



The Essential Checklist for Creating a Body of Conscious Content

An actionable step-by-step guide
to creating the essential body of
conscious content for purposeful
small business owners

Small business owners face unique challenges. We're a hardy bunch, thinking, creating, serving our people. So, wouldn't it be great to know you were on top of the 'whole content thing'. With everyone (our customers included) facing information overload, it's not easy to step off the content conveyor belt. But it is possible when you understand the value of conscious content.

Content that isn't conscious is, well, unconscious. It's vanilla too. Written in a vacuum and usually in a rush with very little thought, unconscious content hasn't taken into account your why, your most meaningful messages, or your customers. It lacks depth and meaning. It could even sound like OPC - other people's content. Blending in with the other seemingly endless white noise out there, it can't possibly connect with your market at the level it should - that is, deeper and more authentically.

By contrast, conscious content is written, audio and visual content that's created with deliberate intent, care and awareness, rather than being produced just for the sake of it. You can tell when content is conscious and so can your customers. It's authentic, meaningful, and reflects who you are. Unlike unconscious content, it takes time, effort and thought to develop. It has a clear voice that resonates with your market. And you feel proud and excited to share it.

Imagine being conscious in your business' marketing communications. Imagine caring enough to translate what's important to you in language and values that makes sense to your audience. How good would it be to recognise the value in communicating with your customers from their perspective as well as your own?

Imagine that.

This guide is for business owners who care - truly care - about their customers. In fact, they care enough to make time and the effort to discover how they can communicate more consciously. The question to ask yourself is: *Am I that kind of business owner?*

Here's the thing: most business owners aren't even aware there's a way to communicate consciously. We might think we do, but in reality, we're don't. Here's how to know if you're communicating consciously with your market:

- *You've deeply considered the essence of your business communication, bringing together the technical and more human, emotional aspects to connect more coherently with your audience.*
- *You've set the foundations for your business communication, working from the inside out. You and every member of your team understands and speaks your 'language' drawing from your business' unique lexicon.*
- *Every communication is consistently threaded with your business' most meaningful messages and the themes of your content, whether it's a letter, proposal, website, social media post, blog, video or phone call.*

"Communicating consciously offers the pathway to meaningful connections with your customers - before they've ever done business with you. Conscious communication with your audience tells them: You understand me. You care about me. Not in a false hyped up marketing way, but genuinely, just as we'd expect in any important relationship. It sets the foundation for all business marketing communications and this makes it possible to create an enriching and enduring relationship with your audience."

- *Instead of reacting to the next shiny big marketing thing, you discern whether it's right for you.*

Communicating consciously offers the pathway to meaningful connections with your customers - before they've ever done business with you. Conscious communication with your audience tells them: You understand me. You care about me. Not in a false hyped up marketing way, but genuinely, just as we'd expect in any important relationship. It sets the foundation for all business marketing communications and this makes it possible to create an enriching and enduring relationship with your audience.

And isn't that what you want? If we care less with our communication, our people - the customers we deal with - will feel it. The words of Maya Angelou sum it up well: *People don't remember what you say or do, they remember how you make them feel.* Your words - spoken, in print, or on a screen - have the power to influence feelings, so why not do it consciously?

Is conscious business communication for you?

Conscious content takes effort, time and deeper thought to produce. It's not for everyone. Most people just want their content done. Yesterday, if possible. The problem with this content-at-any-cost-conveyor-belt mentality, is it misses the whole purpose of our business communication, which is to connect and build enriching and enduring relationships. If we care enough about our people - customers we serve, patients we treat, clients we support - we'll take the time and do the work to communicate right. We'll take the time to communicate conscious content.

We've reached a point in business where it's costly to produce content without meaning. Now as people search for more meaning in all areas of life, it's time for us to evolve beyond pointless, empty words to purposeful content drawn from deeper thought and intent. If you're up for the challenge, work through this guide and take your first steps to producing a body of conscious content for your business.

Do that and be part of the evolution!

Where are you now? Taking an inventory of your content

Producing a body of conscious content doesn't mean we necessarily start from scratch. On the contrary, it's vital to review the content you've already produced. Why? Because most certainly you'll have some good material amongst it.

All too often we lament things we don't have and forget what's already right in front of us. It's a case of the glass half full. How many times have you whined and moaned about something that's out of reach and in the same breath overlooked and discounted what's right in front of you? If you're like me - and 99.9 percent of humans on the planet - you're guilty of this. Not surprisingly, the same thing happens with content. Many people go on creating on the conveyor belt, without revisiting what's already in their content library. This leads to disconnected content, mixed messages, and a lack of cohesion. It can also mean you create unnecessary work for yourself.

For this reason alone, it pays to take an inventory of your existing business content. Before doing anything else, make time for a content stocktake.

1 How's the content on your website?

People may say that websites are going the way of the dodo, however for most small business owners, a website is a legitimate business communication tool. However, their website, along with including the content on it, is in need of an overhaul.

If you fall into this category, it's time to come clean. How would you rate the content on your website? Be honest. Many business owners rush their websites rather than taking time to get the content right and they're often dissatisfied with it. Every time they look at their website, that disappointment gnaws at them. Not enough to make them do anything about it, but just enough to be irritating.

With that in mind, time to rate your content in the table below by ticking the box that best describes your website's content. When you approach this task, think about your answers to the following questions:

- *How long since the content on your website has been updated?*
- *Does it reflect the products/services you now offer and the direction you're taking with your business - or is it dated? Business is constantly evolving and unless you've been conscientious about managing your website content, there's an excellent chance it needs a refresh.*
- *If it does need looking at, what specifically needs to be done?*

Website content rating scale	How I feel about my website content			
	User Experience	Design	Content	Images
Seriously, I'm embarrassed at how bad it is.				
Not great. I just live with it because I don't know what else to do.				
Look, it's okay, but it could be better.				
Actually, it's pretty good, if I do say so myself.				
It's great, I love it! It really expresses who we are, what we do and where we are going.				

The things that need updating on my website are:

1.
2.
3.
4.
5.

2

What printed and digital marketing collateral does your business have?

Printed and digital communication collateral includes things like brochures, fliers, e-books, white papers, proposals, fact sheets, email campaigns, blogs; in fact, anything you give or send to your customers, patients or clients.

Write down here what you have and if appropriate, what needs a refresh:

<i>What needs to change</i>	<i>Why it needs to change</i>	<i>How it needs to change</i>
<i>E.g. Capability statement</i>	<i>Dated content, old branding</i>	<i>Needs a re-write, reformat, new logo</i>
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.....

If there's not enough space here, grab a blank piece of paper and add to your list. It's essential to capture *everything* in your inventory. Remember to mark against each item whether it's current or needs updating. If it needs updating, what specifically needs to be done?

3

What audio/visual content do you have?

With video now a major form of content, maybe you've ventured into this arena and produced some of your own audio and or visual content. Perhaps you have a branding video, some educational videos, customer testimonials, and employee endorsements. If you haven't, no problem, we'll get to that. However, if you are sitting on a body of audio or visual content, how current is that material? There are plenty of business owners who've prepared video content, sent it out to the market once, but then let it lie dormant. If you have any video or audio material at all, list it here.

<i>What needs to change</i>	<i>Why it needs to change</i>	<i>How it needs to change</i>
<i>E.g. Company branding video</i>	<i>Done by us, not professional</i>	<i>Needs to be redone with more polish</i>

Just as you did with your website, digital and print materials, make a note of how current this content is, whether it reflects the messages you want to convey, and whether it could do with an update. If it does need to be updated, specify how you'd like to rework it.

4

What's on you content wishlist?

Now you've completed an inventory of the existing content in your business, it's time to go blue-sky. That means, identifying the content you need for your marketing and articulating the content you've always wanted to create, but just never got around to doing.

Having worked with business owners from diverse industries, one thing I know is they all have a content wishlist. Perhaps they've never called it that, but they've content which has been running around in their head and never made it to the top of the to do list.

Maybe you want a website that's more user friendly and fronts a more contemporary look. If that's the case, there's a good chance you'll need to update your website content, including the words, images, and possibly your branding.

Perhaps there's an e-book (or print book) bubbling away inside you that needs bringing out to the world. Have you always wanted to produce a lead magnet to provide value to would-be customers?

Is there an email campaign you'd love to integrate into your marketing? Or perhaps there's a marketing landing page you'd like to develop?

What about printed collateral? Is there a brochure you've been meaning to produce, but you just haven't ever found the time for it?

And audio/visual? Where are you with that? Have you lacked the courage to go live or create a YouTube channel? If you did have the courage, what audio/visual content would you love to produce? Are you a vlogger or podcast host in the making?

Make a list of the content you'd love to have in your business and make a note of the priority of each, ranking them high, medium, or low.

<i>Website/Digital</i>	<i>Priority H/L/M</i>	<i>Print</i>	<i>Priority H/L/M</i>	<i>Audio/Visual</i>	<i>Priority H/L/M</i>
<i>E.g. Landing page for new online product</i>	<i>H</i>	<i>Patient information sheet</i>	<i>H</i>	<i>New branding video</i>	<i>M</i>

If there's insufficient space here, make a copy of the table (this is the start of your content plan) and populate it with the content you'd love for your business communication. Be sure to prioritize each item against your business goals. With this done, you'll have a better feel for the gap in content that needs to be addressed to create a body of conscious content. Now let's delve into more detail about what's behind your business.

Who are your people?

5

Who is your ideal customer/patient/client?

It's one thing to know what content you need, but it's altogether different to know your audience. In simple terms, you must 'know your people'. In marketing parlance, this is defined as your ideal customer. So, who is yours? For the record, my experience is most businesses have two or three ideal customers, rather than just one, so don't be limited by thinking there's only one for yours. Think of this person as the customers you most enjoy dealing with.

"It's one thing to know what content you need, but it's altogether different to know your audience. In simple terms, you must 'know your people'."

Here are some questions you can ask to paint a picture of your ideal customer:

- *What broad characteristics describe your ideal customer?*
- *What do they like/dislike?*
- *What's important to them?*
- *What are their values? If you look closely, you'll probably find they're very similar to your own.*

Now use the table below to describe each of your ideal customers in more detail. Don't get lazy. Care enough to describe them in detail. Remember, the clearer you are about these aspects of your ideal customer, patient or client, the more likely you are to produce content that resonates directly with them at an intellectual *and* emotional level. It will add depth and integrity to the way you communicate your purpose products, and services, increasing your ability to connect consciously with your audience.

Customer 1	Customer 2	Customer 3

Now it's essential you keep this person (or people) front of mind when preparing your content, regardless of whether it's on your website, in a brochure, or a video. As much as possible, you want to consider your content from the perspective of the audience, that is, your customer, patient or client, as well as your own. In doing so, keep in mind what is most important to them (remember they want their problems solved and relief from their pain). When you do this, it's a

demonstration you have considered their needs (and you care), a big factor in your customer's decision-making process. This approach to communication is the heart of conscious content.

What does your brand stand for?

Unless you've taken time to get beneath the surface of your business brand, it's unlikely you'll be clear about what it stands for. If you're not clear, imagine how difficult it is for your customers to know. Most times they're guessing. Yes, they might do business with you, but they don't feel connected. If we accept most of us want to be part of something bigger – a tribe, a mission, an evolution – then why wouldn't they want to be part of your 'thing'?

Defining what you stand for isn't for everyone; it's only for business people who are purposeful about what they do, have a clear mission to share with others, and an intention to make a meaningful difference in the world. If that's you, then it's time to get clear about what your brand stands for. Why is it important to define this in the process of creating conscious content? Because it's the way to bring a consistent thread to the voice, meaningful messages, tone and language used in your communication.

Let's explore this further by answering the following questions.

6 What is unique about your business?

When I ask business owners this question, most respond with answers like: we care, we only use the best quality equipment/ingredients/products, we're trustworthy. These are all valid responses, but they don't really define a business. In fact, most purpose-driven business owners would probably say these answers apply to them. What this means is we need to think more deeply (consciously) about how we serve our customers.

Write down here what's unique about your business. If you have a commoditised product or service (hint: we all do), consider what's special about the way you deliver it. You may have to dig a little deeper on this, but it will be worth it.

Write down here everything that makes your business unique:

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4.
5.

6.
7.
8.
9.
10.

It doesn't matter if it's one thing or ten things that make your business special. What's important is that you know what those things are and can express them fluently to your ideal audience.



7 What are your business brand values?

Big corporates spend a lot of time dreaming up values that reflect their business. Now there's no need for you to go to the same extent, but it does pay to give some thought to your brand values. More than just words, your values are an expression of who you are. I've found those business owners with a purpose simply can't help but 'be and do' their values. And they are very clear about the values that are important to their customers. They understand people like to do business with people who share similar values. Understanding your customers, patients or clients means understanding what's important to them in terms of values. For example, Simon Sinek, author of *Start with Why* says that values are verbs (doing words). So, while it's okay to say 'trust' is one of your values, what does that really mean to your customer?

Trust could be explained as 'we do the right thing by you' or 'you can rely on us'.
Quality could be explained as 'we do our best with the best' or 'we're committed to excellence'.
Community could be explained as 'we're here for you' or 'we're in this together'.

You get the idea. Ready?

Write down your brand values here and explain them in simple terms too.
My business (or personal) brand values are:

1.
2.
3.
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8

What problems do you solve and how do you do it?

Ideally, every business solves a problem for its customers, so now it's time to articulate the problems you solve. Another way to think about this is to consider your ideal customer's 'pain'. Explaining how you solve their problems or challenges is a pivotal piece in the puzzle of producing conscious content. Doing this well means looking at things from their perspective. Regardless of whether you sell hairdos, dental care, or cabling for wind farms, every customer comes to you because they believe you provide the solution to their problem or the salve to their pain. With that clear understanding in mind, can you get specific about the ways you do that? Answer the following questions. Can you think of a project or story that is a perfect example of how your business solves your customers' challenges? This is often a good indication of what's unique about your business and how you provide relief to your customers.

What are your customers looking for relief from?

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What price are they prepared to pay for the relief?

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Now finish this statement. I/we solve my/our customers' challenges by:

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9

How do people FEEL when you've solved their problem or relieved their pain?

We tend to overlook the importance of how people feel because it's business, but we all make purchasing decisions based on emotion. Think about the last time you just 'had' to have something. That was a feeling. It follows then that your customer, patients or clients will also make decisions about your product or service based on how they feel about you and what you bring to the market.

An easy way to gain a sense of how people feel is to put yourself in the shoes of your customers. If you've been in their shoes, how did you feel and what were you looking for? Can you describe how your customers feel (or will feel) when you've solved their problem or relieved their pain? By pain, I don't necessarily mean physical pain, although if you're a shoulder surgeon, you may very well be taking away their physical pain. The meaning of pain here should be interpreted more broadly to mean the pain associated with not having a particular thing or needing a product or service that solves a particular challenge.

When people purchase my

they feel:

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.....

If you have multiple products or services, think in terms of how people feel when they complete a transaction with your business. They might feel satisfaction, relief (definitely), inspired, hopeful, confident, peace of mind, empowered, and so on. When you do this exercise, take a moment or two to get into your heart (yes, business owners have hearts) and reflect deeply on the feelings.

I know you can do it!

10

What voice, tone and language reflects your brand?

Every business has its own voice, tone and language and defining them is important for establishing a clear direction in marketing and communication content. To be truly effective in any communications which comes from the business, it's essential these elements are integrated and balanced. It's also important they are communicated consistently by all team members, including the business owners and staff.

Without this consistency, the business is at risk of:

- *Presenting an inconsistent message to customers.*
- *Sounding like it lacks integrity and therefore confusing customers.*
- *Being ineffective in its marketing, written, online and verbal communications.*

Considering the voice, tone and language that reflects your business brand might seem like an unnecessary level of detail, however conscious content demands we pay some attention to these to ensure your content authentically conveys the essence of your business. In the table below, you'll find a description of what voice, tone and language mean in the world of conscious business content.

<i>Voice</i>	<i>Tone</i>	<i>Language</i>
Voice is the personality of your brand. It remains consistent and allows customers to identify content as belonging to your business, regardless of where it appears.	Tone, on the other hand, is changeable. It conveys the attitude or feeling with which your business communicates at any given time. For example, if you are introducing a new team member, you might have a more positive, upbeat tone. An announcement around changes to a law that impacts your clients would be presented more seriously.	Language conveys more about the style of words used to convey your brand voice. For example, it would be inappropriate to use slang on an accountant's website given the professional arena in which they operate, however this might be entirely appropriate for a business whose products are directed at teenagers.

Remember with language, it's necessary to 'flip it'. By that I mean consider language that makes sense to your audience. Think about it this way:

- *What kind of language do they use?*
- *Are your customers people who'll respond to formal language? Are they a more relaxed bunch, or are they somewhere in between, like the word version of smart casual?*

In the table below, describe your business voice, tone and language following the example provided.

Voice	Tone	Language
<i>E.g. Astute, discerning, authentic/real, grounded</i>	<i>E.g. Smart casual, genuine, direct, clear, elucidative (explanatory), integrous, considered, personable</i>	<i>E.g. Professional balanced with 'real world' (in layman's terms), accessible, accurate.</i>

11 Can you define what you do in simple language your customers understand?

A surprising realisation I had after working with numerous business owners on their websites is many could not articulate what they did with clarity and certainty. Notwithstanding that purpose-driven businesses will continue to evolve, the business owners still had difficulty expressing their business products and services in simple language. In some cases, this was because they didn't feel confident articulating it. My reasoning is if they can't do it for themselves, their chances of being able to communicate clearly with customers are limited.

For some businesses, articulating what they do could be as simple as preparing a straightforward elevator pitch. For others, it could be more complex. The bottom line is, every business owner must be able to express what they do in simple language their customers, patients, or clients understand.

Now it's your turn. Write down what your business does in 50 words (or less).

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Now try to write it in 25 words or less.

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This is an important exercise as it forces you to express what you do in simple terms without stumbling over your words. And that is part of conscious communication. Now copy this out and put it somewhere highly visible. saying it everyday until you're confidently fluent.

12

What are your content themes and most meaningful messages?

Having worked your way through the previous questions, some content themes will have emerged. I know this because I've worked through this exercise countless times with other business owners. Certain common elements reveal themselves in discussion and these inform the content themes and most meaningful messages for the business content.

Here's an example:

Integrity – We do the right thing by you / We stand by you in business / We work with you in business

Integrity is the common theme, that is, this business owner feels 'integrity' is something which should be reflected in content for the business. The expressions which follows, that is, *we do the right thing by you, we stand by you in business, we work with you in business* are the most meaningful messages.

I have found these messages are often the things business owners say to customers, patients or clients all the time (unconsciously, without thinking).

So, what are your business' content themes and most meaningful messages? Write them in the table below.

Content theme	Meaningful messages
<i>E.g. Integrity</i>	<i>We do the right thing by you / We stand by you in business / We work with you in business</i>
.....
.....

From this point forward as you develop content, you can do so more consciously by integrating these content themes and key messages. If we know integrity is a theme that’s pivotal to your communication, we can then take steps to ensure it’s carried through your content. You can do this by asking, as you craft your content, “Does this convey our integrity as people and as a business.”

13 What’s your business lexicon? Using the right words.

A business content lexicon is helpful to anyone who’s responsible for preparing your content. Whether it’s you or a dedicated content writer, having already put together this shortlist of words and expressions is more than handy. It’s essential. Why? Because it removes confusion and allows you to bring a consistent flavour - and consciousness - to your business and marketing communication collateral.

Take the themes you’ve developed in the question above and find words that are representative of this theme. Check out the example in the table below and then work through your own.

<i>Content theme</i>	<i>The right words (words with feeling)</i>
<i>E.g. Integrity</i>	<i>Exceeding expectations; we do what we say we will; transparent; accountable; principled; support when it’s needed</i>

Writing conscious content: The act of deliberate communication

My observation is we all sit somewhere on the content writing spectrum between the poles of 'I loathe it' to 'I love it'. Where we sit is a direct correlation to how we feel about writing. Problems generally arise from a lack of honesty about an individual's content development confidence.

Conscious content requires that we get really honest about where we sit on the content development confidence spectrum. Why? Because this determines how you'll proceed with developing your content - and whether you need additional resources to get the work done. It also greatly influences the quality of the outcome.

14

Where do you sit on the content creation spectrum?

Identify where you sit on the content development confidence spectrum in the table below. Tick the relevant box. Be honest.

Level	What it means	I am here
Avoidance	You have a scotoma to writing. This is usually because you hated writing or English as a kid. If you never wrote anything longer than a text message it would be too soon. You lack confidence and end up paralysed and writing nothing at all. Any content project stalls and creates all sorts of aggravation for you.	
More avoidance	Maybe you can write, but you don't know what to say or even where to start. This is more of that head in the sand behaviour associated with the previous level.	
Resignation	You write in a vacuum and produce content for the sake of it. You don't really care, because at least it's done.	

Technical superiority	Maybe you can write and know what to say. The problem is, you write in a way that very few understand. This can be a real handbrake to preventing customers 'getting' what you do. Borderline professional ego, you might see people staring at you in a confused kind of way, if you could be bothered looking at them.
I've got this	You write pretty well and feel confident you're on the right track with content creation. You're able to balance your right and left brain and explain things in language even your mum can understand.

15 Does the content you prepare follow the 7 principles of conscious content creation?

There are seven key principles to understand about conscious content for your business. It's important to get a handle on these before you start producing content in earnest because following them will help ensure you avoid the mistakes that almost every business owner makes.

Rate yourself in the column on the far right.

Principle	What it means	Yes, I do this / No, I don't do this
Principle #1 - Your content must resonate with you <i>and</i> your market	This means, at a deeper level, more than very superficial marketing speak, your content looks, sounds and feels like you and your business. This is congruency and will only happen if you've taken time to get clear about important things like your most meaningful messages, language, tone and voice.	
Principle #2 - Your content must be true	This might seem to be a no-brainer, but you'd be surprised. The content you share with customers, patients and clients must be true. From a purely ethical perspective, this is vitally important. You always want to uphold values that leave your market in no doubt you're the real deal.	
Principle #3 - Your content must make sense	I mean this in a number of ways. Your content should be meaningful and purposeful. It's not just there for the sake of it. It must be grammatically correct, use correct spelling and read well. And the big one – it must make sense to your audience. Caring enough to express your content in language that makes sense to your market is fundamental to conscious content creation.	

Principle #4 - Your content must tell stories	Everybody loves a story. Stories are memorable and they make your business human and relatable. There are many ways stories can be told, with the style and tone varying in accordance with the business.
Principle #5 - Your content must inform design	Before you proceed with design for your website, brochures, landing pages, or email campaigns, you need content first – not the other way around. This is the ideal way to get the best out of your web designer, graphic designer, photographer or videographer. It will also help ensure your content is integrated and intelligent.
Principle #6 - Your content is SEO-savvy	We live in a world where search engines are part of business life. Whether we like it or not, our online content (including written visual and video content) needs to reflect sound search engine optimisation. Written just for SEO and it will be empty and vanilla; written without SEO and you won't get found.
Principle #7 - Your content should be integrated	All your business content should be integrated. This means, your website content should match up with your content that appears on other platforms, whether it's social media, print, digital, or video, rather than be completely disconnected.

Now that you've taken time to get honest about your approach to content creation, let's get honest about who should be creating it.

16 Who is responsible for your content?

Asking how is responsible for your content is one way to ask the question. Another way is to ask *Who should be responsible for your content?*

It may be difficult to believe, but sometimes the business owner is not the right person to write the business content. Why? Because they often know their business so well, they forget that nobody else knows it as well as they do. It means they often communicate in ways that don't make sense to their market. Ultimately, customers can end up feeling like the business owner doesn't get them (the complete opposite of conscious communication).

Answer this question honestly: *Who should be responsible for your content?*

Honestly, I should/should not be responsible for my business' content because

.....
.....
.....

If you're not the person who should be writing your content, take time to think about the kind of support you need.

17

Who's in your conscious content creation crew?

Even if you are responsible for producing the business' content, there's no way you can produce everything following a Robinson Crusoe (i.e. solo) approach. These days, we need a crew behind us, starting small and working up to a bigger team. Some of the resources who might form part of your conscious content crew are one of more of the following:

- *Content writer*
- *Editor*
- *Proofreader*
- *Graphic designer*
- *Photographer*
- *Videographer*
- *Web designer*
- *SEO professional*
- *Social media marketer.*

Given what you know about your content needs and wants – and whether you are the best person to be writing your content - who should you include in your content creation crew?

My conscious content creation crew needs:

1.
2.
3.
4.
5.

With this in mind, now you can set about finding suitable resources to provide the support you need. The great news is, you'll have done some important foundational work to educate them about how you do content in your business by completing this guide.

What's it like being the owner of a body of conscious content for your business?

Producing conscious content is not for everyone, but it is for purpose-driven business owners who want to connect with their market in meaningful ways. We live at a time during which people are technology connected, but increasingly disconnected personally and emotionally. If you're like me you see this play out every day of the week, everywhere around the globe. It is especially prevalent in business where we've been conditioned to keep emotion, feeling, and connection out of the equation. But what if this conditioning no longer serves us or our customers, patients, and clients? What if we could connect with them by awakening our inner communication genius and become empowered to enjoy more connected, enriched business relationships? What if we no longer accepted the artificial separation between business and heart-centred communication?

There is much to be said for integrated, intelligent connection in business.

Feeling appreciated and valued is the essence of all meaningful relationships but it's almost entirely overlooked in business communication and marketing, where it should really form an integral part. Just think of the intent behind most marketing, which is designed to cultivate a sense of lack and need in us. What if we flipped that and connected with people, inspired by a purpose to solve challenges and enrich people? Increasingly, there is a need for communication in business that is conscious, that is elevated beyond vanilla to valuable. When business owners communicate this way, they:

- **Gain clarity about their organisation's messages and the tone and language in which those messages are communicated.** *This is not just for now. It's a long-term investment that pays dividends into the future too. I know this from working with other business owners who want to feel confident and conscious about their business content.*
- **Have marketing content that is integrous, flexible and really works for them across a range of marketing media and platforms.** *This is invaluable, saving time and money, and multiplying efforts. Contrary to our conditioned thinking, this is smart business. Content can be repurposed for other channels, making this investment in defining business communication an important foundation for marketing and content development efforts for the longer term.*
- **Have confidence in the business' content and what it communicates.** *Rather than feel content is not doing its job, business owners know it absolutely hits the mark, as it integrates and aligns with the business' core purpose.*
- **'Speak' to ideal customers in ways that makes sense to them.** *This brings with it an energy that attracts more of the kind of customers they want. And it connects people purposefully. Hooray!*

If you're a business owner who believes in what they do and is striving to make a difference, now is the ideal time to evolve the way you communicate with your market. This translates as caring communication and it is at the heart of all relationships, including business relationships.

Are you up for it? Are you a business owner with an intentional purpose? If you are producing content, why not prepare it consciously? Yes, a significant body of conscious content for your business requires work – but it is so worth it.

Thank you for investing in yourself and business by downloading this workbook. Thank you for caring enough to evolve your communication to customers. Be sure to keep an eye on your inbox. I'll be sharing other valuable insights and actionable steps that will help you produce a body of conscious content for your business. The good news is, you're not travelling solo on this evolution. Stay with me and we'll walk it together.

We've got this!

