes:

- Website
- Newsletter
- Podcast
- A chapter in a book
- LinkedIn update
- LinkedIn article
- Facebook Live
- Instagram Stories
- Instagram TV (IGTV)

***And this is just the start!***

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Whether it's used in podcasts, presentations, videos, written posts or infographics, it's essential you keep track of the content that is distributed. So having good systems in place to manage your content is key.



# Catalyst

## *Content*

At the intersection of ideation and creation is **innovation**. It's the place where we're constantly driving forward. Where we're consistently improving and finding ways to advance our thinking. We're no longer at the peril of disruption. Instead, we become the disruptor.

At the intersection of creation and distribution is **influence**. It's here that we start to get our ideas in front of people and people start to do what we want them to do. Whether it's buy more products, sign up for our webcast or come our next event. If we want them to be more vulnerable, or authoritative or mindful of how they do something at work or how they get through change, this is where we start. We're changing the narrative and, in the process, changing what people think.

At the intersection of ideation and distribution is **impact**. It is here where our ideas and the ways that they're distributed start to get the results that we're looking for. If we're trying to get change, if we're trying to get revenue, if we're trying to get leads – whatever the outcome is what you're trying to achieve this is where the actual results start to happen.

You don't want to be creating content for content's sake. It needs to be content that is created and that actually get results. And if you can get the results, then you're far more likely to continue to do it. You're also far more likely to value your ideas and the impact that they can have.

# How to Leverage One Piece of Content 99 Ways

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**M**y grandfather was a pastry chef. He passed away when I was 16, but one of my most abiding and treasured childhood memories is going with him to the bakehouse in the very early morning. Lamingtons, an Australian specialty, were one of his specialties – in fact, his lamingtons were out of this world.

Making the days' worth of lamingtons was an intensive process. He started with massive slabs of vanilla sponge cake, that were cut up into squares with a large cutting form. Each tray of cubed sponge was then dipped in thick, luscious chocolate before being covered in flaky coconut.

Each baking day my grandfather made something like 1,000 lamingtons in a single go. As a child I was always impressed by the sheer volume of deliciousness he created every day. But now I understand that this was the best way to get the highest return on your investment.

If my grandfather had prepped and cooked each lamington individually, it would have been a far more labour- and time-intensive undertaking. And, it likely wouldn't have been worth the effort.

*Creating content* is much the same. When you create a single piece of content, and use it for a single blog, or one Facebook post, you are wasting time and energy. A much better approach is to take one piece of content and leverage it into many, many more. In fact, you can take one piece of content and leverage it into 99 separate pieces of converting content.

## Why you should leverage your content

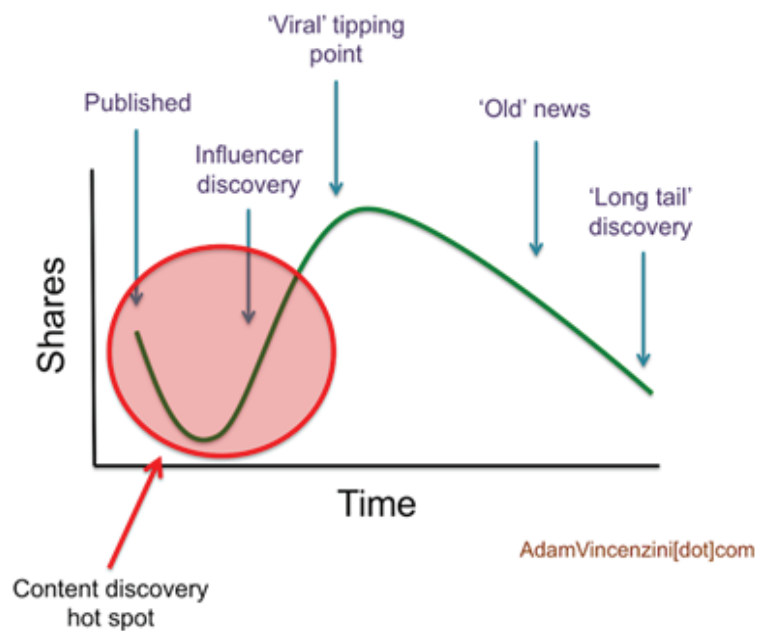
**Leveraging content** is not about using the same thing over and over in a boring repetition. It is also not about creating more digital noise. There are three important reasons to leverage your content.

### ***1. It maximises your resources.***

When you leverage your content you are maximising your resources. This one piece of content stretches your time and your money to give you maximum impact for the least amount of input.

Business owners are busy, and we simply don't always have the time or even mental energy to be composing content every single day. Leveraging gives you an opportunity to create valuable content with less effort.

## 2. Content has a short lifespan.



As you can see from the model above, content has a short lifespan. And different platforms have different useful lives.

IT company, Mamsys<sup>1</sup>, conducted research about the lifespan of content. They found that a blog post lasts for two years, a Pinterest post for four months, YouTube videos for 20 days, LinkedIn posts for 24 hours, Instagram posts for 21 hours, a Facebook post has about five hours of visibility and a tweet on Twitter has a lifespan of roughly 18 minutes.

Creating content is a way to keep your audience engaged with your brand. But you have to keep creating it. Regardless of the platform, it doesn't last forever.

<sup>1</sup> Lifespan of Content Model. Mamsys, [Date]. <https://www.mamsys.com>

### 3. *It's how you reach your community*

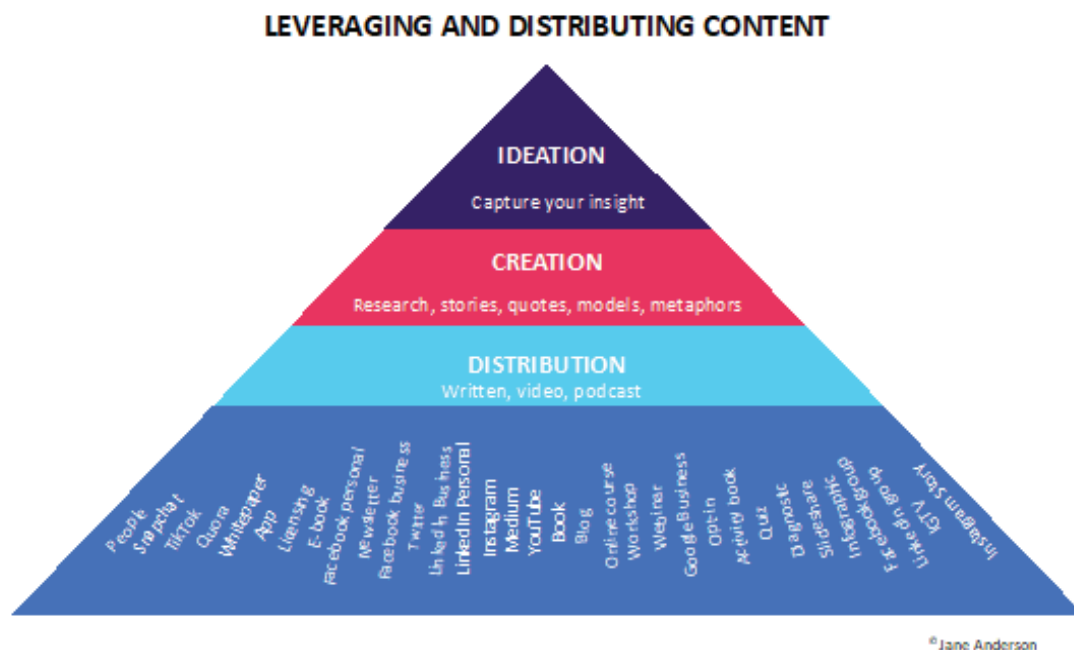
When you leverage your content you're effectively meeting people where they are and distributing your content in the learning styles they like. For example, some people prefer Facebook to LinkedIn, and some will prefer Twitter to IGTV. When you create content on each of these platforms you are meeting people where they are comfortable and where they like to hang out online.

In the same way, some people prefer to get information via the written word. Others prefer to watch videos or listen to podcasts. If you can access each of these different methods then people can 'learn' from you in the way that best suits them.



# Leveraging & Distributing Content

But how do you actually do it?



First you get your great idea (ideation), then you think about your written, audio and visual approaches (creation) and then you'll distribute your content through multiple channels (distribution).

The model above shows 33 different channels of distribution starting with people (or face-to-face interactions) and ending with Instagram stories. Of course, there may be others that are particular to you or your industry – perhaps an industry conference or a masterclass. And there may be some that suit your business and audience better than others.

But the more distribution channels you can access, the better your chance of reaching the right people. And your 33 options become 99 when you take advantage of the written, audio and video streams as well.



# Note about efficiency

At the end of the day, leveraging your content is more about being an efficient manager of your content than it is about being creative. The creative process takes place first but the rest is just plain good business management.

Like my grandfather's lamingtons, content leverage helps you get the highest return on investment from each piece of content. It can move your content marketing from ordinary, to extraordinary.

*'The hours that ordinary people waste, extraordinary people leverage.'*  
– **Robin Sharma**

# What

type of Content Creator are you?



*One* of the issues I've found when helping to create their content is trying to identify the type of content creator they are. Having a level of self-awareness and how you work can have a big impact on the amount of content you create.

I recently worked with Megan, who came to work with me at one of my Content Creation Bootcamps. Before the bootcamp, she said, "I'm really struggling to get my newsletter out. I want to write my book, but I just feel like I've lost my creative mojo. I feel like I don't have any ideas anymore. I've exhausted everything I can think of."

Megan felt so depleted, she was worried she would leave the bootcamp with no new ideas. So, I asked her to identify which type of Content Creator she thought was. This was so we could put together a strategy so that when she came to the bootcamp, she would be 100% ready to create 12 months' worth of content in two days.

*We* all have a natural cadence and flow when it comes to creating content. Knowing your natural style will help you generate more ideas. It will also help you improve productivity, become more prolific in your content creation and make better decisions about how to get your content in front of people so that you can grow your influence, impact and income.

**By creating content,** you put yourself ahead of the game. This is because not enough people are doing it! In fact, only 1% of people on platforms like LinkedIn create content.<sup>2</sup> There are more than 500 million LinkedIn users, yet only three million of them create content.

So, while it may seem like there's a lot more content on LinkedIn these days, there isn't. User content creation has been at this 1% rate since the platform began. Now that we have algorithms to compete with, we must be more strategic and targeted with our content to get the most from it.

In today's world, we deal with cognitive overload. The problem is that most people are struggling just to get work implemented and maintain the status quo. This reduces their creativity and ability to create content.

We're also dealing with a lot more noise. As a result, it's becoming harder for the average person to innovate, come up with ideas and create content to ensure those ideas have influence.

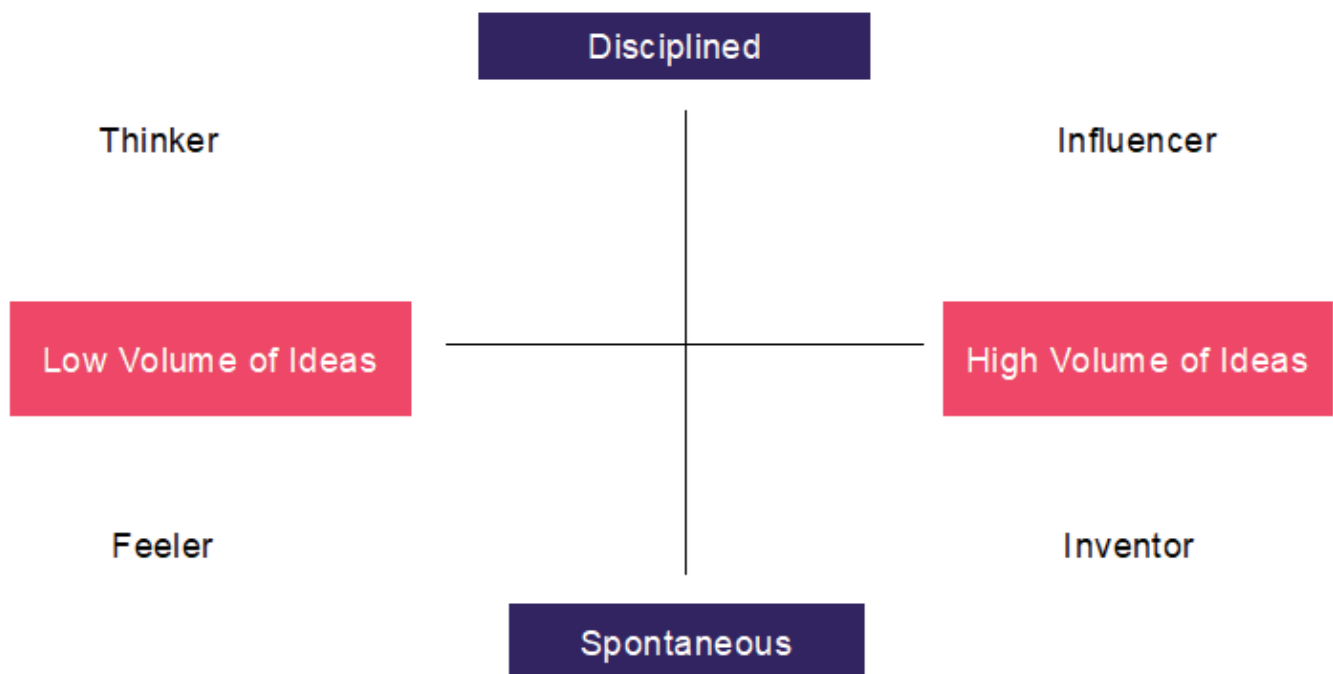
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<sup>2</sup> Osman, M. (2019). "Mind-Blowing LinkedIn Statistics and Facts (2019)." Kinsta. <https://kinsta.com/blog/linkedin-statistics/>

**However,** if you are prepared to put in the effort, be prolific and create content, you give yourself a significant advantage. You will have the greatest influence.


As *Donald Miller*, author of Building A Story Brand, says,  
“The only people who influence culture, after all, are the creators.”

## Content Creator



© Jane Anderson

To be a prolific content creator who has influence and impact, you first need to understand your Content Creator type. Are you an **Influencer**, an **Inventor**, a **Thinker** or a **Feeler**?

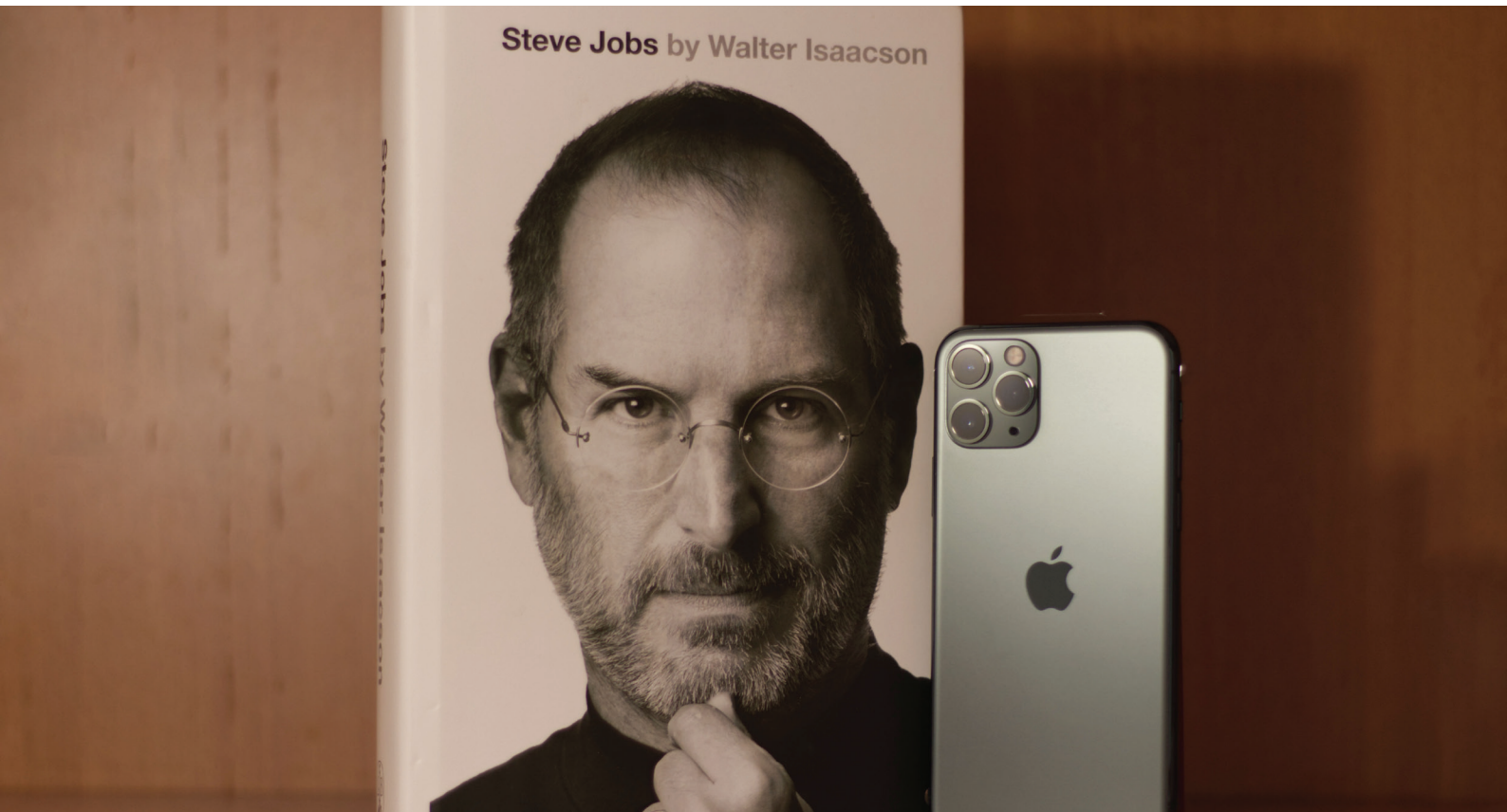


# CONTENT CREATOR

types

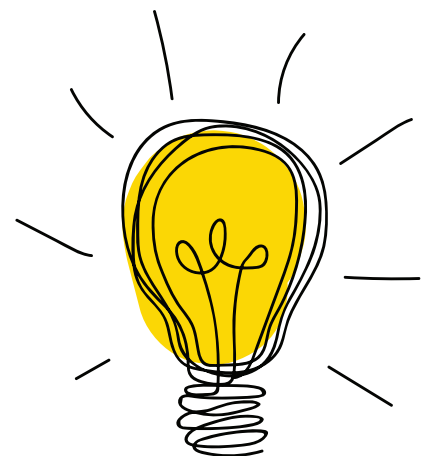
THINK  
OUTSIDE  
THE BOX





## The Influencer - Steve Jobs

**Influencers** have a high volume of ideas. They are able to find a balance between the organisation of these ideas and their creativity. They're like a Steve Jobs. They ensure they capture their ideas, use tools to create less work and block time for execution. They're deliberate, intentional and harnessed in their approach, and are unafraid to fail with their ideas fast and quietly.

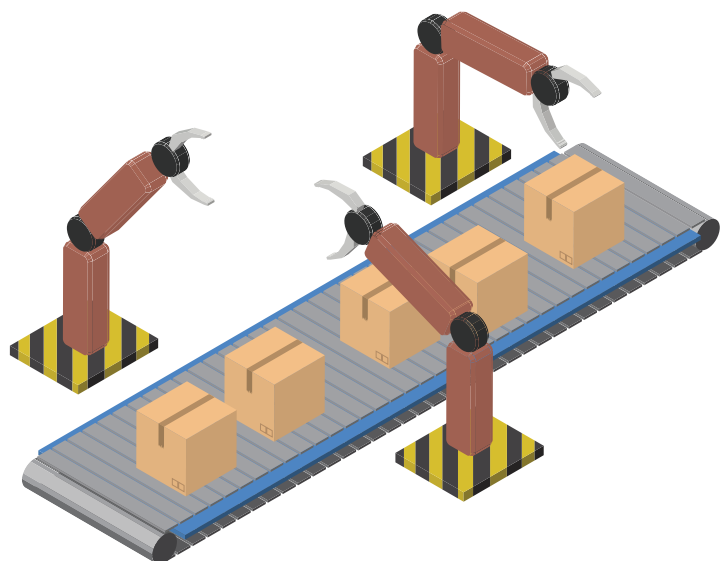


# *Their* advantages

**Influencers** realise that perfectionism is the enemy. They are not concerned about each piece of content being “just right”. They know that creating high volume and being on message allows them to go deep with their communications and become prolific.

**Influencers** treat their content creation process like a conveyor belt. It's a process that continually flows through their practice, with idea generation moving to creation to distribution with ease. They know what parts of this process they can delegate, and what parts they need to do themselves. As a result, they don't suffer from creative blocks. They're present to their ideas, and they prioritise their content creation in a way that works best for them.

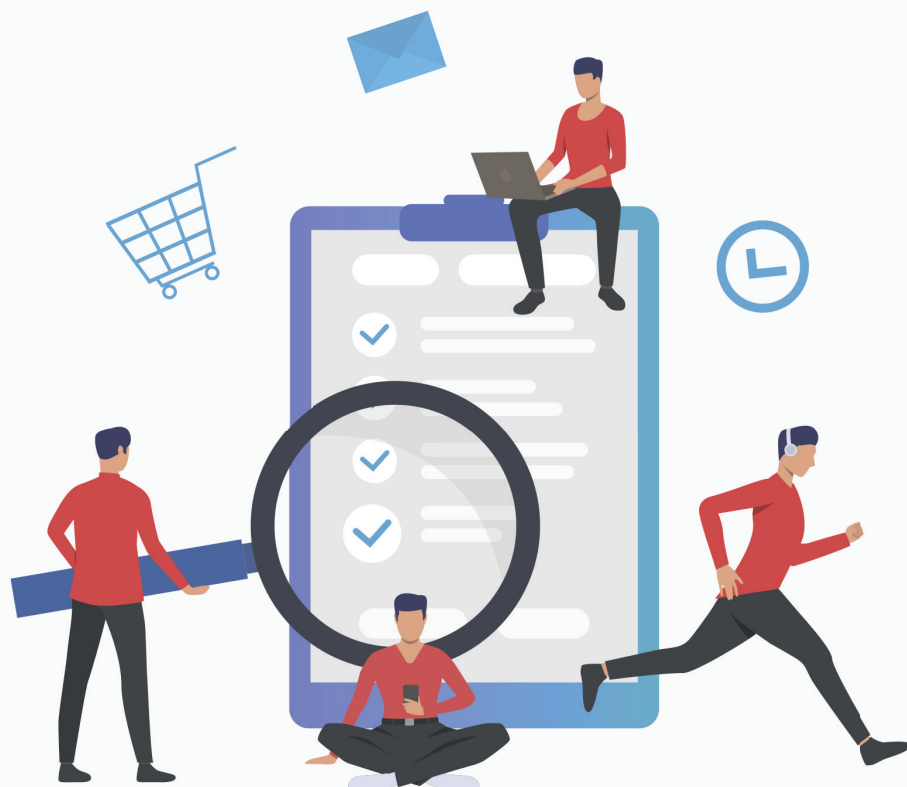
**Influencers** understand they need to create a high volume of content to get to the really good stuff. As Jobs said, “That's what makes great product. It's not process, it's content.”



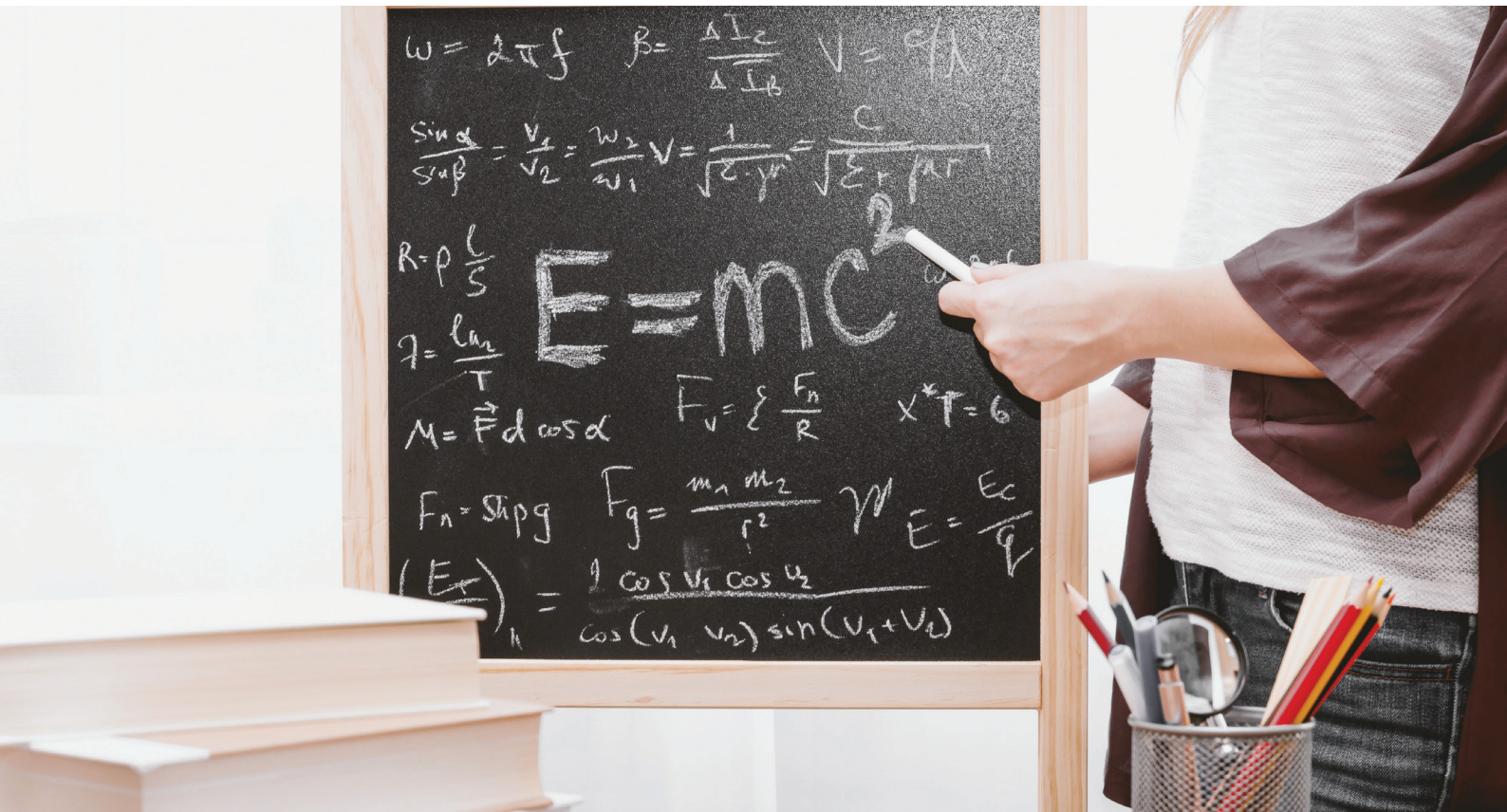
# How : **INFLUENCERS** can optimise your content creation.

The Influencer's advantage is in being **strategic and disciplined**. Their challenge is to open themselves up to new and unexpected experiences to create deeper insight. Rather than simply reading others' content, they're making a creative space to apply their lens to other contexts.

Look for the fun, meet people you wouldn't normally spend time with, read books you wouldn't usually read and go to places you wouldn't usually visit. Try to find different ways to disrupt your mindset and different ways of asking yourself, "What do I think about this?"

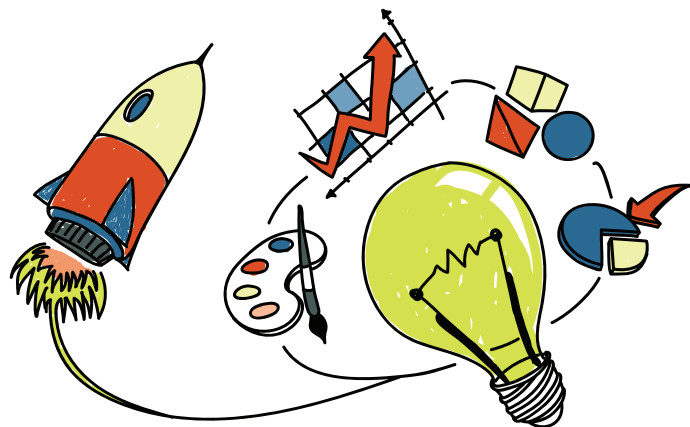






## The Inventor - Albert Einstein

**The Inventor** comes up with ideas all the time. They're fully present to the amount of ideas they create and they value their thoughts, ideas and interpretations.



# *Their* advantages

**Inventors** are prolific in the amount of IP they create. They're like an **Albert Einstein**. Einstein created more than 50 patents. He constantly looked at the world around him and tried to find ways to improve it. For example, he didn't have a five-year plan to create the Einstein refrigerator; he simply noticed that people needed a better way to keep food cold, and so he created the patent.

The difference between today and the early 1900s is the advent of distraction. The Inventor in all of us struggles to be present to and capture ideas because we're constantly distracted. Social media, texts, phone calls, interruptions in open-plan offices – the list goes on. We're switched on 24/7. Einstein could focus far more easily than we can today because he didn't deal with the same distractions.

# How :

# INVENTORS

can optimise your content creation.

The challenge for the **Inventor** is to ensure they maintain focus. Generally, they're naturally creative and disciplined people. But they do need good systems in place so they can capture, create and catalogue their ideas and content. This may mean turning off technology for an hour or even a few days at a time to do deep work on their content. Apps like Memo Mailer are useful for capturing ideas on the run.

As *Einstein said*,  
“Creativity is intelligence having fun.”







## The Th!nker - Hamlet

In **Act 3**, Scene 1, of Shakespeare's Hamlet, the protagonist says, "*To be or not to be, that is the question.*" Hamlet was the classic overthinker, although his challenge was more about obsessing. Obsessing has a circular narrative – it goes around and around. Similarly, thinking does not always follow a linear narrative and can stop people from progressing. Thinkers often say to themselves, "*I just need time to think,*" but they don't make the time.

**These Content Creators** tend to overthink everything and have a perfectionistic approach to unpacking their ideas. They worry too much about what others think, and they're often stuck in the paralysis of analysis, dwelling on a situation for so long that they can no longer act.

# *Their* **advantages**

**Thinkers** are adept at creating a space where they feel safe. This improves their confidence in the short-term and maintains the status quo. Once they identify a process that allows them capture their thoughts, they spend less time in their head and more time sharing their ideas and content.

How :  
**TH!NKER**  
can optimise your content creation.

*Thinkers* need to unlock their ideas with a daily cadence and rhythm that creates new neural pathways for creativity. In the short-term, I recommend making a list of the top 20 things they know about in their area of expertise. Doing this for just one week helps them make the shift from thinking to doing, which results in generating more ideas to gain traction and momentum.



## The Feeler - Homer Simpson

One of TV's most loved characters is **Homer Simpson**. Homer likes to do the least amount of work with the least amount of effort. He is a man of leisure and doesn't do anything he doesn't feel like doing.

One of his famous quotes is,  
*"If something's hard to do, then it's not worth doing."*

# *Their* advantages

*Feelers* tend only to create when they feel like it. Like Thinkers, the advantage is that they remain safe. They don't lose energy and they maintain the status quo while waiting for their moments of genius to arrive.

**Another**, less obvious advantage is that Feelers often have valuable insight into what stops people from taking action in their area of expertise. They're so close to the problem and can articulate the issue in greater detail than almost all other Content Creator types. Being aware of those insights and seeing them as valuable is key to their content creation. Otherwise, the assumption is, *"Isn't that everyone's issue? How is that even helpful?"*



# How : **FEELERS** can optimise your content creation.

*Feelers* need to focus on two areas to unlock their creativity and content creation: cadence and empathy. Quite often, Feelers face challenges around the “*imposter syndrome*”. “*I don’t feel like I have any good ideas,*” is a phrase commonly said by Feelers.

Letting go of perfectionism is also valuable. Feelers can feel hopelessly unoriginal, as though it’s all been said before. They have a fear of looking incompetent and must overcome their need to be liked. They’re often not used to asking for help, and their self-talk is about not being good enough. They are excellent procrastinators and tend to avoid creating content because of how they feel about it at that moment, instead of thinking about the long-term benefits of having influence and leading change.





# WHAT CONTENT CREATOR TYPE ARE YOU?

**By identifying** your Content Creator type, you will be able to channel your ideas, become prolific, make a greater impact and wield more influence as a change agent.

As creativity expert and best-selling author Elizabeth Gilbert says, *“Creativity is a crushing chore and a glorious mystery. The work wants to be made, and it wants to be made through you.”*

What type of Content Creator are you? What strategies do you need to put in place to become more prolific in your content creation?

# Questions for you to answer

1. What are you thinking about creating content on?

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2. How will this help your audience?

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3. How will this content help you grow your business or influence as a leader?

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4. Where are you gaining your ideas from currently?

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5. How are you capturing your ideas currently?

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6. What process are you following to create content currently?

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7. How are you leveraging every piece of content right now?

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8. What holds you back in your ideation, creation and distribution?

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9. Which of the Content Creator types do you resonate most with and why?

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10. Once you've determined the type of Content Creator you are, what strategies will help you create more content?

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# 4

# IDEATION

*“A man’s mind once stretched by a new idea never regains its original dimensions”*

**Oliver Wendel Holmes**

In his bestselling book, *Blink: The Power of Thinking Without Thinking*, US journalist Malcolm Gladwell describes artists who are charged with the job of determining whether a sculpture is a fake. Those considered experts each had more than 10,000 hours’ experience examining genuine art and were able to identify the fake art in the blink of an eye. Gladwell contends that 10,000 hours is *“the magic number of greatness”*.

*In other words,* establishing your thought leadership requires a huge investment in time and practice. It also means having a thorough understanding of your strengths and skills, and the ability to capitalise on them.

**My client Michelle** is a great example of this. Michelle was the property manager for a family that owned 18 buildings in Brisbane. Her job was to train the family's daughter to take over the business. Michelle came to me feeling unfulfilled, believing there was no career progression for her. But she also didn't know what other kind of job to look for. Looking through Michelle's resume, I noticed that most of the roles she'd had previously started in business development or sales, then turned into training roles.

After undertaking the Myers-Briggs Type Indicator® assessment, Michelle discovered she had an ENFJ personality type – Extraverted, Intuitive, Feeling, Judging. ENFJs are natural teachers and leaders who inspire others to better themselves. Michelle had been an educator for most of her life, even though she might not have called herself that. After looking at all her achievements, her story and her expertise, it was clear that Michelle was all about giving people the chance to achieve their potential.

When I pointed this out to her, she became teary. No one had ever said that to her before. She had never been clear on her true strengths, skills or passions. Michelle realised that she had spent so many years doing what she was good at, but not what she loved.

*She* was now free to do what she wanted to do in a different space, using her hard-earned 10,000 hours – her thought leadership – for a higher purpose.

## Know your strengths and your weaknesses

**Thought leadership** is key to becoming an Influencer. It's what you want to be known for. Remember, it's not good enough to simply know something – you want to **be known for knowing something**. So, if you're a little unclear on your thought leadership, you need to work out your strengths.

**How can you do this?** A simple way is to do an assessment of your strengths. We often find it easier to identify our weaknesses. But to move forward and take responsibility for the direction of your life and career as an Influencer, you must be able to identify both your strengths and weaknesses, and then amplify the strengths you possess.

We all have something that sets us apart from others. To start understanding your strengths consider the following:

- What are your advantages?
- What do you do well?
- Why did you decide to enter the field you are in?
- What motivated and influenced you?
- Are they still part of your inherent strengths?
- What need do you expect to fill within your organisation or position?

- What are your most notable achievements?
- What knowledge or expertise will you bring to your business and clients that may not have been available to them before?
- What is your greatest asset?
- What has led to your successes?

*Ultimately,* your personal brand and positioning as an Influencer begins with you. Until you know yourself better, you can't effectively convey who you are to anyone else. By singling out your strengths, passions and expertise, and being honest with yourself about your weaknesses, you will find clarity and focus. It will enable you to share your knowledge and elevate your thought leadership.

Some questions for you to consider as you reflect on your strengths and weaknesses:

- If you woke up tomorrow with an ideal life, what would it look like?
- How do you want to be remembered? What would the speech at your 80th birthday sound like?
- How well positioned are you to ask for what you want in your salary or fees?

Once you are clear on your strengths and the key messages of your thought leadership, you can start to position yourself with a content plan. In 2014, \$135 billion was spent on content marketing<sup>1</sup>. It is set to become a \$420 billion industry by 2021<sup>2</sup>.

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<sup>1</sup> "20 Captivating Content Marketing Facts in 2014," Jeff Bullas. <https://www.jeffbullas.com/0-captivating-content-marketing-facts-in-2014/#mPy71V53BSrk04KZ.99>

<sup>2</sup> "Content marketing will be a \$300 billion industry by 2019," Marketing, July 10, 2015. <https://www.marketingmag.com.au/news-c/content-marketing-will-300-billion-industry-2019/>



This means that organisations and customers are buying your authenticity and your brand. Brands who are the most authentic are the most bought. We cover content marketing in more detail later in the book.

As *Steve Jobs* said,

*“Focus and simplicity is one of my mantras. Simple can be harder than complex. You must work hard to get your thinking clean to make it simple. It’s worth it in the end, because once you get there, you can move mountains.”*

## Your thought leadership makes you unique

**Thought leadership** is a bit like notching up the kilometres on your car. It’s not necessarily the type of car you drive – in other words, the kinds of jobs you’ve had – that matters. It’s your accumulative experience, the skills you’ve gradually built and consistently used that count.

**If I looked at your work history,** what’s the common thread in all the roles you’ve had? Where have you been? What have you done? How do your experiences add up to create your unique thought leadership?

We all have a lens through which we see the world. Thought leadership is making this lens visible and valuable to others. Consider how others can learn from your thought leadership.

# About Jane Anderson



Jane Anderson is a Strategic Communications expert. With over 20 years' experience in Personal Branding, Content Creation and Tribe Building. She has worked with over 100,000 people on building more trust and influence in their businesses and brands.

Her clients include Virgin Australia, Lego, Ikea, Rio Tinto and Origin Energy.

Jane has recently been voted in the top 3 branding gurus globally, her blog was recently voted in the top 6 branding blogs in Australia. She has won International Stevie Awards for Women in Business and nominated in the Telstra Business Women Awards 5 times. She also has one of the top 1% of most viewed LinkedIn profiles.

She is the host of the iTunes podcast “The Jane Anderson Show” interviewing people like Seth Godin and has been featured in Business Insider, Sky Business, Sydney Morning Herald and The Age. She is also on Forbes Coaches Council.

A prolific writer she is the author of seven books including “Catalyst Content: Build your Tribe, Amplify your Brand and Lead Change”.

You can find Jane at:



[janeanderson.com](http://janeanderson.com)



[janeandersonpersonalbranding](https://www.linkedin.com/company/janeandersonpersonalbranding)

# Work with Jane

*Jane*  
**Anderson**

In a world of constant change, there is a greater need for consultants and experts in their fields to lead and help their clients navigate change. To do this they need a highly influential personal brand, catalyst content and effective business support to build their tribe.

With over 20 years' experience and as one of the top three branding experts in the world, Jane has helped over 80,000 people to build their identity and influence. She is a certified speaker, on the Forbes Coaches Council and has been featured on Sky Business, The Today Show, The Age, Sydney Morning Herald, BBC and Management Today. The author of seven books, Jane typically speaks at conferences, runs workshops, consults and coaches.

She typically helps her clients with the following:

- Business and Personal Brand Strategy for Consultants, Thought Leaders, Experts and Influencers
- Content Creation and Lead Generation for Consultants, Thought Leaders, Experts, Influencers
- Influencer Marketing Coach Certification for Business Coaches and Marketing Consultants
- Business Manager for Consultants Certification for Online Business Managers and Virtual Assistants
- Business Growth Coaching for Consultants earning \$500k-\$1.5m in revenue.

Jane holds one of the top 1% viewed LinkedIn profiles and is the host of the “Jane Anderson Show” Podcast where she has interviewed people such as Seth Godin.

She has been nominated for and won numerous industry awards for her expertise including:

- Top three branding Gurus globally
- International Stevie Awards for Coach & Entrepreneur of the Year
- Nominated for Telstra Business Awards 2014, 2016, 2018 and 2019
- Top 25 branding blogs globally
- Top six branding experts in Australia

## CORPORATE CLIENTS HAVE INCLUDED:

Telstra, International Rice Research Institute, Wesfarmers, Amadeus, Virgin Australia, IKEA, LEGO, Mercedes-Benz, Australian Medical Association, Shell Energy and Workcover.

*“Within four weeks of making a couple of modest tweaks, Jane Anderson’s advice led to me increasing online revenue by more than \$10k! Simple, clear, direct strategies that increase impact and influence.”*

– Dr Justin Coulson, Parenting Expert

- Book in a time to chat here:  
<https://calendly.com/jane-0877/complimentary-discussion>
- Email: [support@jane-anderson.com.au](mailto:support@jane-anderson.com.au)
- Call the office: +61 7 3841 7772

## GET INVOLVED

### **Join Content Club**

Are you a female leader or business owner who needs help to grow your influence, presence and confidence?

A great place to start is by attending one of the Women with Influence events in your local city. To find out when the next event is on, go to:

<https://janeandersonspeaks.com/events/>.

### **Join a Content Creation Bootcamp**

Jane delivers a public workshop each year on Expert to Influencer and Trusted Methodology for Experts and Aspiring Practitioners. To find out about future dates, go to:

<https://janeandersonspeaks.com/programs/training/>.

## **Online Programs**

Join Jane's Personal Branding Institute and access training 24-hours per day, 7 days per week, on how to build your leadership brand and community.

Jane also delivers her online program, Expert to Influencer, each quarter live. To find out upcoming dates, go to:

<http://jane-andersons-online-learning-academy.thinkific.com>.

## **Speaking**

Jane is a Certified Speaker and has spoken at more than 300 conferences and events globally. To find out how she can help you create a memorable experience at your next event, go to:

<https://janeandersonspeaks.com/personal-branding-keynote-speaker/>.

## **Workshops**

Jane delivers in-house workshops on content creation, personal branding, LinkedIn and leadership. To find out more about how she can help your teams and leaders achieve their potential, go to:

<https://janeandersonspeaks.com/programs/training/>.

## **Become a Certified Influencer Coach**

If you're a business coach, marketing coach, business manager or an expert or virtual assistant, Jane has made her programs available for practitioners to use to support their own clients and grow their own businesses. Find out how you can become a certified Influencer Coach here:

<https://janeandersonspeaks.com/influencer-coach-certification/>.

## **Coaching**

Jane works with a small amount of clients each year personally who are implementing her methodologies. Coachees are generally earning over \$500,000 per year and aiming to break through to \$1 million in revenue.

Her coaching programs are by application only. You can find out more at:

<https://janeandersonspeaks.com/executive-coaching-brisbane-melbourne-sydney/>.