

LESSON TEN

In the last video I covered what the purpose is for creating bird seed for your target audience. In this video I am going to go through the actual structure for the bird seed that you are going to put together. The format for your birdseed can be by way of podcasts, videos, an e-book, a physical book itself or a multiple of different ways of how you can put together actual bird seed itself.

In this video though I would like to cover the structure of all of the different elements of what needs to be included within the bird seed itself in order to make it the most functional for your target clients. So therefore, you will get people coming to you as opposed to you chasing clients yourself.

Accompanying this video is a template that I put together over many, many years and it helps people to formalise their ideas and get them down on paper. It also gets them to be able to create the bird seed as quickly as is possible. The first protocol is to download the template itself, and then I am going to go through each section of the template. Therefore, you can work through the template as I am going through this video itself.

The first thing that you are going to find is that in the first section it is asking who is your target niche. One of the earlier videos that I covered was to identify who your target niche is. So, it is for you to write down, and this bird seed refers to that particular target niche, because you may decide for yourself to work with many different niches going forward. Now, what I ask my clients to do is to concentrate their efforts on one particular niche, get the system working properly and bringing in clients and getting their fees through that particular niche first before they go on to other niches. The reason being is what you are doing is you are perfecting the system itself and making sure that it works before you get unfocused and try to target a lot of different niches at the exact same time. However, absolutely what you can do is you can have one niche and then add to those niches as you have perfected the actual system and are starting to see it work for yourself. So, the first thing in this worksheet is to write down what is the target niche that you are going after for this bird seed. That is your first protocol.

The next section is, what is it that they want. Again, we have covered this in the videos already, so from the exercise that you have already done you will have this information. Then, ask what are they looking for? If you remember the analogy that I gave about "What Women Want" the movie, with Mel Gibson and Helen Hunt - what is that little voice that's going on inside her head? What is it that they want help with? What are the problems that they have or the solutions, not so much the solutions, but what are the results that they are looking to achieve? In that

particular section, please write down what is it that your target clients are, your target niche and what is it that they are looking for.

The next section is what are the results that you are going to help them with? We have a list of what they are looking for, but what specifically are you going to help them with. What are you going to help them to achieve? How different are they going to be after you have worked with them? What are they going to become? What are they going to have and what are they going to be doing differently as a result of working with yourself? These are the things that you need to write down in that section.

Now, why am I telling you all this? Well the reason being is that when it comes to writing a bit of blurb or marketing copy about your bird seed itself, you need to convey as quickly as possible to your target audience what you are going to get from this bird seed. This is the reason why we are actually putting this information together. Therefore, when you have got it complete, you can now write a sales page or some sort of literature around it in order to attract your clients to say okay, I want to get my hands on a copy of that particular bird seed.

What you must bear in mind is, bird seed is not a brochure. Most people in professional services create a brochure and they can spend an enormous amount of money on creating a brochure. But what I want you to get you to think about is that when you receive a brochure, what is it that you do? Typically, what most people do is, they pick up the brochure, they flip through it, they look at all the pictures and they might read some of the text, but not all of it. But they will typically just flip through it. And all it does is it just gives a flavour of what the company is or what the product is that is contained in the brochure itself. But once you are finished flicking through the brochure, pretty much what you will do is put it down and at some point, you will put it in the bin. Or you may directly just put it in the bin.

So, what is the value of creating a brochure? There is no value. Your target audience do not want to receive brochures because all they will do is flip through it and then they will put it in the bin. So, you go to all the efforts, and the cost and the time of putting together a brochure whereby your clients A), do not really want it. And B), they won't really get much use of it. Therefore, why do it? I say to all my clients not to do brochures because there is no benefit to it. What you want to do is you want to create bird seed. Put all your efforts, money, time, energy into creating really, really, good pieces and valuable and content for your bird seed. Then that is going to be of better use.

Let me put it to you this way, if you received a book from somebody as a gift, what you will do is you will read the title and you will see if it appeals to you in the first place. Is it fiction, is it non-fiction, what type of genre is it? You will gauge based on

the title and you will probably flick over the back and you will kind of read some sort of blurb on what is this book all about before you even open the book itself. Then when you do go to open it, you will start to see content that is relevant to yourself. Meaning it is going to help you in some way? Or if it is a fiction book, it is going to bring you on a journey and you are going to want to be on that journey itself. If it is a non-fiction book, how is it helping you to improve your life in some way? So, you will read an entry in the book itself, or you will glance over it.

If you do not start reading the book at that point in time, what is going to happen is that you are either going to put it on your desk or you are going to put it on your shelf. You will keep it, the vast majority of people, never, ever, ever throw books away. So, the reason why you are creating bird seed and if it is in book format, is that your target audience are going to hang onto that book and they will keep it for the rest of their lives. They will keep it on their desk or they will keep it on their shelf. Or they may even pass it around to other people because they have read it and suggest that somebody else should read that book as well.

That is the reason why we create bird seed as opposed to creating brochures. So, when we are filling out this particular template, what we are saying is that we know who our target audience is, we know what they want, and we know what it is that we can actually help them with.

In order to make the content valuable within the bird seed itself, here is the next section and the most important question that you need to ask yourself is, if I am your target audience for example, and I ask you the question what are the ten things that I need to know to achieve the results that I want to achieve? And you have got the first two sections or the second two sections, what is it that I want? If I am your target client, what is it that I want to actually achieve? What is it that you are going to help me achieve, what is it that you are going to transform me into or what is it that you are going to help me with?

So now you have got those two sections and with me as a potential client, what are the ten things I need to know in order to actually achieve those results? Part of your exercise is to then list down what are the ten things, because you are the expert in your field. You know how you need to bring a client from A) to B), and bring them through that transformation. In order to bring them through that transformation, what are the ten things I need to know to get myself through that transformation? So now what you tell me is, what I need to do. You are not telling me how to do it, you are just telling me what I need to do in order to get through that transformation.

What I want you to do in that particular section is to write down what are those ten things that I need to know in order to get from A) to B). Now, when we move into

the next section, what you will see is they are the same ten. So, you have asked me to list down ten things and now you are asking me to list down ten things again. What I am really asking you to do, is to sort these ten things into a priority order. Yes, so they are the exact same ten. You are absolutely right, but what I am doing is I am going to ask you now to sort them in a different way. Most people will either put the best things at the very beginning and they will put the not so great things at the end because when you are trying to list out ten things, you will start listing out the most important things that you can think of. But then you start to push and say well I can't think of anymore, but you will try and populate it with some moderations that will not be as high value as the ones that you have listed at the very beginning.

What we are going to do is we are going to put them down in a level of priority. But what I don't want you doing, is just putting them from the very, very important right down to the least important. That is the last thing I want you to do. And the reason for this is, if you ever imagine say, watching a movie. Typically, when you are watching a movie, it will bring you through a different cycle. You will start off and you will be built up into a high excitement level that you are really, really enjoying the movie. And then it will bring you down so much, you will find yourself thinking, you know what, I am not really enjoying this movie because it has gone into a level or a bit of a boring patch. But then it will bring you back up into more of an excitement part or a discovery or whatever it might be. And so, in every single movie or even a fiction book, what it will do is actually bring you through this flow. The reason being is, you cannot be at a high level of excitement all the way through a movie or all the way through a particular book itself.

So, the sequence that I want you to use when you are sorting your ten things is to bring people through that journey. What you are going to do is you are going to start off with your first one or two really top valuable items and then you will go down into the less important or the less valuable items for your particular target clients. Then you are going to bring them up into the next two really, important things that they need to know. And then follow on that sequence.

The reason for that is when somebody is flicking through your particular book, and let's just say it is a book in this particular format. When they are flicking through the book, what you want them to realise as they are reading the book is in the first chapter think, "I didn't know that." And that's an aha moment. Then they get to the next chapter and think "oh I didn't really consider that at all". Therefore, that is of real value. Then they get to the next chapter and think I kind of new that as well, but it is not as valuable as the first two. Then to go on through the book, the next one is a similar reaction and then they go through to the next chapter and they think, yes, I didn't know that.

What you want to have happening throughout the book itself is those aha moments at the very beginning going into, yes, that is good information to know. Then onto more aha moments. That is the kind of flow that you want to have going through your actual book itself. The next section of what I am asking you to do in the template is to reorder in that particular level or that particular flow.

Now that you have got ten things in a sequence of what you want to bring your readers through, the next section I want you to do is to go through every single one of them. From one to ten. Regarding the first one, please answer the question, what are the three most important things that I need to know about that first point that you are trying to make? Imagine you are writing a book and you have now got ten chapters. In the first chapter, what are the three things that I need to know to get from A) to B) relating to that particular chapter. Then what you will do is you will go to the next chapter, chapter two. What are the three most important things that I need to know about chapter two?

What you are going to end up doing, is you are going to have ten chapters and you are going to have three primary points against each one of those chapters. If you can imagine, now you have got in total, thirty primary points listed for your target audience relation to ten chapters. When it comes to writing your e-book or book or your video series or your podcast series or whatever it might be, whatever the format is, now you have got thirty things that you can talk about and it can be broken down into ten particular chapters.

What I really want you to understand is that this does not just have to be a book - a physical book. It does not have to be just an e-book. It can be a series of ten videos or thirty videos. It can be ten podcasts or thirty podcasts. It can be ten or thirty different articles. Ten or thirty different blogs. It can be, as I said, chapters in a book, it can be an e-book, it can be a video series. All I am asking you to do is once you have got this created, this now becomes your marketing plan for the next twelve months because now you have got all the content. When it comes to physically writing the book itself, or the e-book or doing the videos, now what you can say is, here is the section or here is the chapter that I want to talk about. Here are the three things that I need to make or the three points I need to make in relation to that particular chapter and what you are now doing is you are talking about those three points.

The viewer of those videos or the reader of that book, really what they are seeing is, I am watching that particular video and here are the three points that I am going to get from that video. Therefore, it is easily digested, and they know now that they are getting valuable information. For you, it just becomes very, very simple because for you to talk about those three things, it becomes very easy because you are the

expert in that particular field. That is what you need to do in these particular sections.

When you look at the footer part of the actual template itself, what you will think is, okay, so what are all the elements that you want to perhaps include in the bird seed? Whether it is in the book, the e-book, or the videos or whatever it will be, are there particular quotes that you want to include? Quotes from leaders in the world or people and are they inspirational quotes? Are they quotes that you have written yourself that are pertinent to the particular bird seed that you are writing?

The next thing is to look at statements. Statements that you have come across and perhaps that it is absolutely relevant to include that statement. Somebody else may have said that statement but that is fine once you make the reference to them. What you want to do is include those statements in the bird seed provided it is relevant. Look at say testimonials. If you have got clients that you have worked with in the past and you have covered a particular section or a chapter and the testimonial that you have gotten from that particular client is relevant to that particular chapter, well then include that testimonial. Case studies, or work that you have done in the past - what are case studies that you can put together that are absolutely relevant to the chapters that you are including? Are there particular statistics that you can include or references that you can bring into the actual bird seed itself? There are different elements in order to give more credibility to the actual content that you are writing within the book itself.

The next thing then to look at is what are the titles that you want to put on the book? Again, I know I am referring to a book or e-book, because it is just easier for you to understand, but, what I really want you to think about is that where I say book or e-book, it could be videos, podcasts, articles, it could be anything that you decide to create. But it is just easier for this purpose for yourself to understand if it is a book or an e-book.

Now, what are the titles that the best people in this world, that are copywriters in my opinion, or are editors or the journalists when it comes to newspapers. Because every single day, what they must do is they have to come up with a title for that newspaper. Because it is the title, when you go into a newsstand really what you are seeing is that title on the newspaper that grabs your attention. So, every single day the only way that they sell their papers, is literally grabbing people's attention by the title they put on that newspaper. What is the headline that they have in order to grab your attention when you are in the newsstand and you want to pick up that particular paper?

When it comes to your book or your e-book, it's a case of what is the title that you are going to put on that particular bird seed? Your title has to grab their attention, it

has to hit then from the point of view of am I going to get what I am looking for from reading this particular book? Let's just say I want to lose a stone of weight, so is that book, is that title going to be sufficient for me to lose a stone of weight in ninety days? Because that is what I am looking to try and achieve and trying to achieve it as quickly as is possible. Therefore, if that is going to grab my attention as quickly as possible, I am more inclined to pick it up or download it, and I am more inclined to flick through it to see is it going to answer the questions I have. So, your title is absolutely most important.

Now, also what you want to get in the next section, which is the final section for this worksheet is, what am I going to get from reading this particular book? Am I going to get a strategy, am I going to get a template, am I going to get particular resources or am I going to get a game plan of what it is going to do? Let's just use the analogy or the example of that I want to lose weight. And it is within 90 days, so what am I going to get, what am I going to get by losing weight? What I mean by that is, so am I going to get a game plan, am I going to get a structure of what I need to do over the ninety-day period in order to actually lose a stone of weight.

So therefore, that is what you want to have and the reason for that is when it comes to your website or sales copy or any kind of marketing material that you might get. It is a bit like when the person turns over the book and looks at the back of the book. Really what you want them to do is very quickly by getting this book, this is what you are actually going to get. You are going to get a game plan or a format of how you are actually going to lose a stone of weight in ninety-days. That is what you want to have. It is that summary piece of what you can understand from the reverse side of the book itself.

Looking at the template itself you can see all the different sections that are needed to be completed in order to actually put your bird seed together. However, as I said at the very beginning, this is not a brochure. You are not putting together a brochure, you are putting together valuable content for your target audience. Now what you do want to do however, is at the back of the book and primarily at the back of the book, do not put it in the front of the book, at the back of the book what you are going to include is your about - meaning the about you, the about your company, the services that you provide. And include a call to action. Therefore, you might say, well if you enjoyed reading this particular book, why not get in contact with our company and here is the email address, here is the phone number, here is the address. Get in contact with our company and we will have a discovery call together or we will have some sort of initial meeting together in order to actually discuss or help you get the results that you want to achieve. That is a typical call to action.

So, if you can imagine somebody picking up your book, reading it, going through it and saying, yes, these are all the things that I need to do, however, what is in the back of their minds is that they don't know how to do those things. I know I need to do all these things, but how do I do them? Then you are finishing off with the about yourself, the about your company and what the call to action is. So now they have got somewhere to go to get the help that they want to get to achieve the results that they want to achieve.

So that's it, that's literally how you put bird seed together. It can be done very, very quickly when you use that particular template. Please start working on that side of things, start filling it out, and I will see you on the next video.

