



TRAINING CALL

transcript



STUDENT ATTRACTION INTENSIVE

THE CONTENT CALENDAR

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Clint Salter:

Hey everyone it is Clint. Welcome, welcome week number five inside the student attraction intensive. Great to have everyone here. Welcome to today's class. I'm excited to jump in and share with you today because today is all about content. That's right. We are talking about your content calendar. I'm excited for this week. This is our secretive week. You should now see on my screen the PDF that you have access to to week number five, the content calendar. This week is a very interactive week and I want you to get excited because what I love about this week is it's going to get you creative. And I know that all of you as studio owners are creative human beings.

And that's where we flourish. That's where you thrive is when you are being creative. And not only should you be creative in the classroom when you're teaching. But as the studio owner and as the visionary of your business, you get the opportunity to be creative every single day as the business owner and so often we think of things like marketing and leadership and mentoring and systems and processes as being non creative. But they can actually be really creative endeavors. And that's the conversation that we are going to be having today all about content.

Now let's say like maybe five years ago content was not really a conversation that we were having. We were not talking about content marketing. We were not talking really about the types of content that we were producing to put out in the world to get people to pay attention to our brand. What we were doing longer than five years ago maybe

when I had my studio we were doing things like newspaper editorials. And if we paid for an ad we got an editorial. Or we had a yellow pages advert. We were doing those types of things.

But the great thing, one of the great things about the internet and also social media is that we can continually be sharing content. And you guys have the best businesses in the world when it comes to content. Like I am super jealous that I don't have my dance studio anymore because I would be a content machine if I was still running a dance studio because every single day you have an opportunity to produce amazing content at your studio. And that's what we are going to be talking about because content really is a currency. So when we talk about marketing and the last couple of weeks we've talked about the customer journey, the enrollment process, we started mapping out your marketing plan in week number three.

And then this week, week number five after our implementation week last week is all about creating content so that you can stand out. But also so that you can stay top of mind. Here is the sad reality. Us human beings have very tiny tiny attention spans now. This is a really sad fact. It's smaller than the goldfish. People used to say ha ha ha that goldfish. They don't have a long attention span. Ours are less. Why they're less, well because of technology. How many of you are working, let's say you're working, doing some piece of work and then you quickly click on the Facebook. Or you grab your phone and you scroll through your inbox or you check your phone and send a text message. Or you're like reading an article and



then you pick up your phone again. Or you're reading a book and you pick up your phone.

Who does that? Uh, hello my hand is going up and I'm sure your hand is going up as well. The thing is this is our consumers. This is our consumers. They are doing exactly the same thing. So when they're on Facebook, when they're reading an article, when they're at the supermarket, anywhere that they are they're doing a million things at once. And so we don't have very long to get their attention. And so what that means is we are really in a volume game. We are really unfortunately and you probably felt like I felt a little bit sad saying it. We are. We are in a volume game. When what is important is the amount of content that we are putting out there. But also the quality of the content.

The quality of your content is important. So we can't just put stuff out there for the sake of putting it out there. We have to be intentional. We have to have thought behind it. We have to plan our content as far in advance as we possibly can. These things are all really really important. So I want you to think for a second about the types of content or what content over the last seven days have you shared when it comes to your studio. And when I say content I'm talking about content channels. Facebook, Instagram, I'm talking about email. Anything that you're putting out into your studio. If you've got monitors what are playing on those monitors. These are all, this is all content. And then what types of content are you putting out into the world. Are you doing live, Facebook live videos. Are you posting on your Instagram feed? Are you doing Instagram stories? Are you doing Instagram live? Are you sending weekly emails with clips from classes or photo galleries from the last week at your studio? These are all content ideas. And here's the thing, the people that play this content calendar game, it's a fun game are the ones who are really going to win.

And when I say win, win means you're going to attract more students. Definitely going to attract more students because you are always going to be top of mind. People are going to keep seeing your studio, keep seeing your logo, keep seeing your branding, this is why branding when we talk about branding shortly, not in this week but shortly why branding is so important. Because you want something that people can see and they recognize. Oh that's Jenny's dance studio. I keep seeing Jenny's dance studio everywhere. I know that logo. I know the

colors that they use. I see that everywhere.

That is good. You definitely want brand recognition. And so when you're pairing that really nice strong standout brand with consistent quality content, guys you are going to win. You are going to win. And not just when it comes to new students. You're going to win when it comes to retaining your students as well. Retention is so important but the great thing about producing content is your current students are seeing it. Not only are they seeing it, they're generally in the content as well. They're in that little hey guys here's the last minute of our convo that I wanted to show you with Miss Susie. It's always Susie or Jenny, right? With Miss Susie in class. Check it out. Facebook live. You put it on Facebook. It goes on Facebook live.

If someone else has got a phone, right you might have two studio phones. Someone else is filming for Instagram live. Someone is taking a photo, put it on your Instagram feed. That's the stuff that we're talking about today. Now, I want to make sure that I mention that I do not want you to feel overwhelmed when we start talking about the volume of content because naturally you will. If you're not posting at least once a day I'm going to get you posting more. But if you're not posting at least once a day well then you're really not being seen. And when we talk about posting content, here's the great thing guys, you don't just have to come up with new things every time that you post.

Because the thing is not everyone is seeing every thing that you post. So what I love is that you can recycle your content. You can recycle the content as you go. Which I really love. The recycling of the content which is great. And so that's what we're going to chat about today. Just kind of wanted to frame our conversation for our week number five training. And you can see here I'm just going to point out there's a template here. So if you click down here, you get access to your content calendar template. You can have a look at that. And we are going to go into that today. So let's go through some content ideas. I'm going to share, I'm going to kind of expand on these and share. And the reason we put these 60 ideas, my team and I worked very hard on coming up with 60 ideas for you to post your content is so that you really don't need to think. You've got 60 ideas here. And that's like two months. And then you can recycle them and do different things. If you're doing like one thing a day across your different platforms.



So let's say meet the team. Profile one of your teachers or staff members with a head shot and some fun information about them. So let's say on Monday is meet the team day. So you have let's say it is Miss Samantha. I'm trying to think of a new name for you. It's Miss Samantha. So on Instagram we can do a photo of Miss Samantha and we can ask Miss Samantha five questions about her. And we can put those five questions in the copy where we put text on Instagram. Then meet the team Miss Samantha could do an Instagram take over on Monday where she is sharing her day. Getting ready for class. So she has access to your Instagram account for that day and she is sharing getting ready for class like hey guys it's Miss Samantha here. I'm one of the teachers at Jenny's dance academy. I've been teaching there for five years. Anyway I'm super excited today because I'm going to be sharing you a day in the life of me, Miss Samantha. I'm going to be showing you me getting ready, me getting ready, going to class, me on the train heading to class preparing.

Maybe she's like preparing at home with some choreography like I used to in dancing in front of my wardrobe mirror like filming myself. So I would remember the choreography. Getting to the studio, saying hello to the office manager. That's like a whole thing. So you've posted her photo on Instagram on your feed. You've done an explanation like five questions that she's answered. She does an Instagram takeover. Then she may jump on a Facebook live and film some of her classes that she is teaching and putting that on Facebook live. You can also put the photo that you use on Instagram with the little bit about Miss Samantha. You can also put that on your Facebook page.

You could also put that inside your Facebook group for your current customers. And then if you have twitter or LinkedIn you could do the same thing there as well. Totally easy to just replicate it. And then if you send out a newsletter or an email that week you could also include the picture of Miss Samantha with her questions there. What I'm showcasing you here is I've just created one piece of content. I have one photo. I've asked Miss Samantha five questions that are being typed out, put into the text. And you have repurposed that content on different platforms. The only thing Miss Samantha has to do is she's doing an Instagram takeover for the day where she might jump on four times or five times or six or eight times showcasing her day being Miss Samantha from your studio. The teachers love this by the way. We've done

this a lot with Amy and it goes over so so well.

And so this is one of the things that you might want to do. That's Monday. Monday done. Okay, let's look at number two. Which is complete the sentence. Ask your audience to complete a different sentence each month. My favorite dance movie is. Or you know you're a dancer when. Questions complete the sentences are so so good especially on Instagram. And they're pretty good in a Facebook group as well. So and we've done things like favorite ice cream, our favorite musical, favorite all time dancer, you put your favorite dance movie. You know you're a dancer when. Funny things that dance moms say. There's so many things that you could do here. Again, Instagram, post a picture on Instagram. Let's say it's my favorite dance movie and so you post a picture of your favorite dance movie. And you say my favorite dance movie of all time is Dirty Dancing.

Tell me below what is your favorite dance movie. Then in your Instagram stories you could do a montage of different dance movies. What's your favorite dance movie? Reply to this Instagram story. Tell us in the comment section. Or you could do a poll. What's your favorite dance movie out of Dirty Dancing and what's another, Footloose. So like aging, going back there, so you could do that. But again it's the same thing. Can you see what I'm doing here. I'm just picking a theme for each day. A backstage pass, take candid snaps and it offers costume room when you're designing images, when you're renovating the studio people love renovations. Document the whole renovation if you're sitting on Instagram and you will get new students from that. I know that for a fact.

So like kind of behind the scenes of the business. And you might do that for a day. You can again post photos on the Instagram. On your Facebook page. You could do a Facebook live from your Facebook page like looking at the demolition of a wall or something or going behind the scenes of picking recital costumes. So going back stage in your business. Really really easy. Community love, tag one of your partnering or local small businesses and why you love them. I love this one. I love and you know what this is a great way if you want to start looking at strategic partnerships and we talk about this later in the program, you are going to love this one. And they're going to love you because great way to start partnerships with a local business is highlight.

Community love Thursdays. Or community love



Wednesdays or Tuesdays. Whenever it is. Probably earlier in the week is better. Maybe it's community love Tuesdays. Where for that day you are showcasing a local business. And you can post a photo of that local business or the amazing coffee or ice cream sundae that business has and say our dancers love heading to Jerry's Café for a chocolate sundae after dancing or working really hard during dance class. And then maybe you or one of your team members or someone goes to the café and does a quick little interview with Jerry or whatever name I said you know during the day. There's your Instagram stories. You could also do an Instagram story showcasing different items on the menu.

Or different photos with the owner on your Instagram stories. You can do the same on your Facebook page. And I am focusing a lot here on Instagram and Facebook because they are the main channels. There's also opportunity for you around email and some other things and we'll talk about that when we look at the template. Feel the love Friday. Share one of your testimonials or reviews. This is so cool as well. I love this. Again a couple of ways you can do this.

So maybe on the Instagram and on your Facebook page you post a photo of one of your students or parents with a written testimonial of why they love your studio. Then you could do Instagram stories that afternoon at the studio where you go around and you and when I said you I'm meaning you or your team go around and say hey tell us why you love coming to Jenny's Dance Studio. And you write that on your Instagram story. Why our students love Jenny's Dance Studio.

And then it just cuts to the kid, "I love Jenny's Dance Studio because we get lollies every class, candy every class." I love Jenny's dance studio because I love my teacher, Miss Rachel. So you get a whole bunch of these in an Instagram story. And with your story save these videos. While as you're creating them save them on your phone or I'm a big fan of just having a studio cell phone where all of this happens. Your director of first impressions can help your office manager can help with these things as well. We have a lot of that inner circle members who have their senior students help facilitate getting this content as well.

You'll find it very easy when you have the schedule in place. When you have the plan, it's super easy to follow. That's why I'm giving you all of these examples. And so testimonials are a really

easy to get and they're really fun to share and the kids love being on camera. Love being on camera. Saturday spotlight. Highlight one of your most popular classes or products with an image and description of why it is in the spotlight.

Yeah, so Saturday spotlight is great. It can be a popular class. To be honest with you it might be a non popular class that you want to make popular. If you just want to shine the spotlight on that class how do you do that? Post a photo of all the people in the class, arms around each other having an amazing time, loving each other, take a clip from class that you can put on your Instagram story. We'll do an Instagram live where you might film for like ten minutes of the class, super cool. You could do a Facebook live as well filming part of the class. Really effective, yeah so there's a couple of things. So you can kind of get I'm not going to go through all six seeing things by the way. But you can kind of get the rhythm that we're following here. What I want to give you is examples and repurposing the same content.

So you want to pick on of these each day and you can rotate them, right? You can totally just keep rotating them. There's 60 here. So that will last you for two months. And then you just repeat it with like a different teacher for instance or you can have like meet the tea Mondays. So you might pick seven of these things and you might follow those seven things for a month. So if we look at this we might do here are your seven. We've got Monday meet the team, Tuesday complete the sentence Wednesday, back stage pass. Thursday community love. Friday, feel the love. Saturday, Saturday spotlight. Sunday goals.

And you might do that. They might be your seven things for the month. So for the month the March for instance you're going to do one of these each day. And then the following Monday you do meet the team and you have a new team member. Complete the sentence. You begin new sentence. Back stage pass you focus on something else. Community, love, you focus on a different business. You get the idea. Then maybe in month number two you moved down here and you start again. And you start again.

Motivational Mondays. Share your favorite inspirational quote or dance quote. And if you do it that way. You got a whole lot of moonshot here. And you'll basically you'll be able to fill out the whole entire year. And when you get to



the end, you just start all over again. So these are things for you to go through daily. So you need to pick a thing. You just pick one thing and then you place that thing across everything. Super easy. I'm going to change my screen now change my screen now for a second.

So I can bring out the content calendar for you. And we have made it really easy because I have listed here all of the 60 things here. So all you need to do is copy and paste. Super easy, copy and paste it. So let's go to your monthly calendar template. So I've created you this template. It's a month so you can just go down here in your excel spreadsheet and duplicate it. So Monday, Tuesday, Wednesday, Thursday Friday, Saturday, Sunday then week number two.

And so what you will see here is five. I'm giving you the opportunity to do five pieces of content every single day. Now, you don't need to do five but you do need to promise me this is a pinky promise, this is a big promise you do need to promise me that you are going to do at least three pieces of content daily. And guys you can schedule most of this. I'm not going to say all of it because you can't schedule all of it. Like your Instagram stories, but you can schedule most of this.

Another way I think you can schedule Instagram stories but maybe there's a software now that you can do that with this. So I definitely want you to be doing two things on Instagram. And one thing on Facebook. So oh my window dropped down. Oh there it is. It's just not big enough. So you want to do one thing on Instagram, should be coming up here. Oh you can see it at the top. One thing on Instagram one other thing on Instagram and one thing on Facebook.

So on thing on Instagram. There we go. Another thing, I don't know why it's coming up here. Hopefully it's coming up on yours, I might need to fix this sheet. Instagram and Facebook. So the other three things that I want you to promise me that you are going to do right and with Instagram you want to be doing putting it in the feed. You want to be doing a story. And on your Facebook you want to be doing this on your face. And it needs to be either a live or a post. Guys, these are your non negotiables. These are your absolute non negotiables.

Instagram feed which is the picture or the video or the sound clip or something. You could look

at our Instagram, [inaudible 00:24:05] to see how we're doing it. We follow I've created this strategy so we follow this same thing. But you want to do an Instagram post on your Instagram feed. You want to do your Instagram story at least one. That's like really lazy. At least one is really lazy. And then you want to do a post on your Facebook and that can either be a live, like a live video or it can be a post. And so on your Instagram feed let's go back to our content idea. And we are going to do as our first and I've done this so you can copy and paste stuff over.

So we're going to do meet the team. And on our Instagram feed we are going to do a original image. So we're going to put in original image of the team member. The time that we're going to do let's say we're going to do 9:00 AM whatever 9:00 AM is for you depending on where you are in the world.

Then on Instagram story let's say that we are going to do a video so she can jump on it whoever the teacher is. And he's going to do a video. This is also meet the team. And what we want to put here is meet the team and it's going to be Stephanie. Meet the team and it's going to be Stephanie. I hope you're filling this out as we go through. And let's say that can be at that can be a ten AM.

And the Facebook page or the live post we can maybe post that at 11:00 AM and we're going to do the picture as well. The original image, meet the team. And then we need to write the copy so you can include your copy in here and your copy might be meet Miss Stephanie. Miss Stephanie's been teaching at Jenny's dance academy for five years and here are five things you might not know about Miss Stephanie. And then you have five questions. You know favorite coffee, favorite dance movie, favorite dance style. You come up with five questions that you ask her right and that is the copy. Then in the Links section this is where you would have a lot of winks to hopefully your google drive or your drop box to the image for instance.

So if you need to post an image but again you're creating this for your team member to be able to do this. So you put a link to the image here and then any notes. So if I was doing this let's just say here is the link. Just going to do that there. So you get the idea. So there the link and then I would put nothing. I don't need to do any notes around that one.

What I do need to do notes around is this one, is the life. So same image there. So the link, there is



no, oh you want to put the link to the video of her as well unless she is doing it. So if you're going to do a takeover, an Instagram takeover for the day and Miss Stephanie is taking over your account she would just post. So let's say that was what you were going to do, Stephanie is going to do a takeover, no need to post any videos today.

And we would put that in the notes section. So whoever is looking after this could easily kind of look at this and go cool, here's the link, I can schedule that in Instagram. Okay, here's the link. I can schedule that on our Facebook page. If Stephanie was going to do a Facebook live you would just change that to a live video and put Stephanie with be doing the live video today. No need to post anything.

So a non negotiable are three pieces of content daily. Three pieces of content daily. Now, let's have a cook at some of the other place. So I want to walk you through some of the other things that you might do. So Facebook and Instagram we're covered. I feel like be are completely covered on the types of content that we can post. The different mediums that we can post on Facebook and Instagram. LinkedIn now LinkedIn is an interesting one. And guys, these next things are like second dream." These are not musts. You must do Instagram and Facebook. I'm not budging on that. That's what's working. That's what I want you doing.

Other places you can post is LinkedIn. You should have a LinkedIn page for your business, your business page so you can post on that. YouTube, I am definitely a fan of you having a YouTube account where you are posting videos. It's a little more of an advanced strategy in terms of your retargeting and growing your channel views and that type of thing. And it's effective for the right type of studio. But there's another platform you can post video on, Snapchat, Twitter, your website. So you might have a blog post or an article that you want to put on your website. One of the things that we might add in here actually is website. This might be a 12. Guys the timing doesn't matter.

The timing doesn't matter. Your social media accounts are going to let you know what times people are engaging with your business. But what we might want to do here on our website is post the image of Miss Stephanie on our blog, let's say on our website so all this is going to be exactly the same. Post on the blog, on the website. So then we have a little profile of Miss Stephanie

there on the website and on the blog section.

So we are repurposing this content. I think often a content calendar gets very overwhelming because you think it has to be a whole bunch of different stuff every single day. It just needs to be the same thing spliced up. How can we create content around this one thing. And then really after you succeed at, after your first 30 days, you could repeat this content. So you could go and do it again and repeat the content.

So I hope you're kind of recognizing how easy it is to follow a content calendar. What I'm going to encourage you to do is to get with your team. This is like a really amazing exercise for you and your team members. We did this earlier in January with some of our inner circle members because we did a big student attraction sprint month in the inner circle and to kind of put that plan in place they got their team together and they created their content calendar for the month of January and two weeks into February.

And they go their team really involved in mapping this content out. And so they'd say okay money, who wants to do meet the team. Who wants to do an Instagram takeover? Who wants to share what they're doing on their day in the life of on Instagram? And so they would do that. And then the team had ideas of which local businesses, if you're doing a spotlight on one of the local businesses, they're like which local business should we showcase this month. We need four local businesses. Where do you go?

And then some of the teachers and they're like oh I'm going to go to that hair dresser this month. Great. When you go to that hair dresser can you do an Instagram story on them? Can you do a Facebook live and do a little interview with the owner? So it's looking for the opportunity. Like I said, guys, studio owners, you are Lucy. When it comes to creating content you have one of the best businesses in the world to create content.

The reason it doesn't happen as often as I would like in terms of the volume of creating content is because it's overwhelming. If I said to you hey create a content calendar for a month before we sign off this call. You'd be like oh my goodness. I have to think of three or four things to do every day. They always have to be different. Like how do I know what to post. And that's why like I said the team work had them coming up



with 60 ideas for you that would essentially last you the whole year if you did like seven things a month. And then you just came up with new team members and that type of thing.

So what I want you to do is I want you this week to complete your next month of content. And like I said if you follow my formula which is very easy, which I would suggest that you do, is you take this is your month one. You take these seven things. Meet the team, complete the sentence, backstage pass, community love, feel the love, Saturday spotlight, goals. I would take those seven things and I would do each of them every day for a month. Week one, week two, week three, week four.

And then for the next, go one, two, three, four, five, six, seven. Then this is month two. So you just and then you've got month three, month four, months five, month six, month seven. It's all there. Then you repeat, start again. Meet the team. So easy to follow and when you work with your team you fill this out and this is what's going to take the time, you doing the work and filling out the next months. Like I said to you this is your complete month and then you can just duplicate the tab. While you can duplicate the tab so then you'll have your next month.

But this is your entire month and you just keep copying and pasting the same thing over. So this is meet the team. Then on Tuesday it's going to be complete that sentence. In back stage pass, community love, feel the love, Saturday spotlight, goals. Super super easy for you to follow.

So that is my goal for you this week. And I want you to go through this, you can do it on your own or you can do it with your team members. But because we have given you all of the ideas this shouldn't take you to copy and past and start coming up with ideas not including writing all of your copy and finding your links. Because that's going to take you a bit more time. But to come up with your topics and put it in it's only going to take you

about an hour to 90 minutes. 60 to 90 minutes is all it is going to take for you to put this together.

That's it. That's it. So I want you to go away this week and actually want you to use some time that you have now and if I was you I would be spending the next 30 minutes on mapping out your content calendar for as much as you can do for the next month. I've seen this done in 30 minutes if you're game. Jump on in for the next 30 minutes. Complete your content calendar for the next four weeks or five weeks depending on what month you're in. And use that content ideas like I have just shown you.

And so with the drop downs here, let's say you have original image, curated image, you just need to oh just deleted that by accident. So you can link the pull downs there or you can just delete the pull downs and then just copy and paste them. So that's going to be a really easy way instead of you clicking on each one and picking them. You might just copy and paste this section for instance. And then you might put it down here. So that's a really easy way for you to do it.

Guys, that is it for me for our training class this week. I'm very easy streamliner like I said. It took us a long time to put this suite together and we brainstormed as teams. All the amazing ideas that you could do, 60 ideas and like I said we've made it so easy for you. You just need to put the different content in the calendar decide what you don't want to do. And then get your team to help you implement.

I hope you enjoyed this class. If you have any questions please jump into the group. We are going to be there for you to answer your questions. And I look forward to seeing what you are going to come up with when it comes to your content calendar. Thanks so much and I will see you next time. Take care and bye for now.