



WORKING *with* DOG™

MARKETING GENIUS FOR PETPRENEURS™

# CONTENT TIPS: *from Victoria Stilwell*

## 10 SECRETS TO CONTENT SUCCESS

1. Get Creative – don't afraid to be a bit of a dreamer
2. Get help. An assistant or a team is required to keep things running
3. Focus on stories that MATTER
4. Stay positive! Avoid too much 'doom & gloom' it will burn out your audience
5. Utilize other peoples' great content (Nichole says 70% original, 30% shared)
6. Consider adding expert contributors who write for you on a regular basis
7. Don't be afraid to stir up a bit of controversy to get people talking
8. Package serious messages inside light, highly-shareable content
9. Plan. Brainstorm lots and lots of topics, titles and ideas in advance
10. Don't forget YouTube!





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## 5 EXPERT TIPS FROM VICTORIA TO BOSS IT ON YOUTUBE

1. Add music in the background
2. Be succinct. Avoid boring your audience - say it with less words!
3. Plan out your video with a 'Story Arc': make sure you 'button it up'
4. Add music
5. Make sure your content is relevant, entertaining and interesting

# – STORY ARC –

