

HOW TO GIVE YOUR AUDIENCE THE CONTENT THEY CRAVE



(C) DENISE WAKEMAN

Q&A Video

CHECKLIST

The Video

- Record a 3-8 minute Q&A Video:
1 question, 1 answer
- Transcribe the video
- Write up a summary of the video content
- Create 5-10 short pieces of content for
social media posts
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Post the Video

- Upload video to your YouTube channel
- Use the Question as your video title
- Add the descriptive summary & CTA
- Post on your Facebook page or profile
- Post on your LinkedIn Profile
- Post on Instagram & Pinterest (optional)
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Blog Post

- Use the Question as your blog post title
- Add the descriptive summary
- Embed the YouTube video in the post
- Add the edited transcript to the post
- Add a CTA to the post
- Promote the heck out of your blog post
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Resources

- A list of all resources mentioned in the
course are on this page:
- [https://denisewakeman.com/resources-
create-content](https://denisewakeman.com/resources-create-content)
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DENISE WAKEMAN

ADVENTURES IN VISIBILITY

DENISEWAKEMAN.COM

My motto is "Just say yes!" After a life-changing trek in the Peruvian Andes, I embraced my inner Adventurer and ditched the black business suits for a knapsack and hiking boots. As long as there's wi-fi, I'm a happy glamer and can work anywhere. I'm also an early adopter and active experimenter and LOVE helping you -- authors and online entrepreneurs navigate the journey of growing your business on the Web.

Here's where to book your 1:1 Ask Me Anything about online marketing consult (discounted rate): Book it today!

<https://denisewakeman.info/ama>

