

A man with short dark hair and a beard, wearing a white button-down shirt, is speaking and gesturing with his hands. He is in a room with a wooden bookshelf in the background. The text 'The Content Marketing Machine' is overlaid in large white font.

# The Content Marketing Machine

with Ken Okazaki

# **VIDEO MARKETING**

## **M A C H I N E**

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# Insights & Actions

Page 3



1. .... 2. .... 3. ....



1. .... 2. .... 3. ....



1. .... 2. .... 3. ....



1. .... 2. .... 3. ....

# Your Transition Plan

Page 4

## Reality:

From this...

## Roadblocks:

Overcome this...

## Results:

To this...

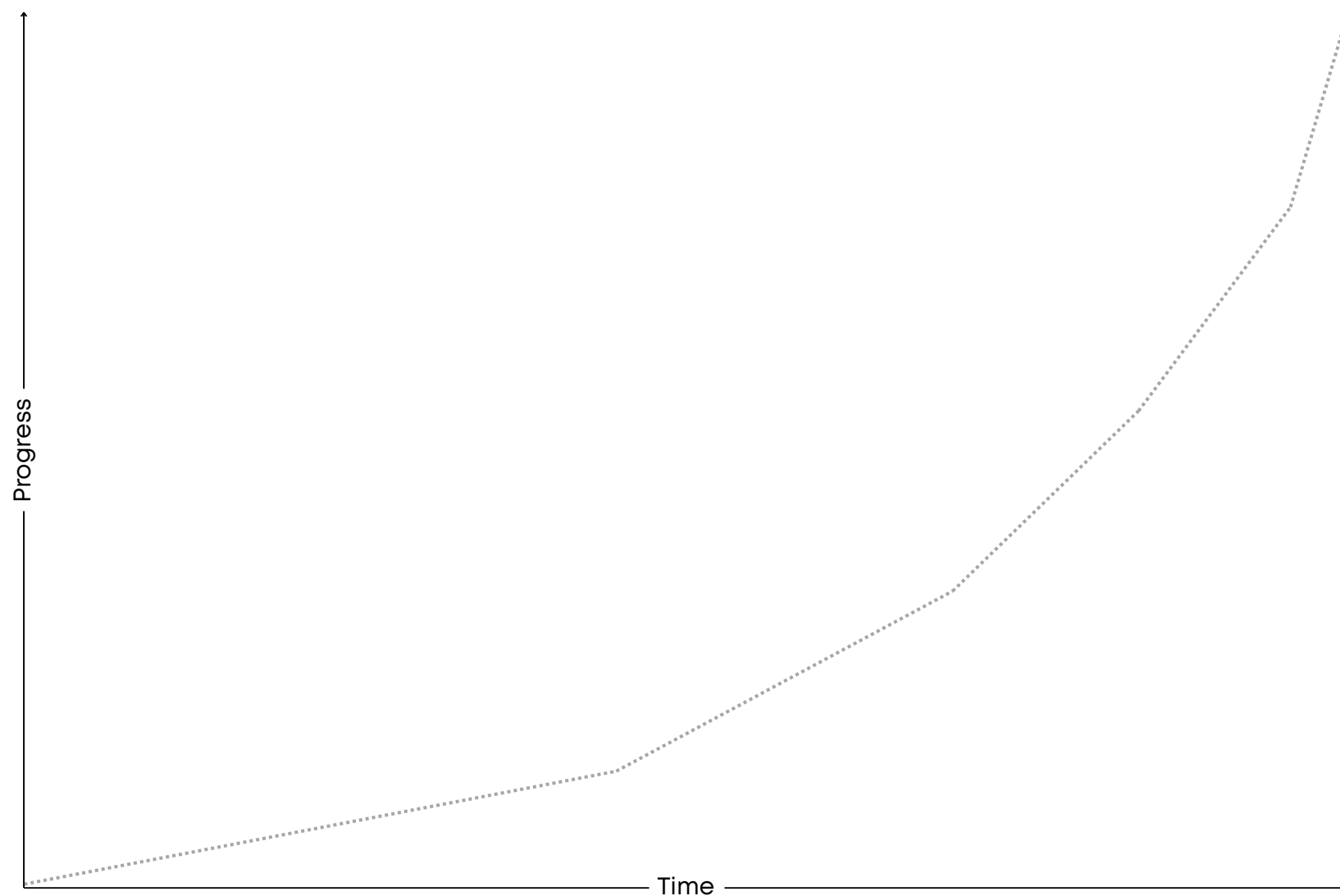
# Clear Messaging

Page 5



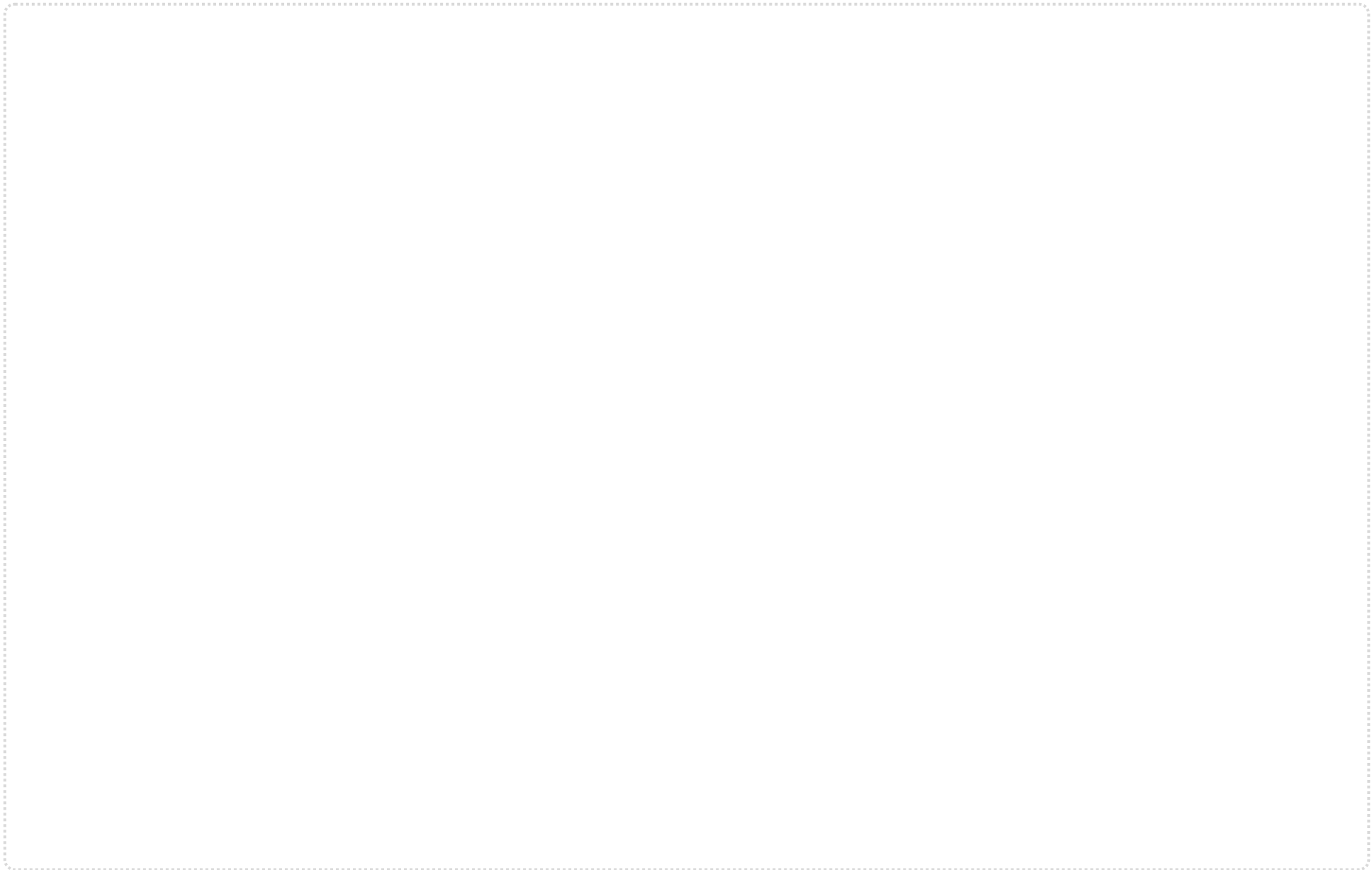
# Mistake #1: Model Industry Leaders

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# Notes

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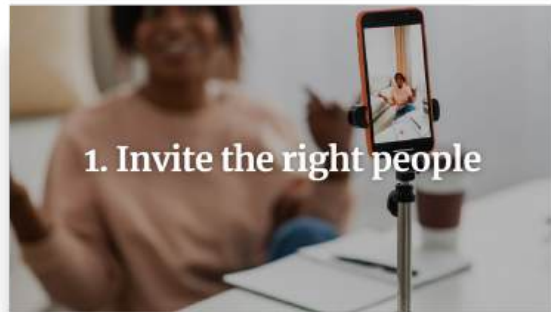


# Notes

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Attract future buyers .....



1. Invite the right people .....

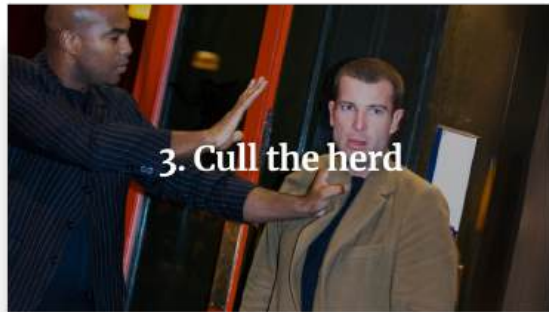


2. Offer insights .....



# Notes

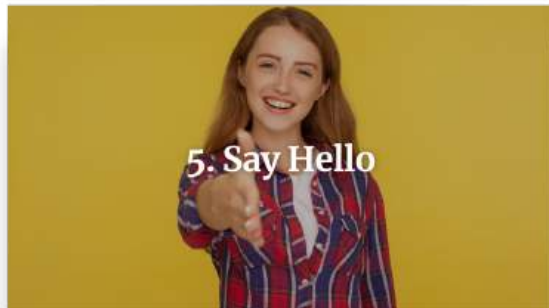
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3. Cull the herd .....



4. Find the keepers .....

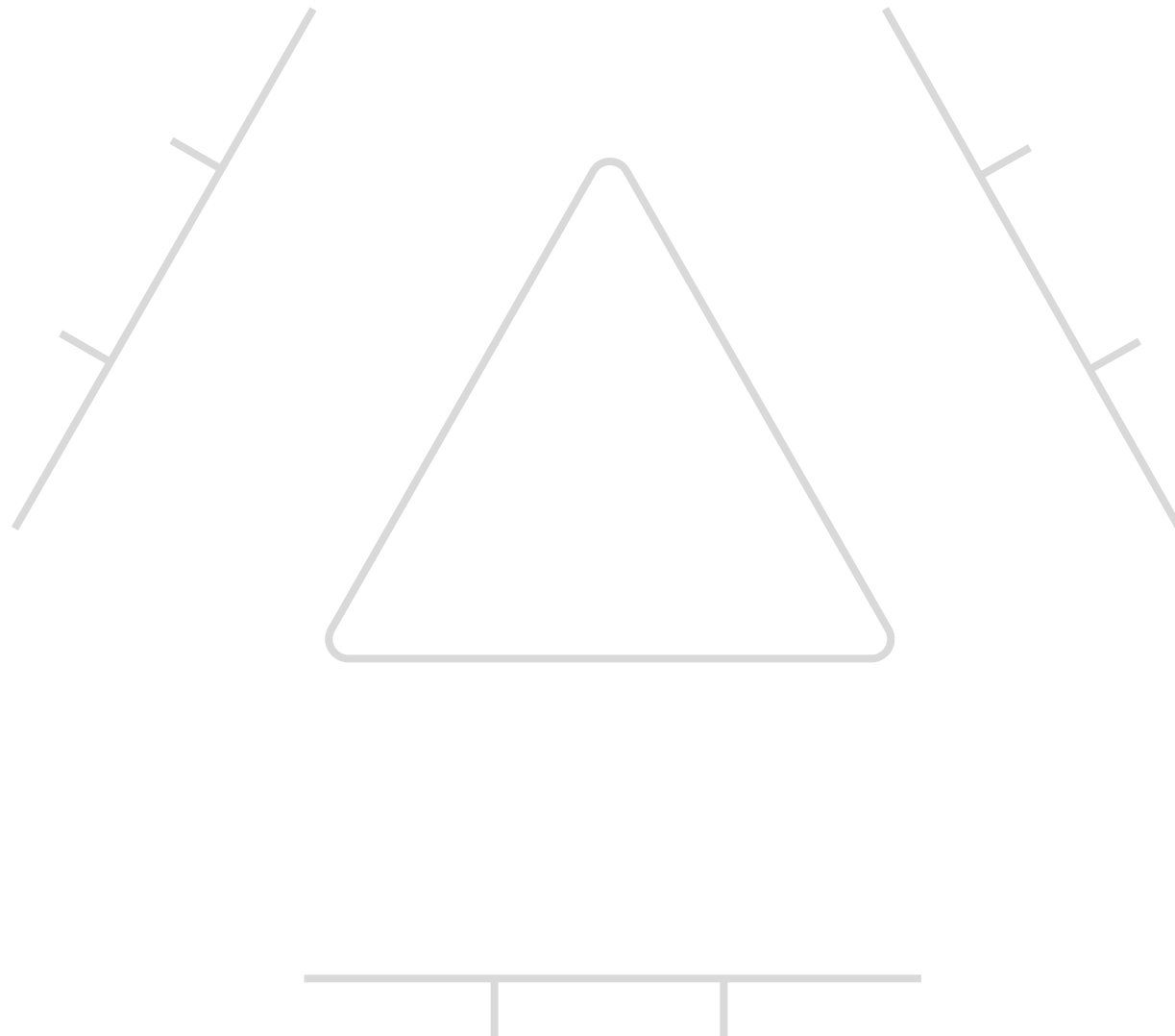


5. Say Hello .....

# The Authority Funnel

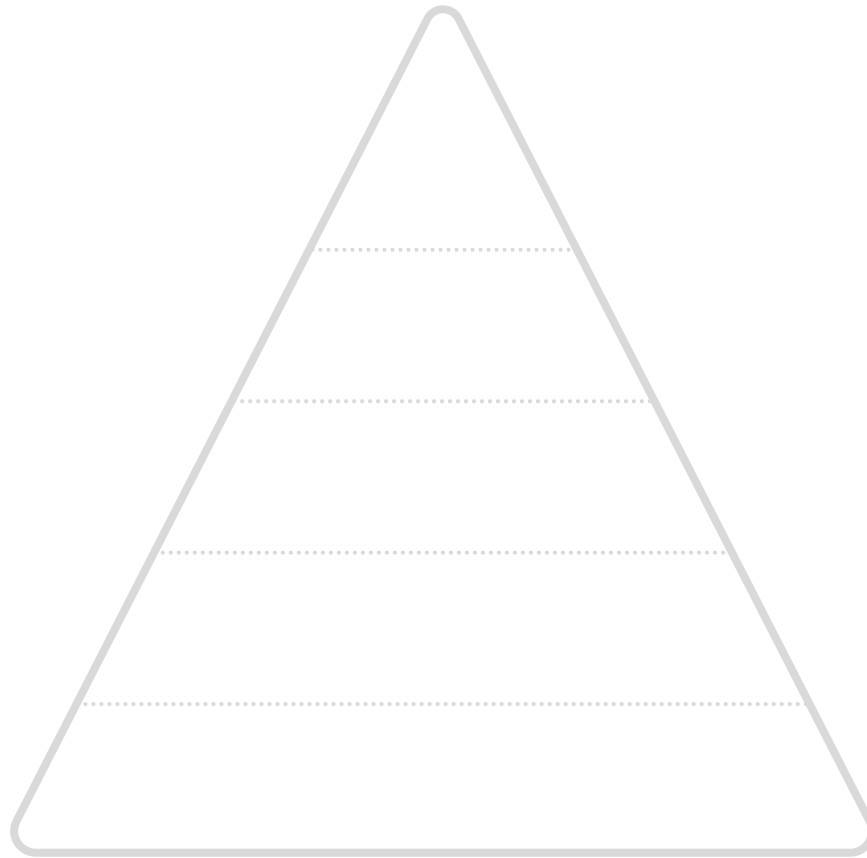
# The Authority Funnel

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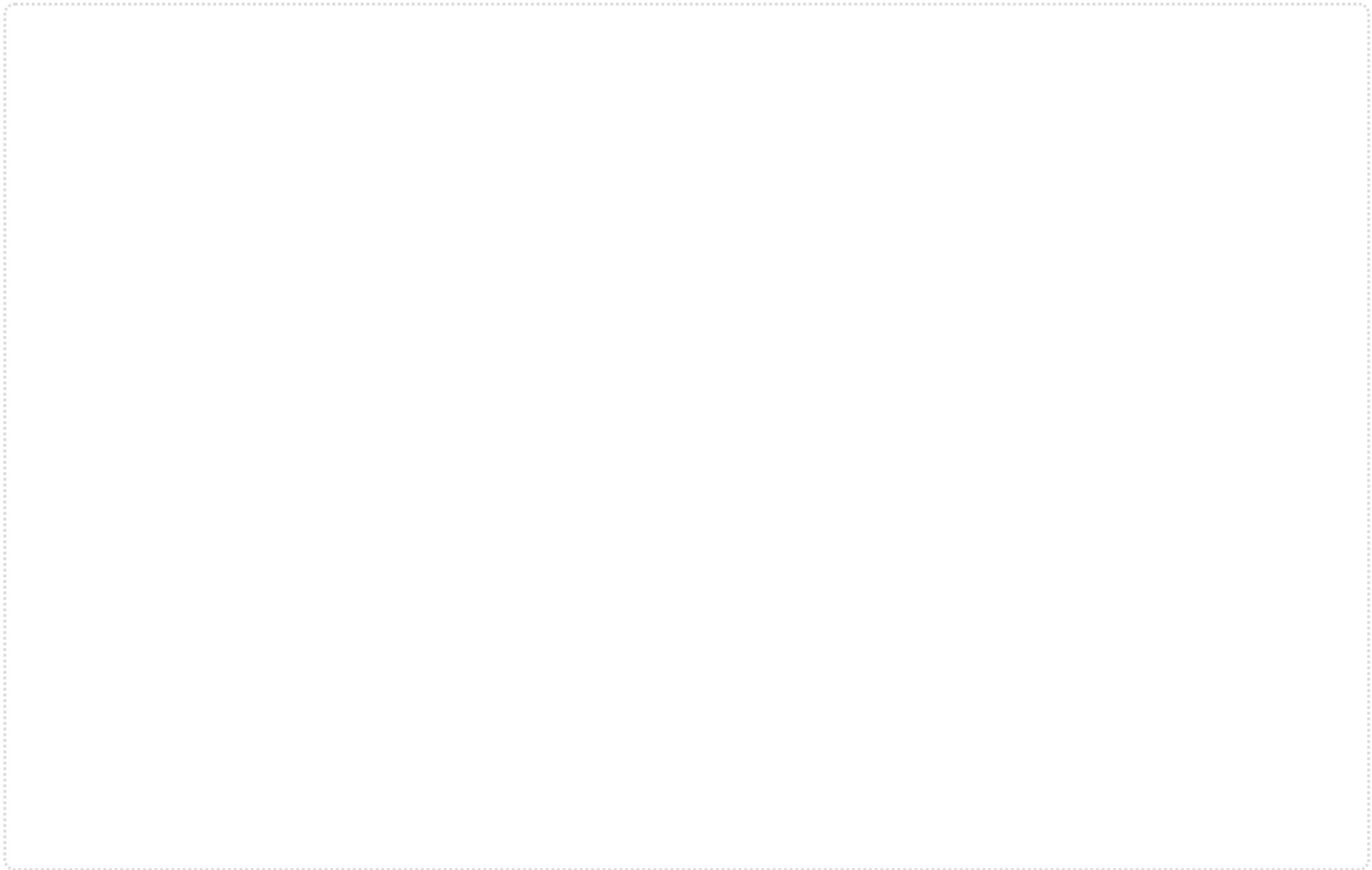
# Mistake #2: Sell to Your Audience

Page 12



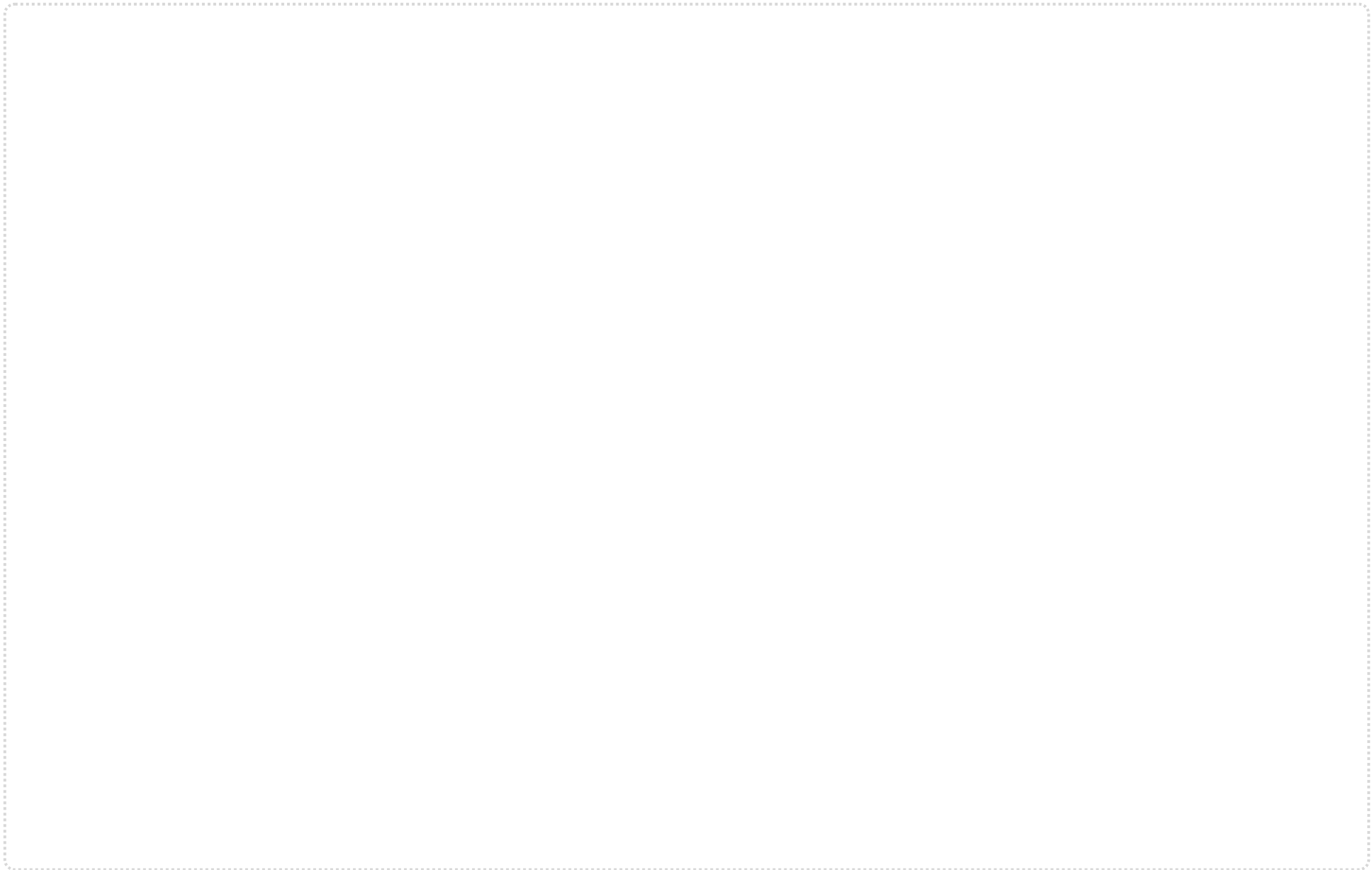
# Notes

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# Notes

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# BUILD



## Attract Buyers

- 30+ leads from social media daily
- △ 10-30 leads from social media daily
- ✕ 0-10 leads from social media daily



## Optimize Ads

- Targeted leads cost \$0.5 or less
- △ Targeted leads cost \$2.00 or less
- ✕ No targeted ads campaigns



## Track Growth

- I track social media & know my conversion rates at each stage
- △ I know my top posts & ROAS
- ✕ No tracking on posts performance

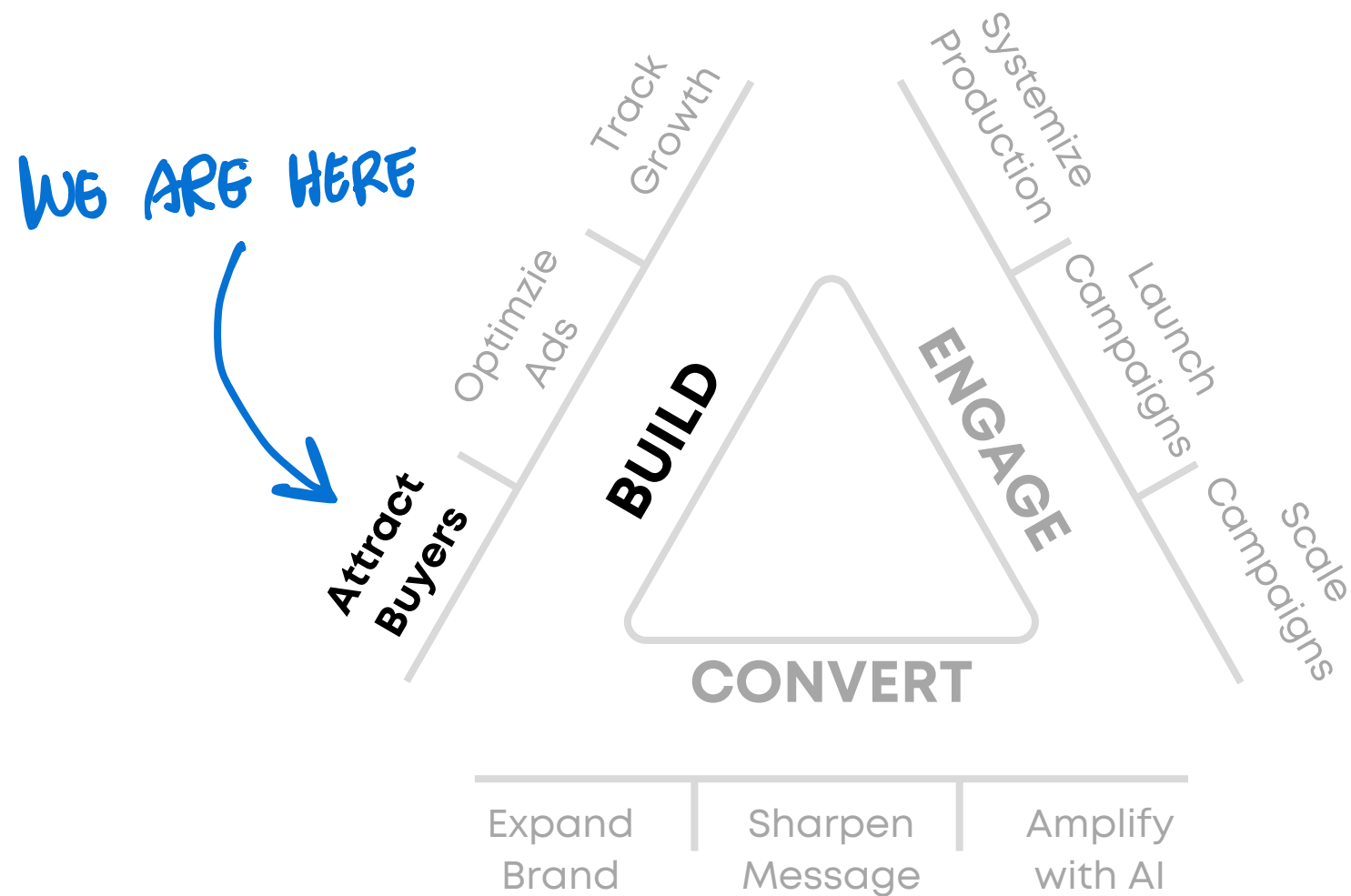
A man in a dark suit is standing on a large, white, fluffy cloud against a clear blue sky. He is holding a telescope to his eye and looking towards the left. The text 'Attract Future Buyers' is overlaid on the image in a large, white, serif font.

# Attract Future Buyers



# The Authority Funnel

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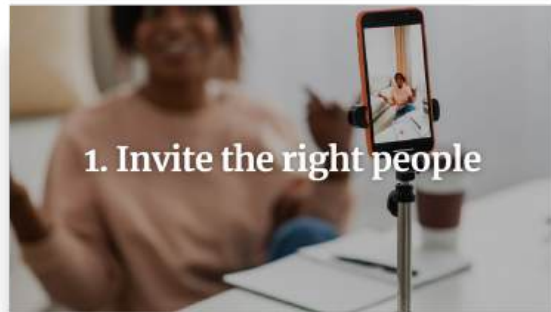


# Notes

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Attract future buyers .....



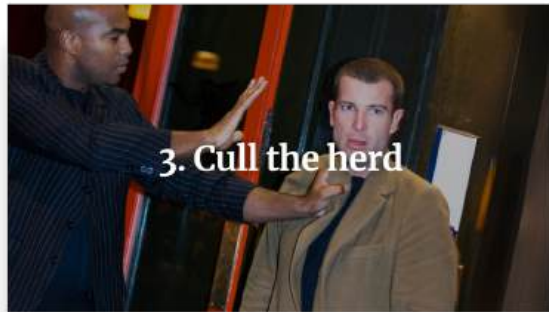
1. Invite the right people .....



2. Offer insights .....

# Notes

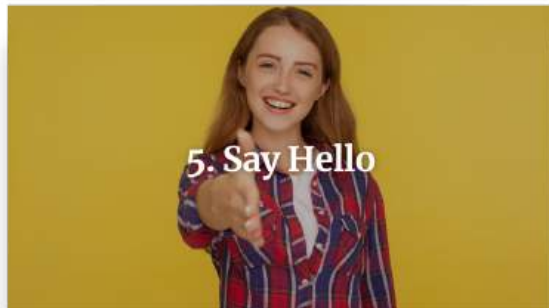
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3. Cull the herd .....

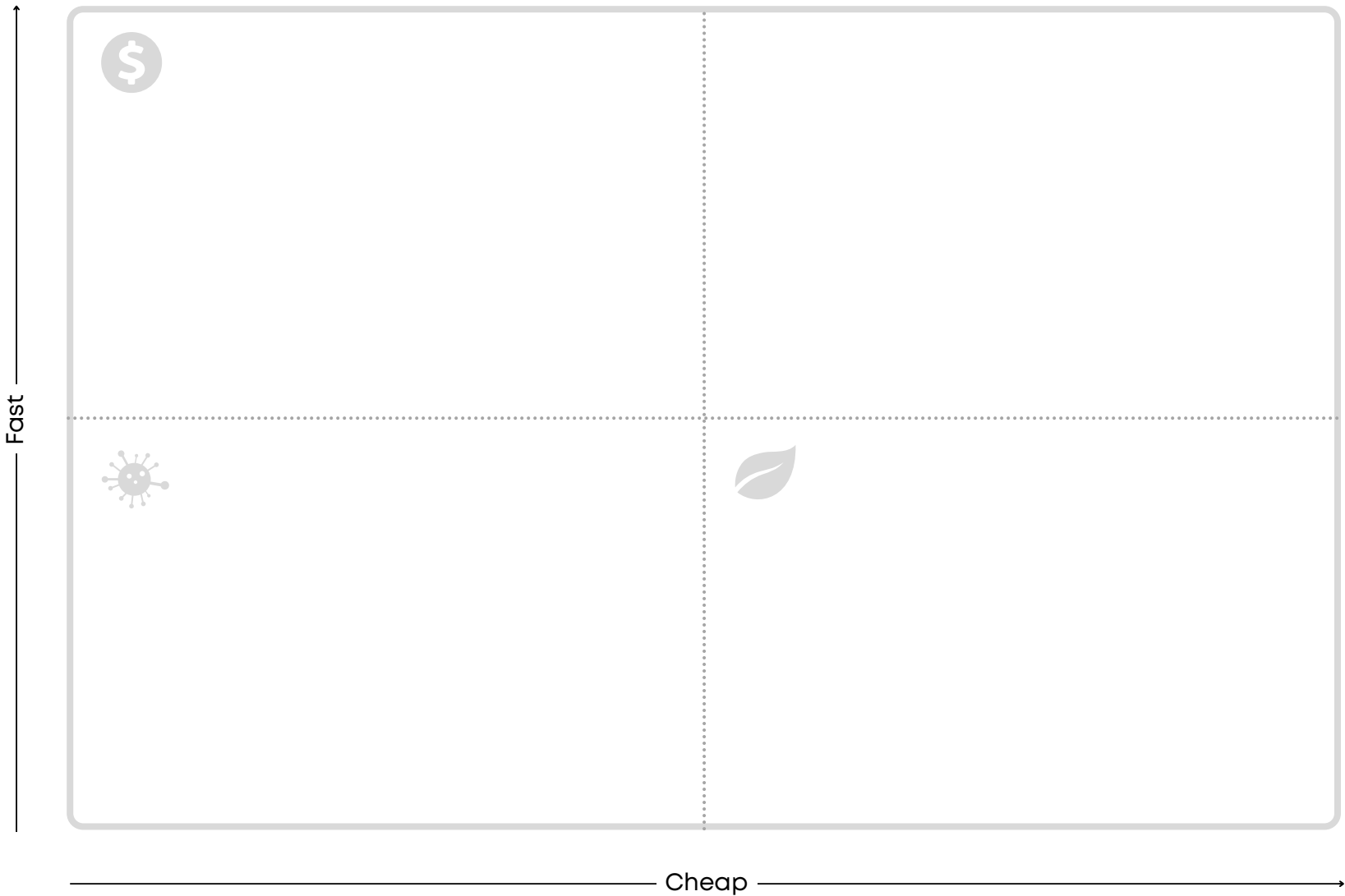


4. Find the keepers .....

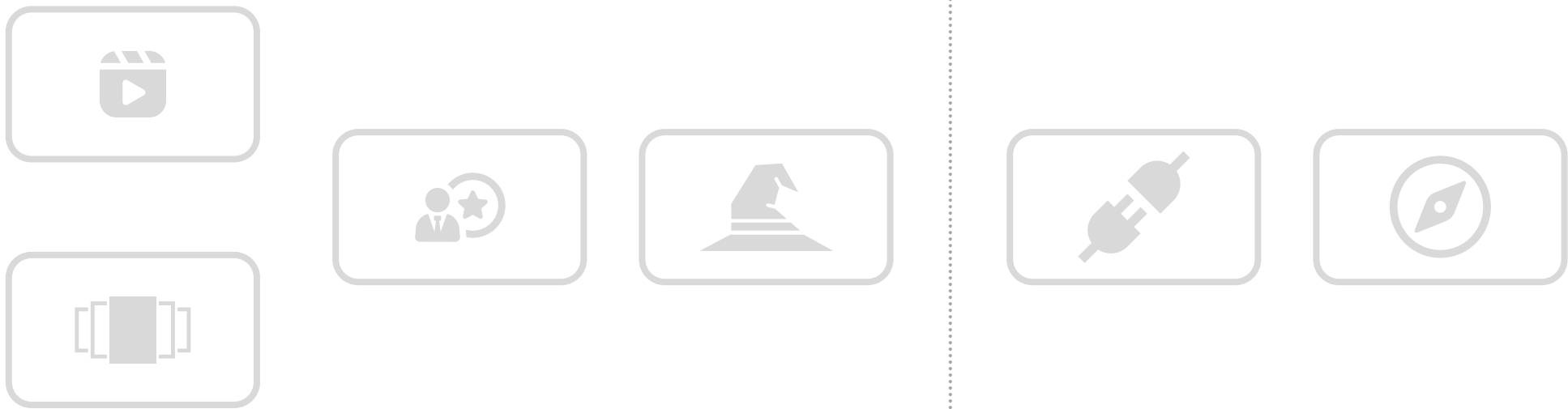


5. Say Hello .....

# Attract Future Buyers

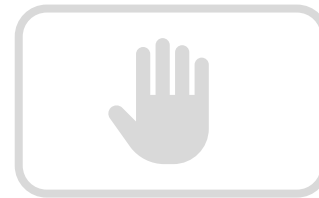
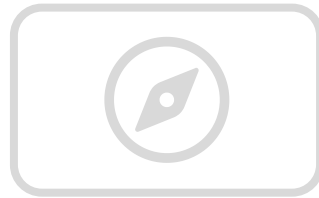


# Attract Future Buyers



# Attract Future Buyers

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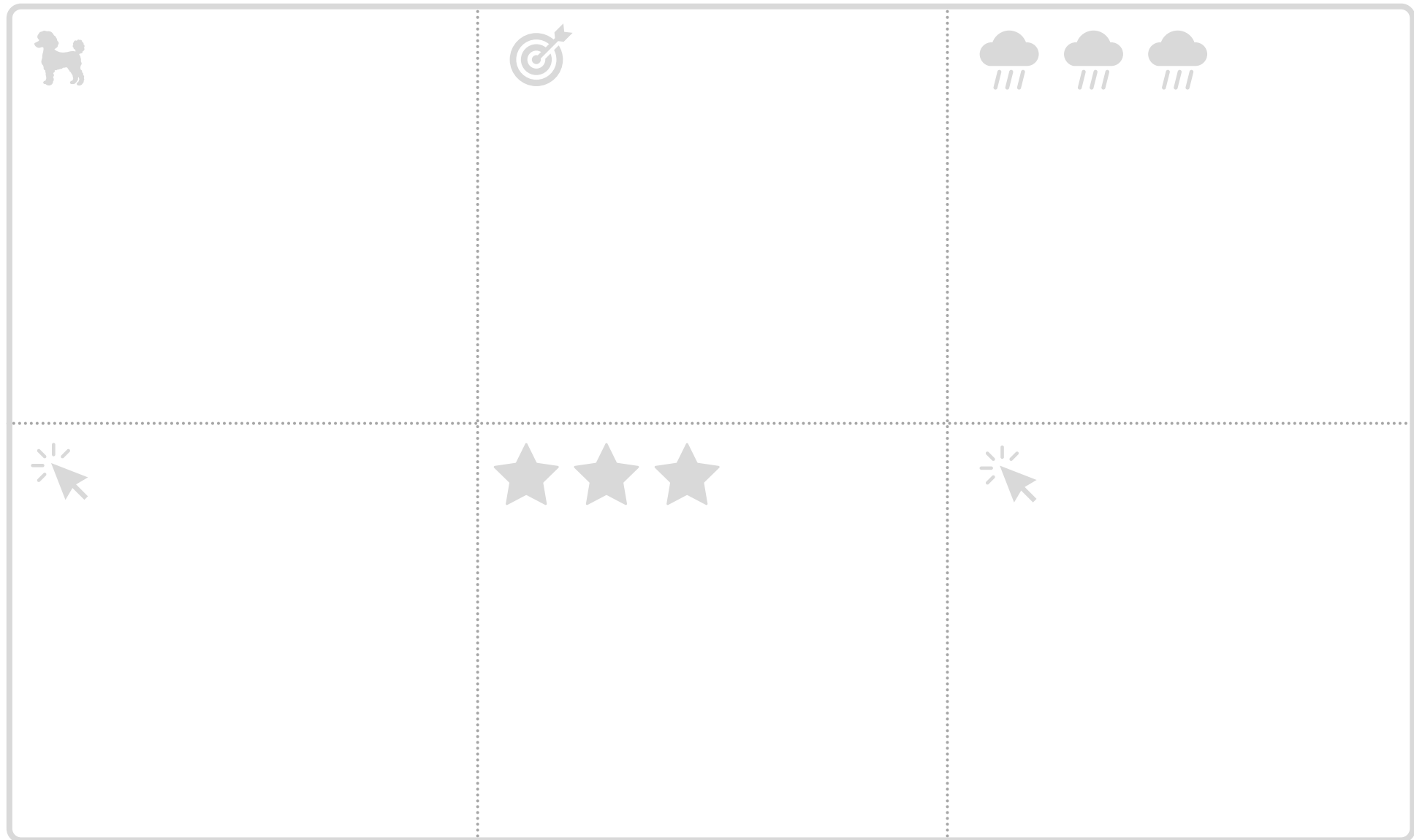
# Mistake #3: Script Your Videos

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# The Invite AD

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# The Invite AD

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# The Invite AD

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Example:

Make it yours

NICHE

If you're a  
**business coach**  
and...

IDEAL  
OUTCOME

you want to take  
your **content**  
**game to the next**  
**level** and  
finally start  
seeing a **return**  
**on your**  
**efforts...**

# The Invite AD

## Example:

But you're struggling to...

STRUGGLES

1. **create consistently**, and that prevents your audience from forming a deep connections with you
2. Or you're on the **content hamster wheel** causing you to feel overwhelmed and unable to tap into your full creative potential
3. or your trying to **keep up with trends** causing you to burn out and confuse your viewers

## Make it yours

# The Invite AD

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Example:

Make it yours

ASK #1

Go ahead and give me a  
**follow here on**  
**Instagram** where I show  
coaches just like you  
how you can:

DESIRES

1. Turn your **account into a leads machine** without a massive following
2. **Use proven frameworks** without memorizing scripts or just winging it
3. **Cut through the noise** without selling your soul.

ASK #2

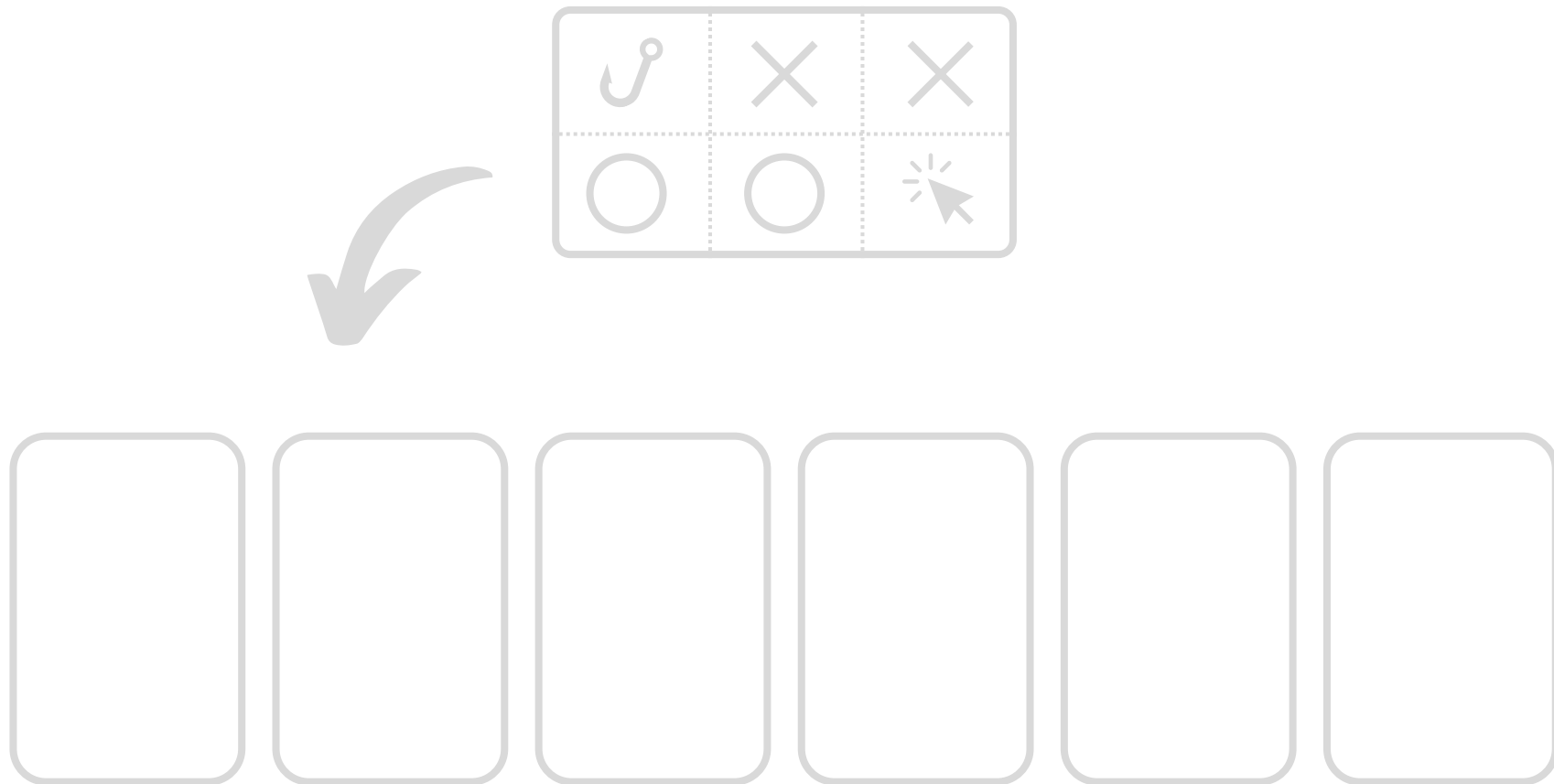
So if that sounds  
like you, **just give**  
**me a follow.**

# The Insight Stack

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# The Insight Stack

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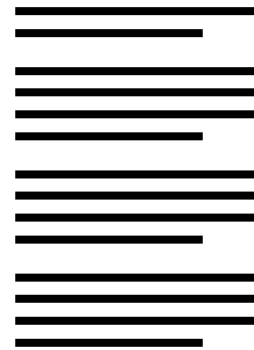
# The Insight Stack

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Lifestyle pic

+



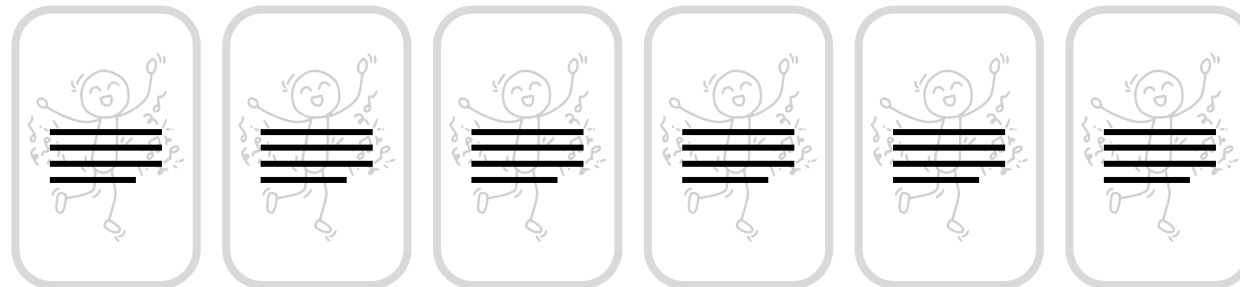
NISADA  
Framework

=



Layout

**x6**



# Cull the Herd

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**Business Coaches Only!**

I'm getting together with a few smart coaches this Monday to workshop:

- ✓ Increasing Online Engagement
- ✓ Shooting 1 month of Content in a day
- ✓ Run Simple Ads to Attract New Leads

Want to join us?

Attend for only \$57.00

CALL OUT NICHE

OVER-THE-TOP VIBE

BENEFITS

STRAIGHT-TO-THE-POINT SALES PITCH



# Case Study

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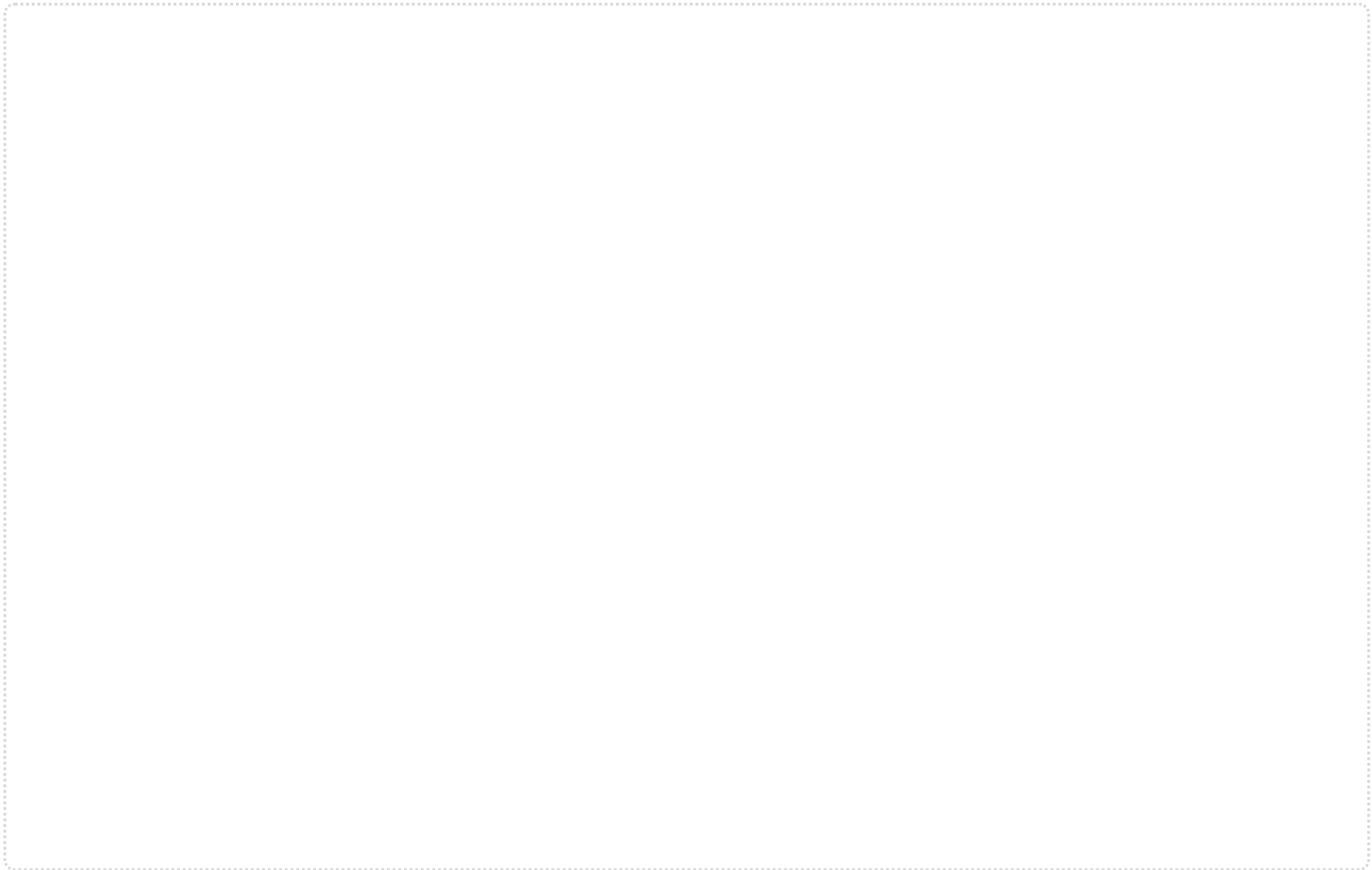
Person .....

Problem .....

Results .....

# Notes

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# ENGAGE



## Systemize Production

- I create 1x per month. I publish fresh content daily across all platforms
- △ I create 1x per week. I post 2-3 x per week
- ✗ I don't create regularly. I post 0-2x per week



## Launch Campaigns

- Plan and deploy content campaigns 4+ weeks in advance
- △ Plan and deploy content campaigns 1-2 weeks in advance
- ✗ Hand to mouth content creation



## Scale Campaigns

- Consistent growth month on month, identified and tracking winning formulas
- △ Growing, but unsure why or how much
- ✗ Post and forget. Probably growing

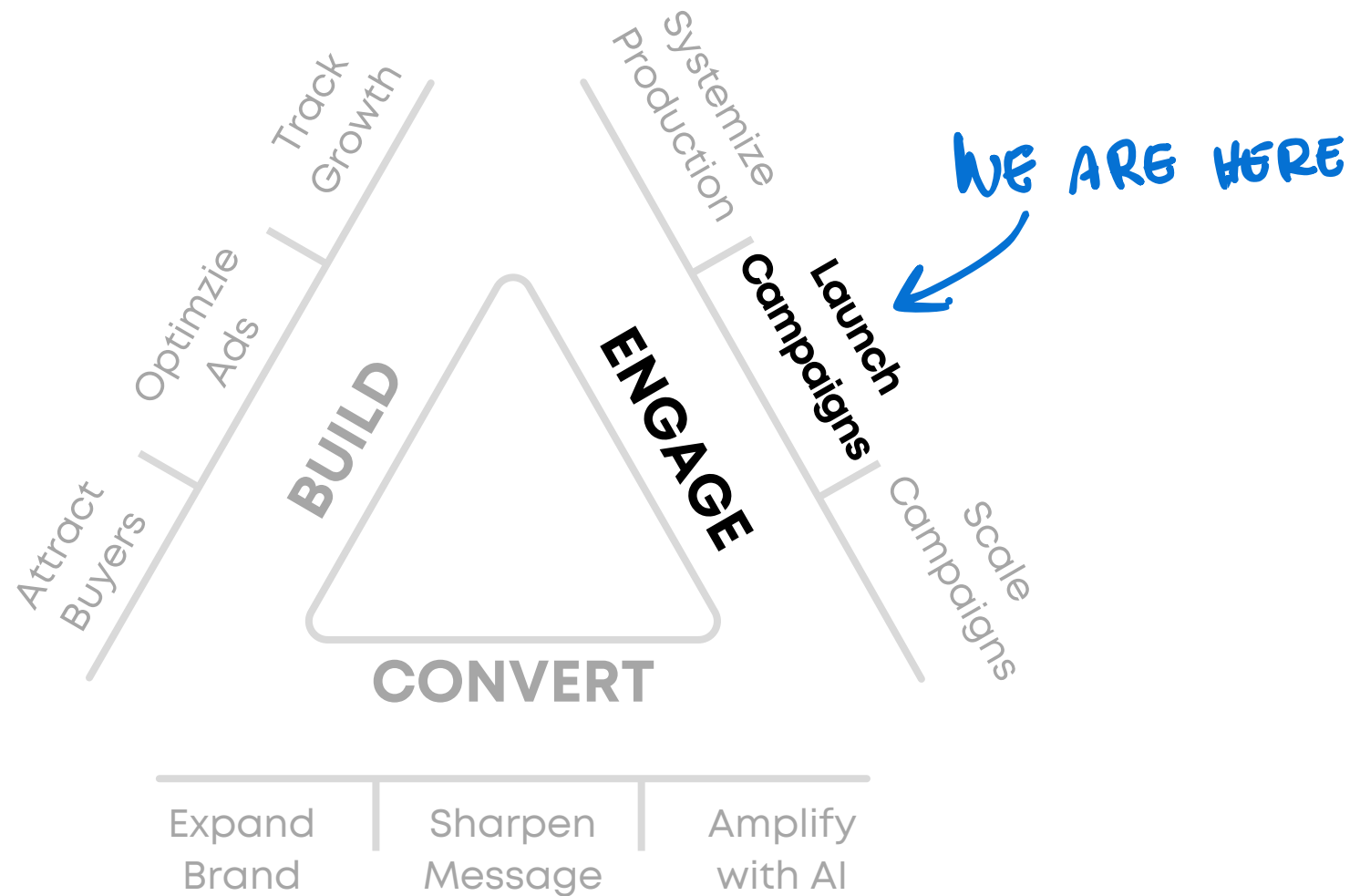


# Launch Campaigns

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# The Authority Funnel

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Launch Campaigns .....



1. Theme your month .....



2. Template your week .....

# Notes

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3. Define your offer .....



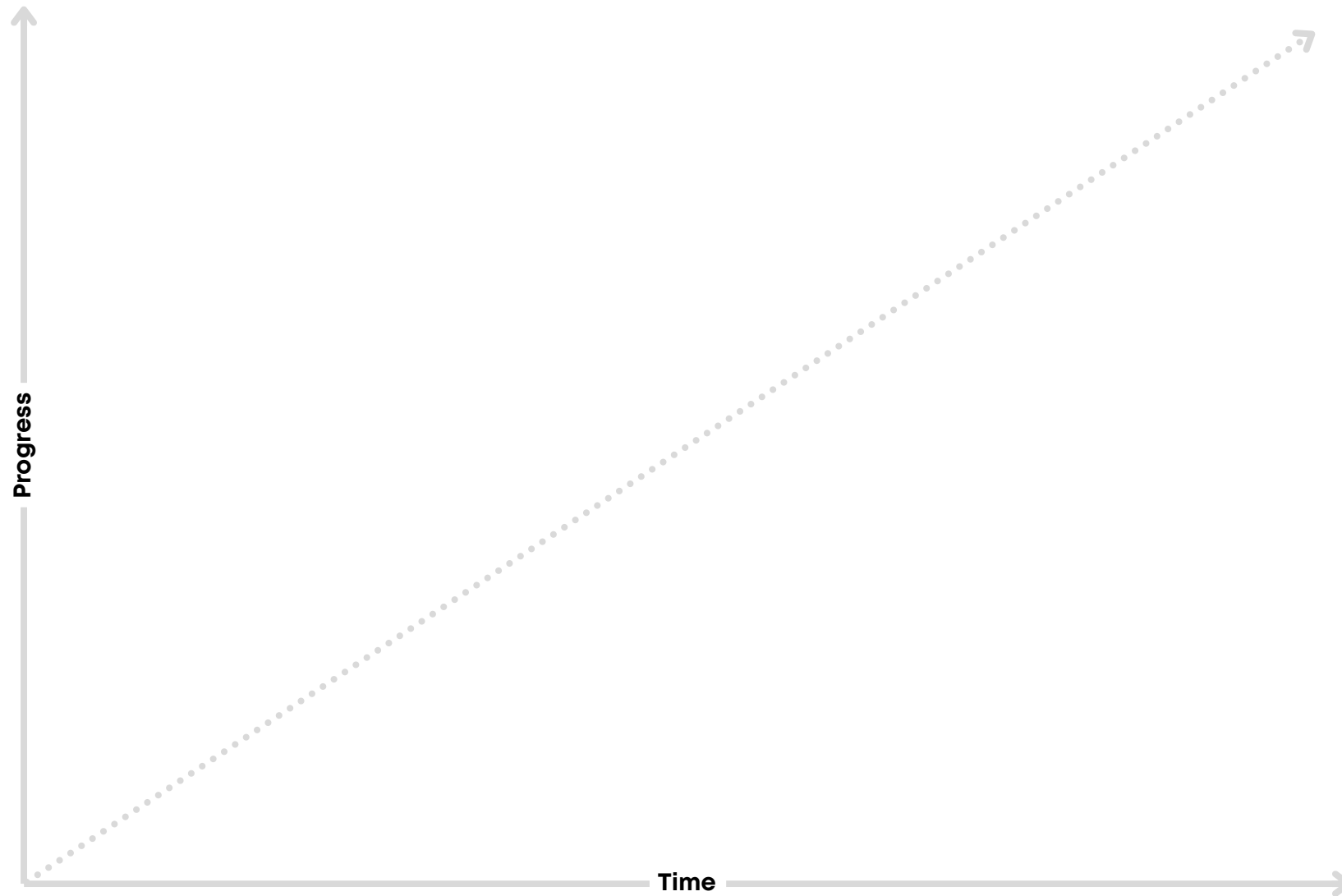
4. Sharpen your message .....



5. Tell your story .....

# Mistake #4: Create Content Daily

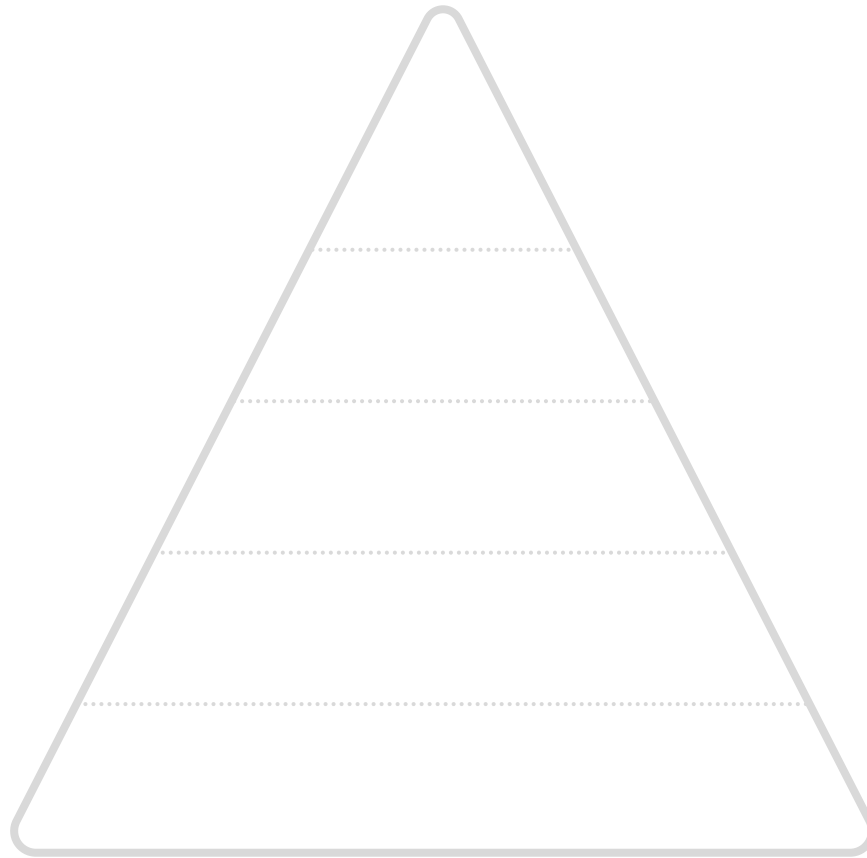
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# The Core 5 Method

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# The Core 5 Method

## 4-Week Campaign

Core theme

Core offer

### Week 1

Core topic

Core message

Core story

### Week 2

Core topic

Core message

Core story

### Week 3

Core topic

Core message

Core story

### Week 4

Core topic

Core message

Core story

# Case Study

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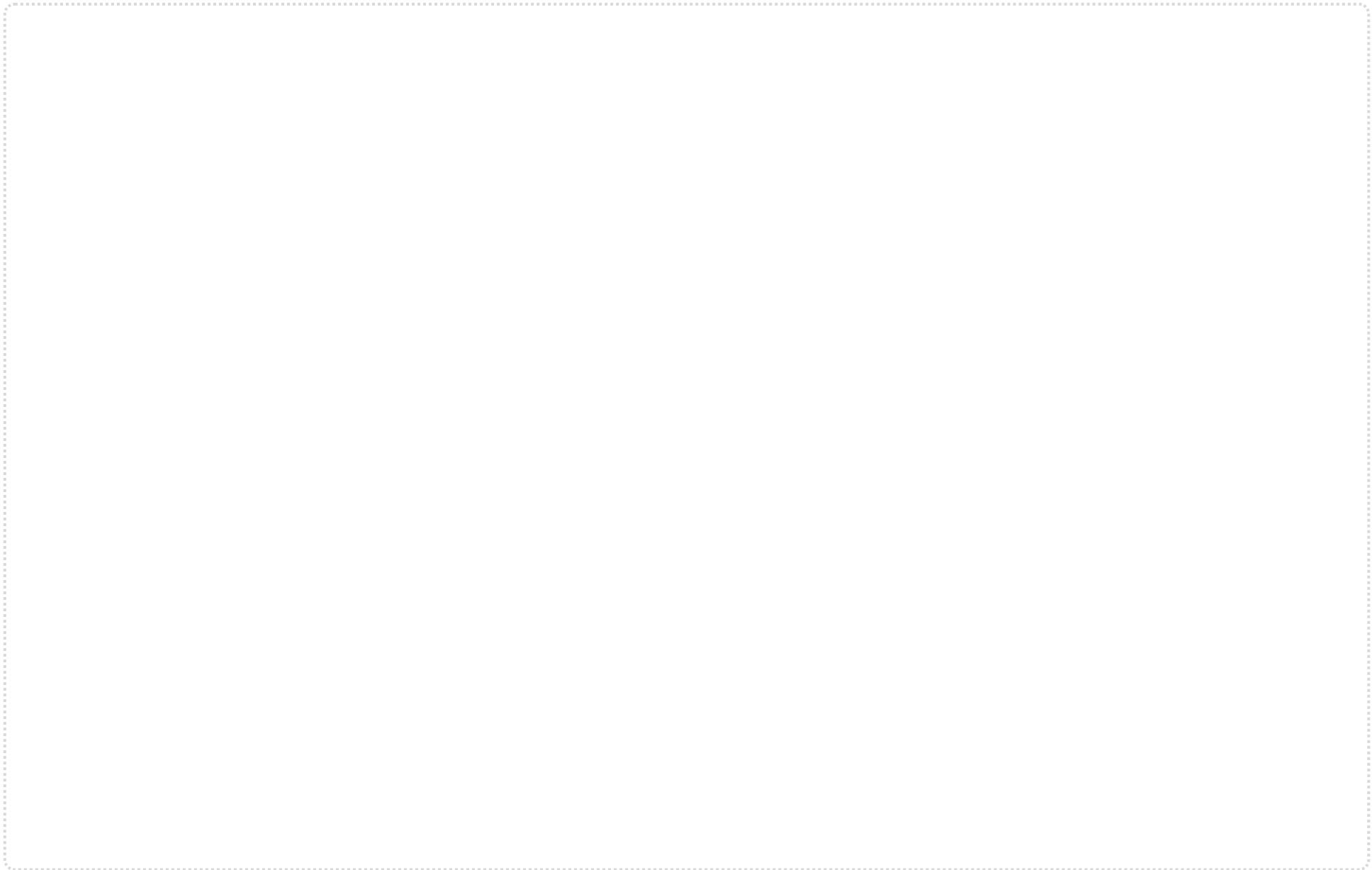
Person .....

Problem .....

Results .....

# Notes

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# CONVERT



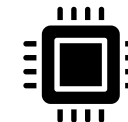
## Expand Brand

- ☐ My brand DNA is documented and I use it each time I plan new content
- My personal brand, ICP, & offer stack are documented and AI-optimized
- ☒ I don't have a documented brand DNA



## Sharpen Message

- ☐ My posts have 50+ engagements & are generating leads on a daily basis.
- My core message is clear and consistent I get 10-50 engagements per post
- ☒ I get 10 or less engagements per post



## Amplify with AI

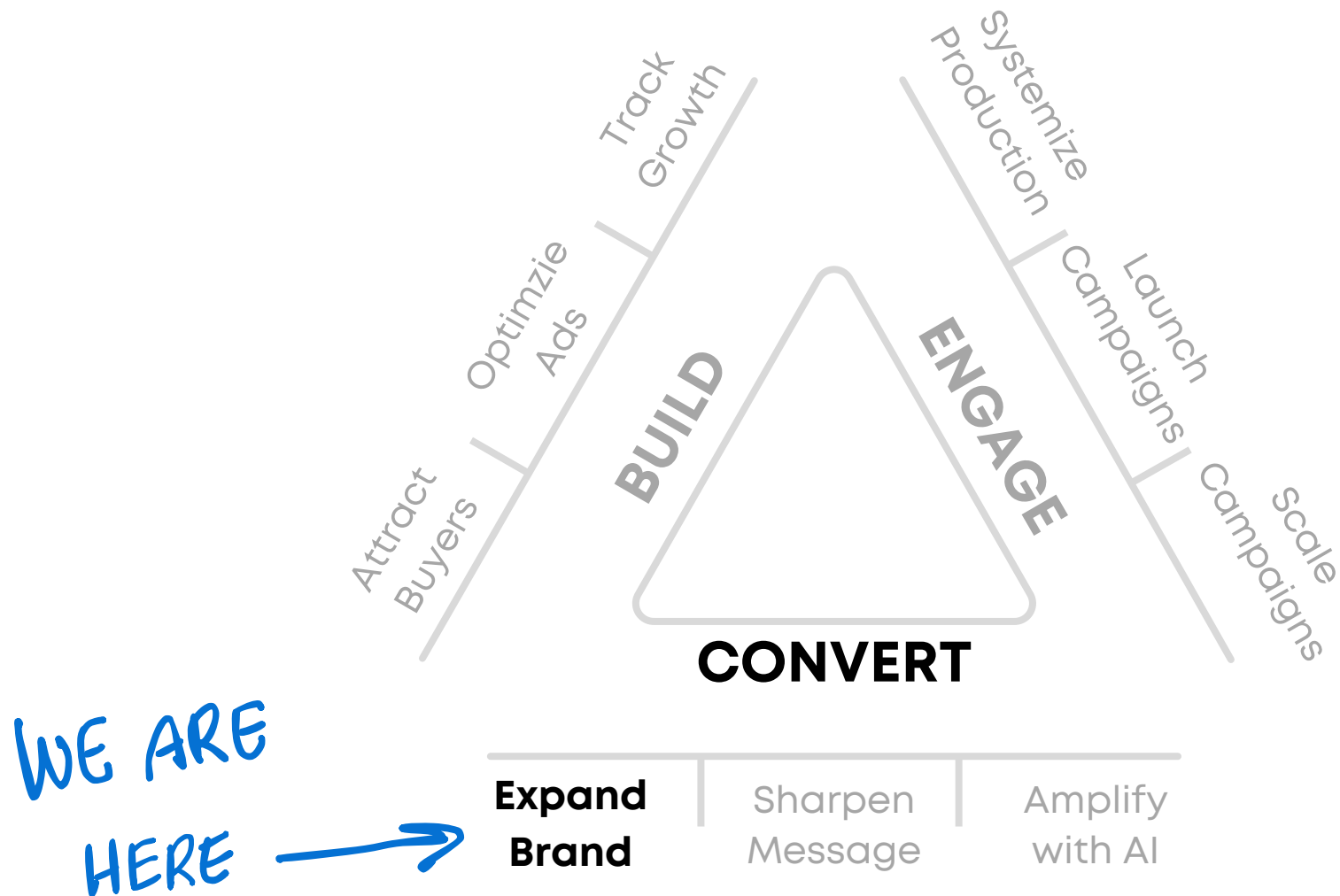
- ☐ AI interviews me and teases out the content, then helps me dial in my campaigns
- I have useful prompts that help me research and plan content
- ☒ I use AI for content research



# Expand Your Brand

# The Authority Funnel

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Expand Your Brand .....



1. Brand your DNA .....



2. Document ICP .....





3. Itemize offer .....



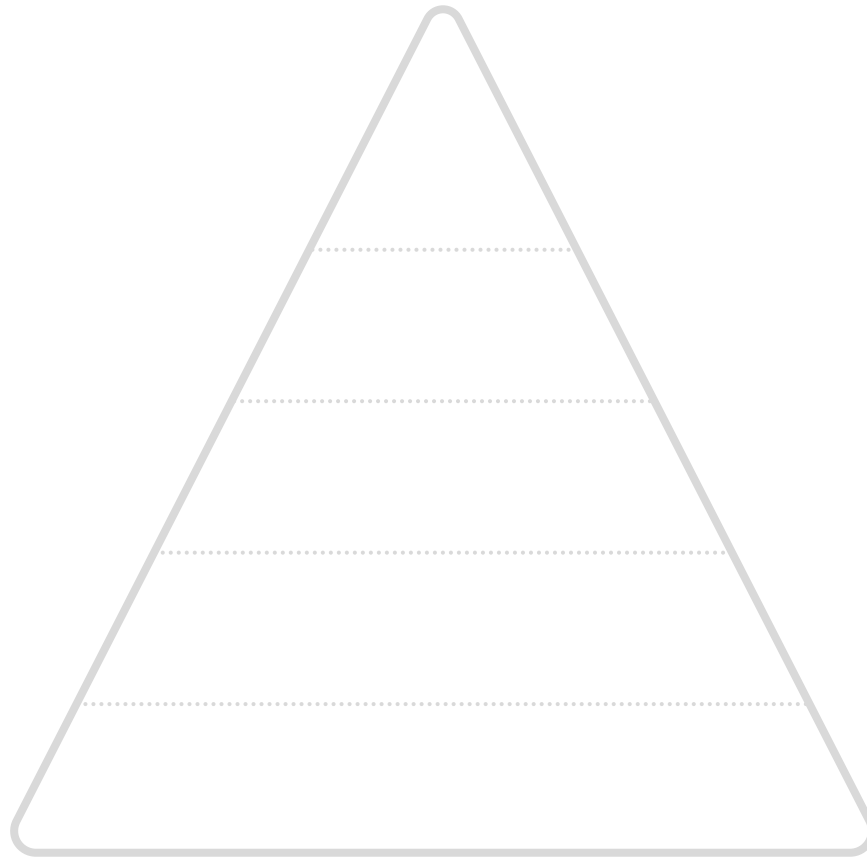
4. Train AI .....



5. Add signature style .....

# Mistake #5: Create Value Posts

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# Expand Your Brand

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# Brand Your DNA

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## Brand DNA 1/3

## Your Answers:

**Key Events:** What 2-3 events in your life shaped who you are today?

**Personal Hobbies and Interests:** What do you enjoy doing when money or time is not an issue?

**Ambitions and Long-Term Goals:** What do you want to have accomplished in 10 years?

## ICP 1/3

## Your Answers:

- **Demographics**

- Age Range:
- Gender:
- Occupation:
- Marital Status:
- City/Location:

- **Psychographics / Motivations**

- Problem History:
- Main Fears if Problem Persists:
- Ideal Outcome:

- **Buying Behavior**

- Price Sensitivity:
- Buying Triggers:
- Typical Objections:

# Itemize Offer

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Offer 1/3

Your Answers:

- **Benefits and Features**

- Immediate Benefit #1:
- Immediate Benefit #2:

- **Long-Term Benefits:**

- Long-Term Benefit #1:
- Long-Term Benefit #2:

- **Key Features:**

- Key Feature #1
- Key Feature #2

- **Risk Reduction Elements**

- Guarantees:
- Bonus #1
- Bonus #2

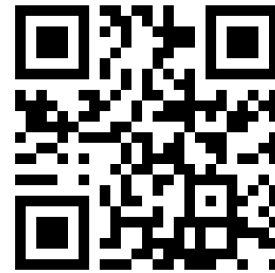
- **Objections and Rebuttals**

- Objection 1:
- Rebuttal 1:

**Brand DNA**



**Future Buyers**



**Offer Stack**



# Case Study

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Person .....

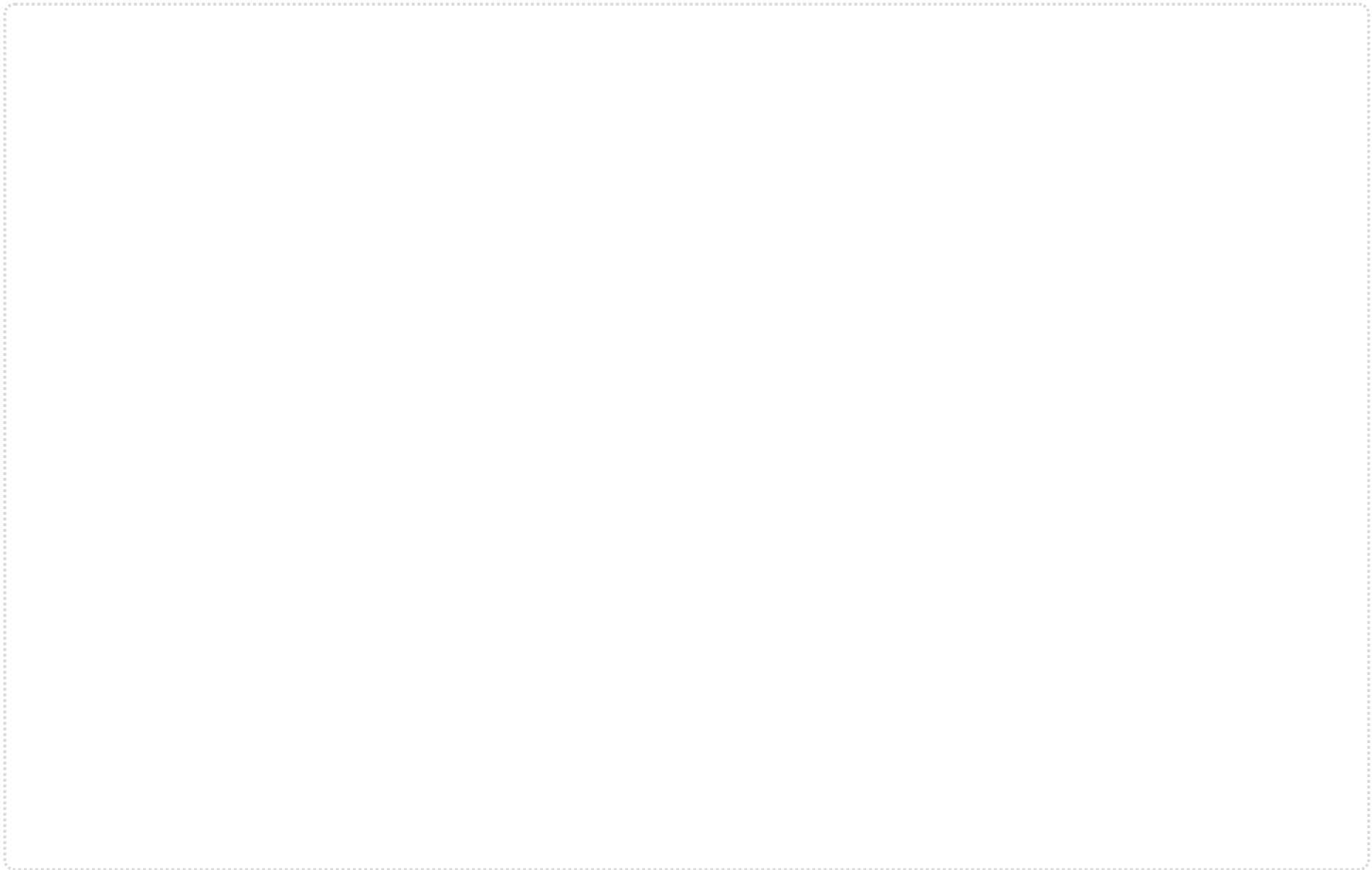
Problem .....

Results .....



# Notes

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# VIDEO MARKETING MACHINE

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