



10 & 10 Worksheet

Definition: The 10&10 is a content creation formula that takes less than a day to implement and is designed to create a steady stream of rankings, traffic and leads to any web site and business.

The content you create will:

- * Help you get found online and drive traffic to your site
- * Establish credibility and trust with your visitors and prospects
- * Differentiate you from your competitors
- * Create desire for your product or service
- * Decrease or eliminate the need to 'sell'
- * Help you grow your online influence

You'll move your viewers from not knowing anything about you to becoming qualified potential customers and finally your customer. You'll go from being a salesman to an authority, trusted advisor and friend. This is the true goal of marketing.

The only equipment you need is a computer and an inexpensive video camera (even an iPhone or Android phone will work)

Technology changes every year so I recommend checking out resources online to post video if you are unfamiliar with 'how to' Heck, I've even asked my kids when I get stuck. xD



Here are the basics steps to the 10&10 formula:

1. Write down the top ten frequently asked questions (FAQs) you get about your product or service (this will only take about 15-30 minutes)

2. Write down the top ten questions a potential buyer SHOULD be asking about your product or service. (Should Ask Questions or SAQs). There are important things that differentiate you from your competitors that you WISH they's ask you (another short 15-30 minutes.)



-
-
-
3. Record 20 short videos responding to each question. Each video response should be 30 seconds to 2 minutes long. (Check them off above as you go)
 4. Transcribe your video using an online program or other software. <https://my.sonix.ai/> (You get 30 minutes free)

I've also used the 'talk to text' or 'dictation' feature in my document program and just held my phone up to the computer mic. Once you have your transcription you can use easily use it for social posts and blog posts.

5. Next Create your content for sharing. It is important that people have a way to find you easily so don't forget to link your website in your social media posts to drive more traffic to your site.
 - *Upload your videos to youtube and any other video sharing sites
Title your videos with your question and be sure to add the name of your business and link to your website in the description.
 - *Create a blog post or page on your website people can visit to watch your video and read the transcription.
 - *Create social media posts using [canva.com](https://www.canva.com) and share to your social (make sure to add a link to your website page and hashtags in your post) You can create as many posts as you like for the same video.
 - *Share to as many online platforms as you have (Facebook, LinkedIN, Google my Business) I recommend using <https://zapier.com/home> for easy posting and content distribution.

You can add a call to action or an offer too. There are so many ways to leverage this type of content.

For more information or if you would like help implementing any of this you can contact us: magnetize.me or 404-620-6194