

CONFESSIONS OF A CONTENT WHISPERER

Cracking the Code to Extracting Content from Technical Experts



Presented by: Danielle Gray DG Marketing Co.

STEP 1: EXPLAIN THE _____

is the goal.

STEP 2: RECOGNIZE YOUR TECHNICAL



Timmy _____



Sampson _____



Betty _____



Neil _____



Kara _____



Timmy _____

Sampson		



Betty _____

Neil		_	

IVEII		

Kara		

Notes:

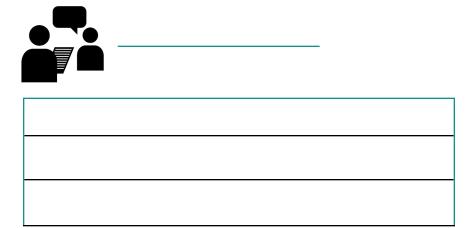
STEP 3: 5 WAYS TO EXTRACT

Content should always answer these three questions:

1.

2.

3.





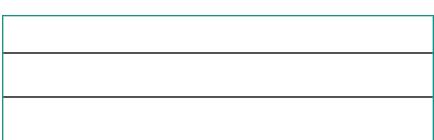














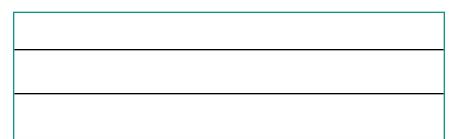














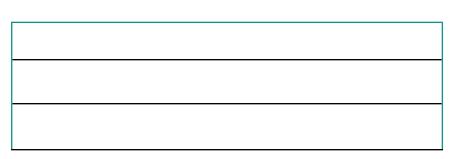














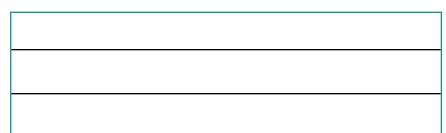






















	_ AND	
NOT	AND	

Notes:

For more content, please visit: dgmarketingco.com/smps-serc



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