

A blurred background of a studio with people and a laptop displaying a video script. The laptop screen shows a script for a video titled 'WELCOME TO THE MIDWEST MARKETING MINDSET! I'M YOUR HOST MATT TOMPKINS ALONG WITH MY BROTHER BEN TODAY, WE'RE TALKING ABOUT WHAT IT MEANS TO BE A BUSINESS OWNER IN MARKETING'.

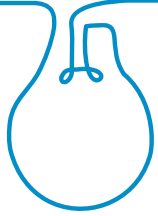
TWO BROTHERS

CONTENT IN A BOX

CONTENT IS EVERYTHING. WE MAKE IT EASY.

A simple content marketing system that uses a podcast with video to grow your business.

WWW.THECONTENTBOX.COM



CREATE YOUR ONE-SENTENCE MISSION STATEMENT FOR YOUR SHOW

Every podcast should have a specific one-sentence mission statement that will help you stand out from the competition and make people remember you.

1. BE UNIQUE

Your one mission statement should be unique and ONLY your show; this will help make you stand out from the rest.

2. CALL YOUR TARGET AUDIENCE

Explicitly state who your intended audience is within your mission statement. This clarity will attract those genuinely interested in your content..

3. MAKE IT MEMORABLE

Once you have a one-sentence mission statement, you can use it on EVERYTHING! By consistently using it across all social media channels, listeners will identify your content amongst others and even memorize it.

4. KEEP IT CLEAR AND CONCISE

Avoid using industry jargon or complex vocabulary. It should be easy to understand for your audience. Just ten words are enough.

5. NO VAGUE LANGUAGE

Don't use vague language; avoid using adjectives like "awesome," "amazing," or "wonderful," or features like "interview," "stories," or "news." Instead, make every word meaningful.

Great examples of a one-sentence mission statement

- All about local SEO for small business owners
- Business Tips for self-publish fantasy writers
- Grow your stay-at-home business while balancing family life
- Healthy Habits to become a productive businesswoman

WE BELIEVE THAT EVERY BUSSINESS DESERVES MARKETING THAT IS AFFORDABLE AND EFFECTIVE

Our Video Podcast Marketing system delivers results



Heres how it works



Book a Strategy Call

We'll talk through your goals and vision and give you customized report and plan for your business growth.



Start Your Video Podcast

Show up with your special sauce, then sit back and let us do the rest.



Amp Up Your Visibility

We'll leverage your video podcast to meet all of your marketing needs for your website, SEO, and Social Media.

Book a free strategy call at
www.thecontentbox.com