

Just Position It! 

ZERO to 100 IDEAS INSIDE! Content

Quick-start Toolkit



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ZERO to Content

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A toolbox of 100 topic ideas by industry to take your business from ZERO to Content.

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Stop Struggling to Attract Prospects to Your Business



Did you know every 60 seconds Facebook users share 2.4 million pieces of content, or that Twitter users tweet 277,000 times?* Holy Moly! Does anyone sleep anymore?

Content marketing is here to stay—and you need to take advantage of the phenomenon to attract your ideal clients to your doorstep.



“The consumer is more educated than ever before, and they’ll research you and your company before handing over one penny. You now must tell them why they should care about you and your product, and provide massive value **FIRST.**”

What Is Content Marketing?

Content marketing, inbound marketing, or pull marketing is the practice of creating and publishing a piece of content also called a “lead magnet”, relevant to your service or product that provides value and educates—like an e-book, infographic, or cheat sheet—and offering it up to your ideal prospects in exchange for their email address.



“While there’s lots of noise out there for folks to feed on, if you can solve a **PROBLEM**, you’ll clearly stand out. People are, and always will be, interested in solving their problems. Period.”

Why Does Your Business Need Content?

Because you need to build an email list. Your goal is to reach prospects and convert them into customers. It’s as simple as that.

Inside are 100 content ideas covering 20 different business types and industries. These ideas will help you think about the value you can offer your own ideal clients, to help grow your email list and business.

Let’s jump in shall we?

Life Insurance

Idea #1
"10 things your will should contain."

Idea #2
"What to look for in an estate planner."

Idea #3
"The best ways to protect your family from unexpected tragedies."

Idea #4
"5 hidden benefits of life insurance you've never been told."

Idea #5
"10 myths about life insurance you need to stop believing."



Problem You Solve
Preparation for
unplanned death.

Dentist

Idea #1

“10 foods to eat that protect the health of your teeth.”

Idea #2

“Unsuspecting habits that are destroying your teeth.”

Idea #3

“Mistakes you’re making while brushing your teeth.”

Idea #4

“The one thing you can do every day to prevent tooth decay.”

Idea #5

“5 ways to avoid getting a dreaded root canal.”



Problem You Solve

Tooth loss prevention and longevity of healthy teeth.



Landscaper

Idea #1

“5 trees that are beautiful yet easy to care for.”

Idea #2

“How to care for your outdoor plants in the winter.”

Idea #3

“Things you’re unknowingly doing that’s shortening the lifespan of your foliage.”

Idea #4

“3 reasons overwatering does more harm than good.”

Idea #5

“How watering less not more helps keep your plants alive.”



Problem You Solve

Time saving of gardening maintenance and sustained curb appeal.

Real estate

Idea #1

“Unusual questions to ask the seller about their home.”

Idea #2

“Key watch outs when buying a home for the first time.”

Idea #3

“10 hidden benefits of home ownership no one talks about.”

Idea #4

“7 signs you’re ready for home ownership.”

Idea #5

“5 things to consider about location when buying a home.”



Problem You Solve

Help secure housing for families.



Financial advisor

Idea #1

“10 worst mistakes most people make when it comes to finances.”

Idea #2

“Ways to become a millionaire before the age of 50 if you’re still in your 20s.”

Idea #3

“Important things to consider when hiring a financial advisor.”

Idea #4

“The #1 reason you need a financial advisor.”

Idea #5

“How to spot the wrong advisor.”



Problem You Solve

Asset accumulation, de-risking, and loss prevention.

Personal trainer

Idea #1

“25 exercise mistakes you’re making that harm your bones and joints.”

Idea #2

“Top foods to eat every day to help you keep body fat at bay.”

Idea #3

“10 things you can do while sitting that helps burn calories.”

Idea #4

“5 ways to burn 100 calories while laying down.”

Idea #5

“The #1 thing you’re probably doing that’s sabotaging your weight loss goals.”



Problem You Solve

Achieving weight loss and longevity.

Bank

Idea #1

“A primer on basic financial investing.”

Idea #2

“Top 20 ways to curb needless spending and save more money.”

Idea #3

“Business 101: Benefits of starting a small business.”

Idea #4

“5 creative ways to stay on top of your spending.”

Idea #5

“7 secret services your bank offers that can save you thousands.”



Problem You Solve

Wealth protection and ease of day-to-day financial transactions.



Grocery store

Idea #1

“Things to look for when shopping for fruits and vegetables.”

Idea #2

“Creative ways to use coupons to save hundreds every month.”

Idea #3

“Food shopping tips to feed 2X the people at half the cost.”

Idea #4

“3 things you should get every time you visit the grocery store and why.”

Idea #5

“Easy ways to stretch your dollar while grocery shopping.”



Problem You Solve
Acquisition of food.



Clothing store

Idea #1

“How to look better in the clothes you buy.”

Idea #2

“Smart ways to dress for any occasion.”

Idea #3

“How to buy shoes to dress up or down any outfit.”

Idea #4

“4 tricks to look slimmer in your cloths.”

Idea #5

“5 easy ways to give yourself an instant wardrobe makeover.”



Problem You Solve

Prevention of looking frumpy and out of style.



An App

Idea #1
“How to get more out of your App.”

Idea #2
“10 hidden things your App does for you while you sleep.”

Idea #3
“15 secret commands to give your App to increase productivity.”

Idea #4
“3 ways to use your App to be more productive.”

Idea #5
“7 types of Apps you should never download.”



Problem You Solve

Provide entertainment or increase organization and productivity.



Interior designer

Idea #1

“Simple ways to beautify your home with the use of color.”

Idea #2

“How to use mirrors to make your home look bigger.”

Idea #3

“Furniture buying tips to modernize your living space.”

Idea #4

“Do these 5 things to enhance the feng shui of your home.”

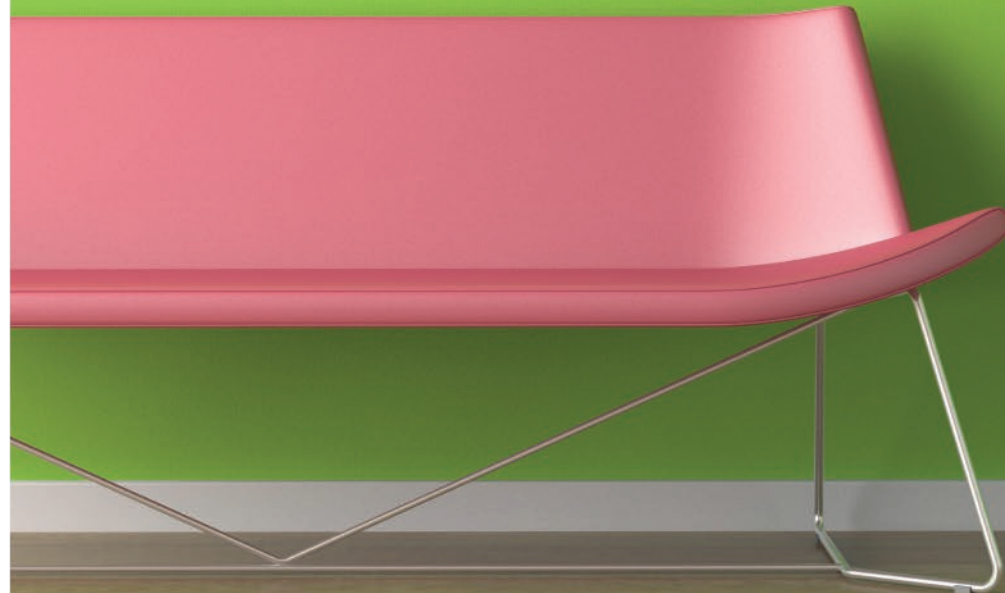
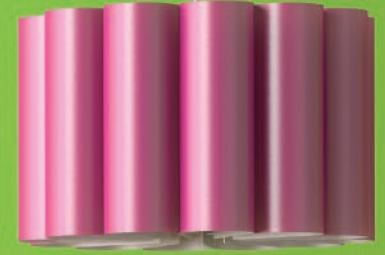
Idea #5

“How to use interior lighting to elevate your mood.”



Problem You Solve

Help beautify the home environment.



Laundry detergent

Idea #1

“Tips for knowing when to wash with hot or cold water.”

Idea #2

“Ingredients to look for in laundry detergents to prevent allergic skin reactions.”

Idea #3

“Ways to wash and dry your clothes in half the time.”

Idea #4

“Things to stop doing that’s shortening the life of your clothing.”

Idea #5

“3 tips to cut your detergent use in half.”



Problem You Solve

Eliminate dirty clothes.



Makeup counter

Idea #1

“5 ways to accentuate your eyes.”

Idea #2

“Makeup application tips the pros use to take years off your appearance.”

Idea #3

“Face washing secrets that help keep your skin baby soft.”

Idea #4

“The one item in your frig that helps you stay more beautiful.”

Idea #5

“5 on-the-go makeup tips when you only have 10 minutes.”



Problem You Solve

Enhance beauty, reduce years in appearance, or hide imperfections.

Jewelry store

Idea #1

“10 things to look for when buying diamonds.”

Idea #2

“Most popular engagement ring designs to delight your favorite lady.”

Idea #3

“Creative ways to incorporate birth stones into engagement and wedding rings.”

Idea #4

“3 ways to tell what jewelry type your girlfriend will like.”

Idea #5

“How to buy the perfect engagement ring.”



Problem You Solve

Increase the happiness and loyalty of your partner.



Art gallery

Idea #1

“Art buying tips for the novice.”

Idea #2

“Psychological effects of artwork and color on the human brain.”

Idea #3

“A primer on modern artists starting in the 19th century.”

Idea #4

“What your taste in art reveals about your personality.”

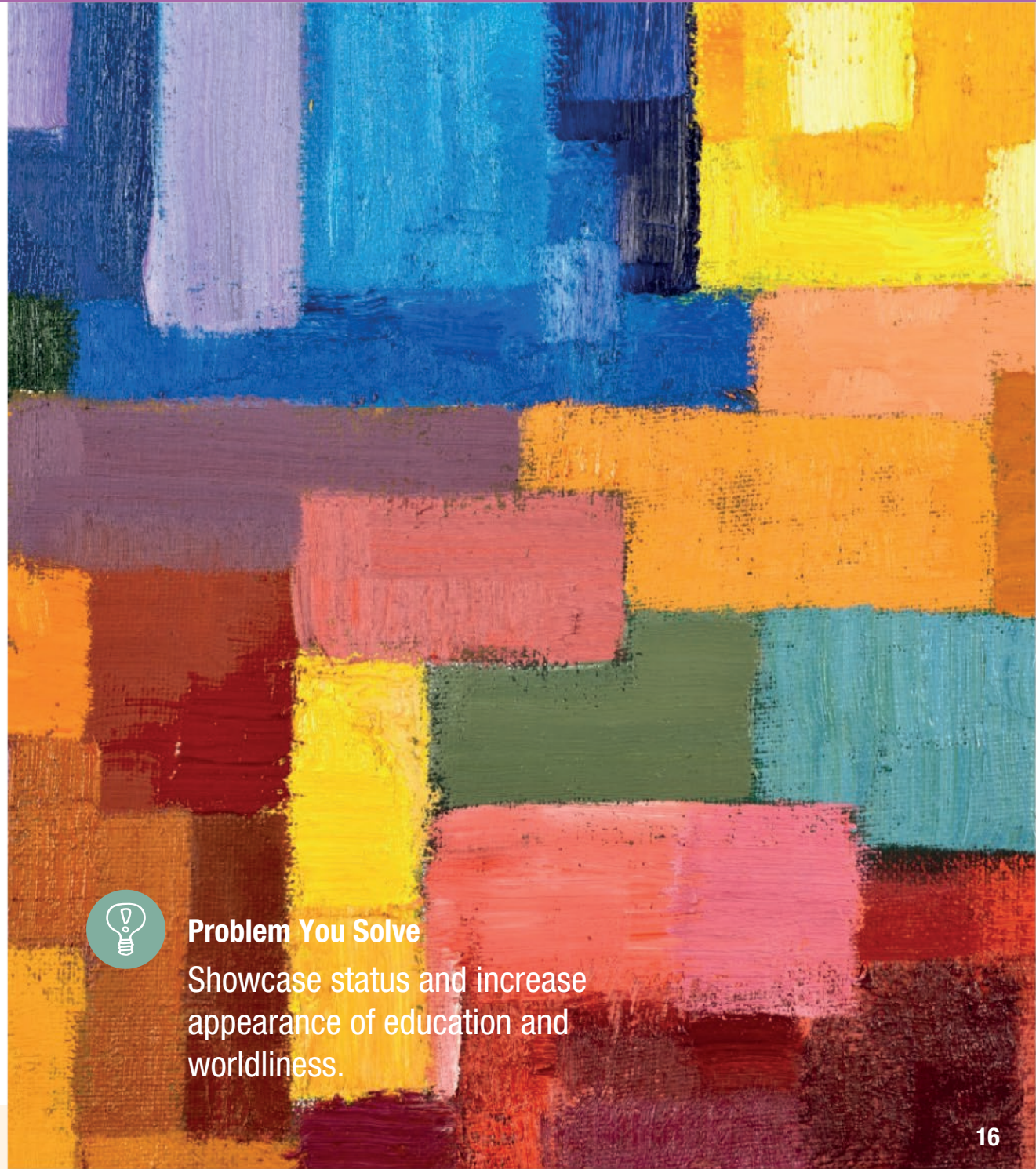
Idea #5

“Simple ways to use art to change the ambiance of your home or business.”



Problem You Solve

Showcase status and increase appearance of education and worldliness.



Business coach

Idea #1

“3 signs you're ready for entrepreneurship.”

Idea #2

“5 things standing in your way from becoming your best self.”

Idea #3

“The #1 mistake you're making that's stopping you from finding new business.”

Idea #4

“Do these 4 things every day to 2x your sales potential.”

Idea #5

“3 things to never say to a new client.”



Problem You Solve

Helps entrepreneurs become and stay profitable.



Skin care

Idea #1

“The one thing in your frig you should apply to your face every day to make your skin radiate.”

Idea #2

“This one ingredient nourishes skin better than lotion.”

Idea #3

“7 hidden ways the sun damages your skin.”

Idea #4

“3 reasons why sunscreen doesn't go far enough to protect your skin.”

Idea #5

“5 ways to prevent skin cancer.”



Problem You Solve

Help maintain beauty throughout a lifetime.

Plastic surgeon

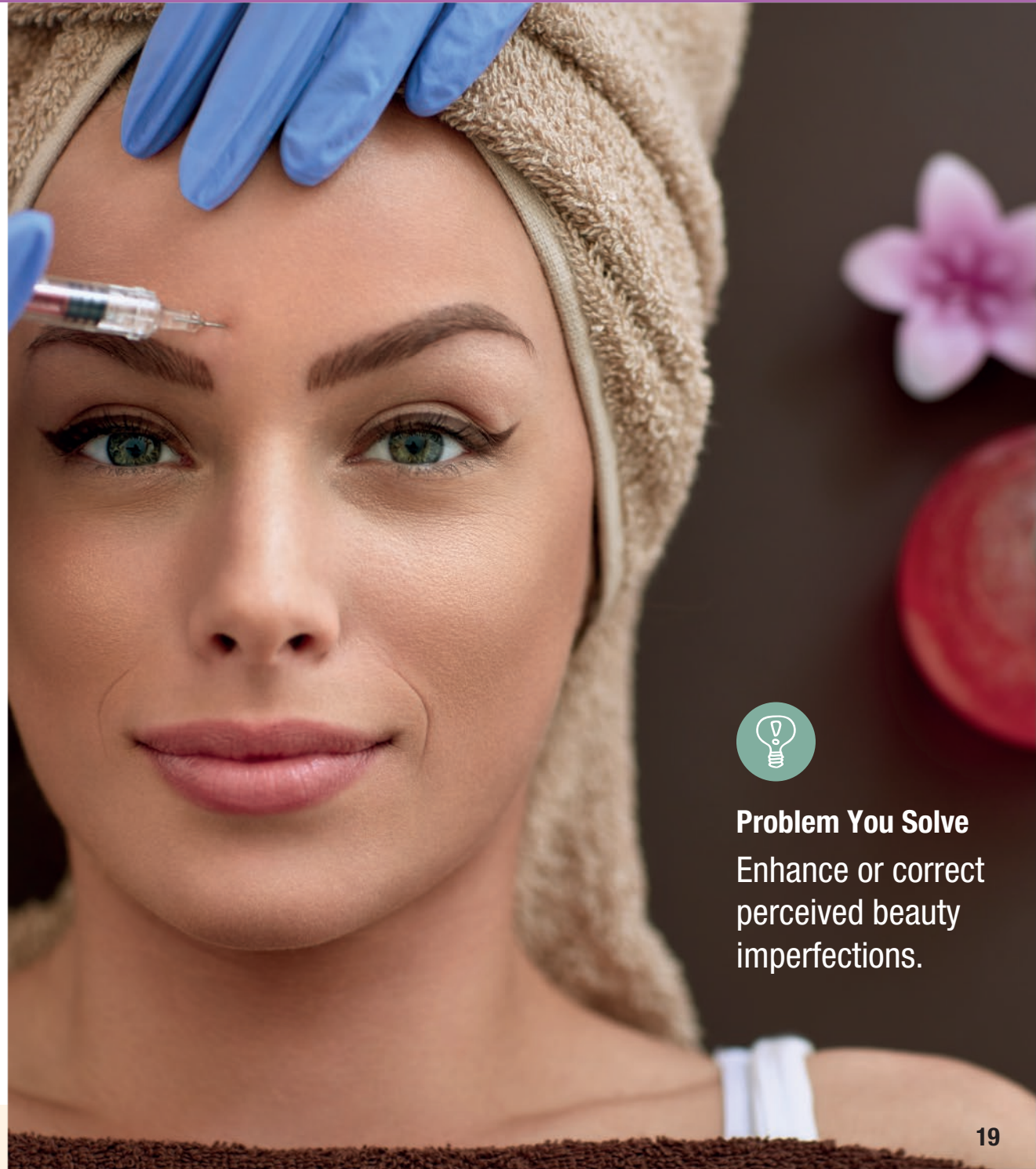
Idea #1
"Top 3 signs you're ready."

Idea #2
"5 ways to determine the best cup size for your body shape."

Idea #3
"3 reasons why now is the perfect time for your enhancement."

Idea #4
"Top things to consider before going under the knife."

Idea #5
"5 ways plastic surgery can improve your income."



Problem You Solve
Enhance or correct perceived beauty imperfections.

Hair care

Idea #1

“Top ingredients to look for in your hair shampoo.”

Idea #2

“The 2 things that are drying your hair out.”

Idea #3

“5 ways to grow your hair 5X faster.”

Idea #4

“How a blow dryer can be your hair's best friend.”

Idea #5

“The #1 thing you should do to your hair every day to keep it healthy.”



Problem You Solve

Help sustain healthy hair through lifestyle, environmental and hormonal changes.



Life coach

Idea #1

“The No. 1 thing affecting your self-esteem.”

Idea #2

“Why your biggest enemy to reaching your dreams is you.”

Idea #3

“How to get out of your own way.”

Idea #4

“5 ways to find your life's purpose.”

Idea #5

“Doing this one thing every day will transform your life.”



Problem You Solve

Provide life guidance to accomplish a stated goal or level of fulfillment.



Ready to draw prospects to your business like bees to honey, and build a booming email list?

If you're struggling to attract prospects and customers to your business, one of the easiest ways to fill your email inbox and grow your subscriber list is to offer free education or valuable content that helps them solve their problems.

Don't forget about your Toolkit bonuses!

Remember, your toolkit also includes:

- A gift certificate worth \$175.00! You can totally apply this towards the creation of your own lead magnet.
- A round-up of over 50 content marketing types and formats to get your creative juices flowing.

Schedule Your Discovery Call

Is your head spinning with ideas?

I invite you to schedule a free discovery call with me so we can bring your first or next lead magnet to life, and start getting more prospects and sales. Start standing out today.

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JustPositionIt!®, Ang's Writing Lab™, Ang's Marketing Boutique™, Heroes' Club

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