



Create More Than  
3 Months Worth of  
Lead Generating  
Content in Under  
an Hour

[jaszrae.com](http://jaszrae.com)

# Getting Started

Strong and consistent content is the key to generating sales leads. By actively posting new content at least once per week, you will stay top of mind with prospects, referral partners, and current clients allowing for an influx of leads, referral business, and upsell opportunities.

The following pages highlight fifteen content topics that you can easily implement today. Each page shows an example from an industry leader. You will notice that the examples span various content formats including social media posts, blog articles, videos, and webpages. The great thing about strong content is that it can be repurposed. Test different formats, track the results and notice where the strongest ROI comes from.

Happy content creating!

# Week 1

## Unpopular Opinion

Share an unpopular opinion you have that is relevant to your industry and your target audience. Think about the common rules and best practices that your target audience follows and share a tip or strategy that goes against the grain. Be ready to back up your stance in the comments as it is possible that people will disagree with you.



**Dan Price** • 2nd

Founder/CEO, Gravity Payments  
2w • 

[+ Follow](#) 

Unpopular opinion: "The customer is always right" is one of the most toxic phrases in business and needs to be retired forever.

   30,826 • 1,513 comments

# Week 2

## Common Sales Question

Think about the sales conversations you have with prospects. What is a common question that you receive? Deep dive into that question.



The image is a screenshot of a tweet from the account 'LiveitLoveitSellit' (@liveitlovesellit). The tweet is a promotional message for a free masterclass webinar. It includes the date and time of the event, a description of the topic (pricing), and a link to the event details. Below the text is a promotional graphic for the webinar. The graphic features a woman smiling, a large blue number '2', and the text 'FREE MASTERCLASS WEBINAR', 'THE PRICE IS RIGHT', and 'WEDNESDAY 21ST JULY - 7.30PM UK'.

**LiveitLoveitSellit** ®  
@liveitlovesellit

FREE Masterclass Webinar - Wednesday 21st July at 7.30pm.

The webinar is called 'The Price is Right' & we will be talking about pricing. Something I always get asked about so let's address the elephant in the room!  
Details here  
[liveitloveitsellit.co.uk/sales-webinar-...](https://liveitloveitsellit.co.uk/sales-webinar-...) -#sales  
#liveitloveitsellit

FREE MASTERCLASS WEBINAR

2

THE PRICE IS RIGHT

WEDNESDAY 21ST JULY - 7.30PM  
UK



# Week 3

## Common Objection

Why don't people buy from you? Think about the sales you have lost over the past few months and consider why those prospects didn't sign up and how you could have recovered them.



**Inbox Expo from emailexpert**  
@inboxexpo

...

How long does it really take to see the results from changes to your email marketing program?

**THE NETCORE INBOX EXPO**  
2021 Spring Edition from emailexpert

March 21-24, 2021

[inboxexpo.com](http://inboxexpo.com)

**Chester Bullock**  
Director, Marketing Technology

**RentPath**  
TAKE THE MOST POWERFUL PATH.

emailexpert

iage | technologies ongage mapp netcore validity Pure360

# Week 4

## Solving the Biggest Pain Point

Think about what your prospects desperately need and how you help them get it. Most often, you are saving them time and/or helping them generate money.



**Daniel Cruz**  
@DanielC50178003



Tips on Website Design That Will Save You Time and Money | [goldenvineyardbranding.com/blog/tips-on-w...](https://goldenvineyardbranding.com/blog/tips-on-w...)  
[#websitedesign](#) [#tips](#)



goldenvineyardbranding.com

Tips on Website Design That Will Save You Time and Money

Reduce the stress and cost of developing a website that enhances your brand and gets engagement with these professional tips on website design.

# Week 5

## Meet the Founder(s)

People like to do business with people. Even in the B2B space, it is important to humanize your brand, and sharing messages and inspiration from the founder(s) is a great way to do that. Share why you started your business and how you help others succeed.



**Nicole Hamzeloo** • 1st

Social Media Consultant + Business Owner

4h • 🌐



At Thrive Collective Co. we are always learning, growing and keeping up with the latest trends that we can use to help our clients. But how did we get started?

I'm Nicole and I am the CEO of Thrive Collective Co. Throughout my experience in the corporate world, working with my clients and growing my business solely using social media, I have become an expert about different ways to use social media.

I want to show how valuable organic social media can be for someone's business using personalized strategies that work for them specifically.

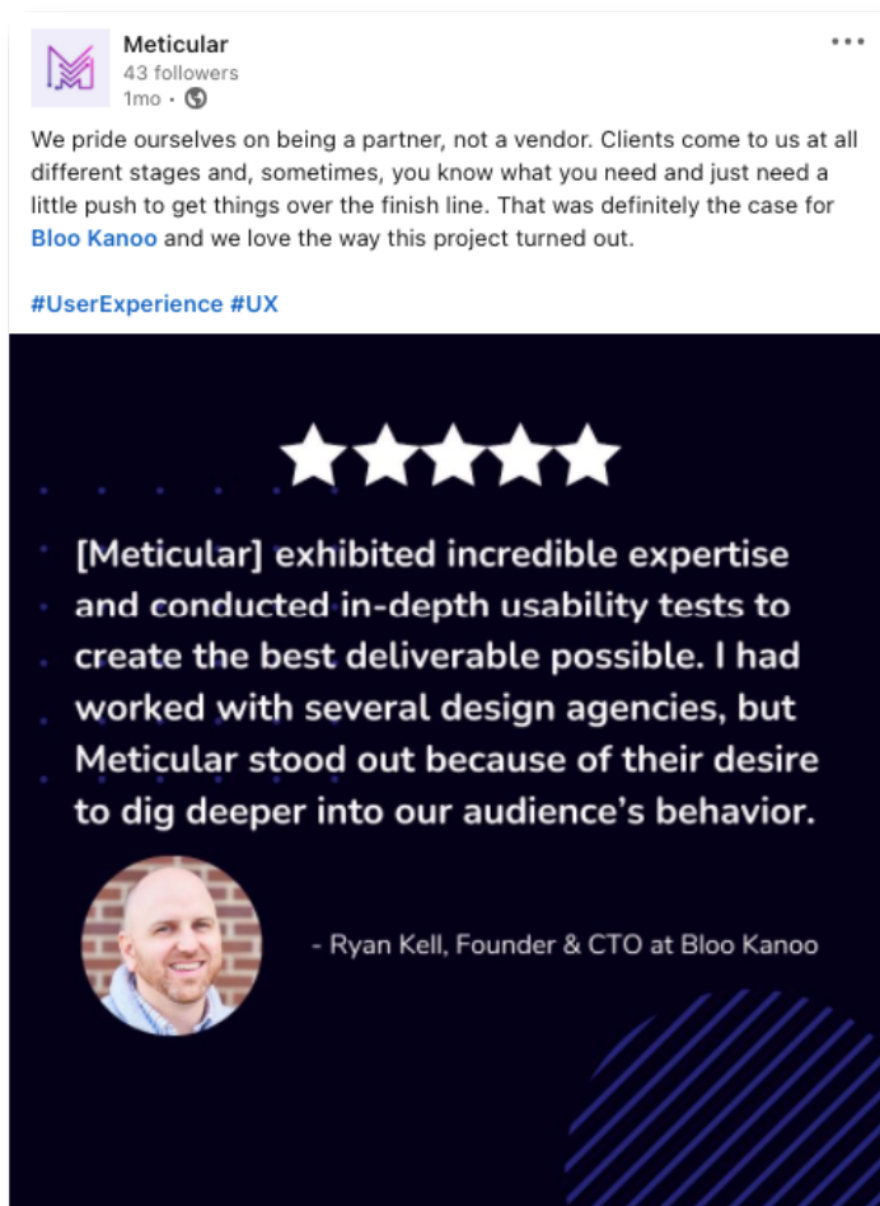
I now help businesses within the food and beverage industry grow and convert their audience using organic social strategies.

Please visit our website: <https://lnkd.in/e4iJA4gj> to find out more about the services we offer. We'd love to work with you and create a winning social strategy!

# Week 6

## Customer Success Story

By posting testimonials and stories about the success you've helped your clients achieve, you will build extreme trust with your prospects.



# Week 7

## Never Do This

Share a common industry practice that you disagree with and advice your audience to never do it. Often, these posts can be shocking and off-putting which results in shares and an increase in comments and discussion around it. Be ready to engage with your prospects after posting something like this as there may be some who disagree and you'll need to back up your stance as an industry leader.



**Always Building.**  
@coldcrowdco

...

**Be active in your sales process**

**Sending calendly links and cheap tactics will never work**

**Don't be lazy, do as much for the prospect as you can**

- > **Present your offer with confidence**
- > **Be clear about expectations & next steps**



# Week 8

## Shocking Industry Statistic

Share statistics that align with your mission and service offerings. Many prospects respond well to third-party data because it further backs up why they should work with your company.



**Average tech salary  
needed to feel satisfied:**

**\$93,591 for women**  
**\$108,711 for men**

 LADY  
BIRD  
TALENT



ladybirdtalent • Follow

ladybirdtalent Today is **#WomensEqualityDay** (and Lady Bird Talent's first anniversary)! This day commemorates the passage of the 19th Amendment but also calls attention to women's continuing efforts toward full equality.

Head to the link in our bio to read our latest blog post about the passionate work we've done and will continue to do for women in tech.

[#womenintech](#) [#womenwhocode](#)  
[#womeninstem](#) [#diversity](#) [#tech](#)  
[#women](#) [#startup](#) [#girlswhocode](#)  
[#women](#) [#techrecruiting](#)  
[#workingfromhome](#) [#developer](#)

7w

43 likes

AUGUST 26

Add a comment... Post



# Week 9

## External Content Sources to Follow

Don't be afraid to highlight competitors and industry giants in your content. By posting about others, you will build trust with your audience.

Being too sales-y and always posting about yourself can be a turn-off to many people so it is important to highlight other resources.

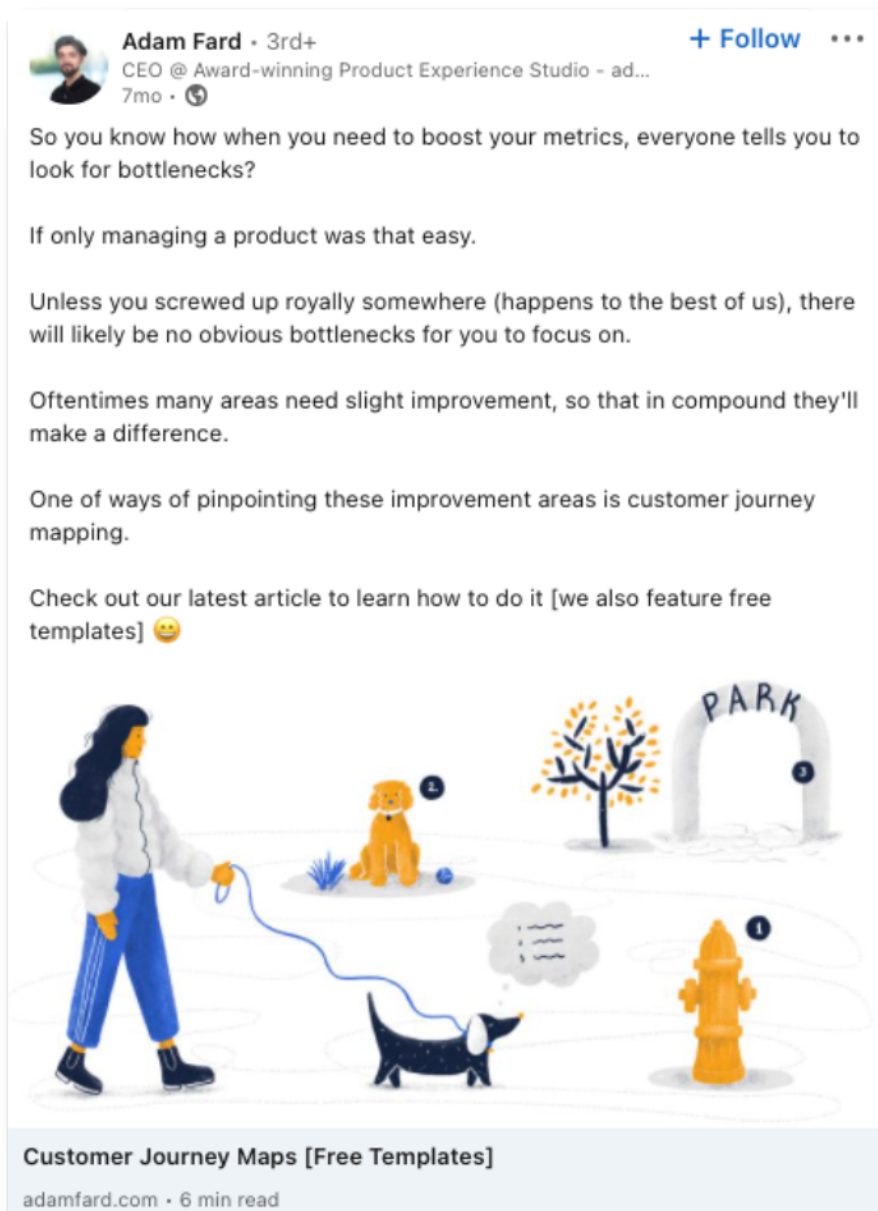


source: kunocreative.com

# Week 10

## Promote Your Lead Magnet

Lead magnets require a user to share their email address in order to access them. This allows you to build your list of qualified prospects.



A screenshot of a Facebook post by Adam Fard, CEO of Award-winning Product Experience Studio. The post discusses the importance of identifying bottlenecks in a product and introduces Customer Journey Maps as a tool for improvement. It includes a link to a free template and a cartoon illustration of a dog's journey through a park.

**Adam Fard** • 3rd+  
CEO @ Award-winning Product Experience Studio - ad...  
7mo • 🌐

+ Follow ...

So you know how when you need to boost your metrics, everyone tells you to look for bottlenecks?

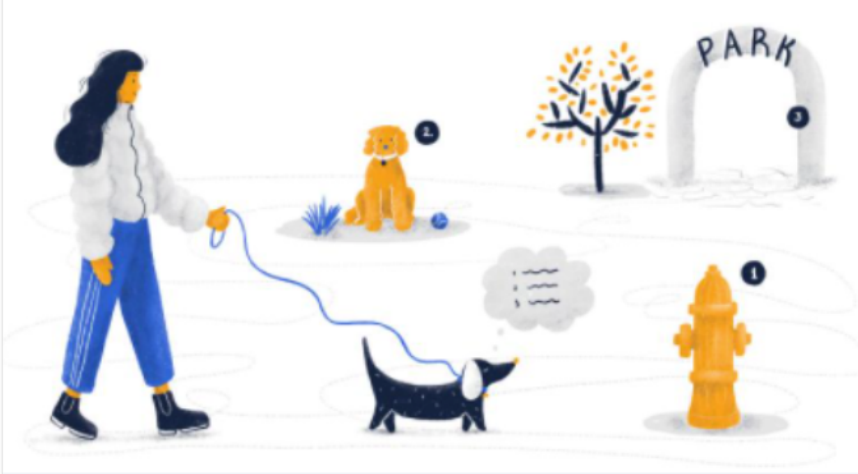
If only managing a product was that easy.

Unless you screwed up royally somewhere (happens to the best of us), there will likely be no obvious bottlenecks for you to focus on.

Oftentimes many areas need slight improvement, so that in compound they'll make a difference.

One of ways of pinpointing these improvement areas is customer journey mapping.

Check out our latest article to learn how to do it [we also feature free templates] 😊



The illustration shows a woman walking a black dog on a leash through a park. The dog's path is marked with numbered circles (1, 2, 3) and a thought bubble. The path starts at a fire hydrant (1), goes to a tree (2), and ends at a park archway (3). The woman is walking towards the archway.

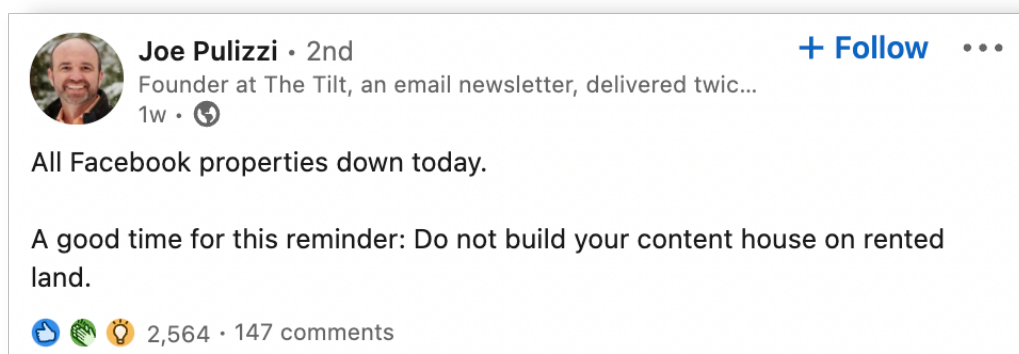
**Customer Journey Maps [Free Templates]**  
adamfard.com • 6 min read

# Week 11

## Timely Content

Leverage what is happening in the news to remind your target audience of the benefits of working with you. Big news is already going to be top of mind for your prospects so aligning with that will strongly resonate with them.

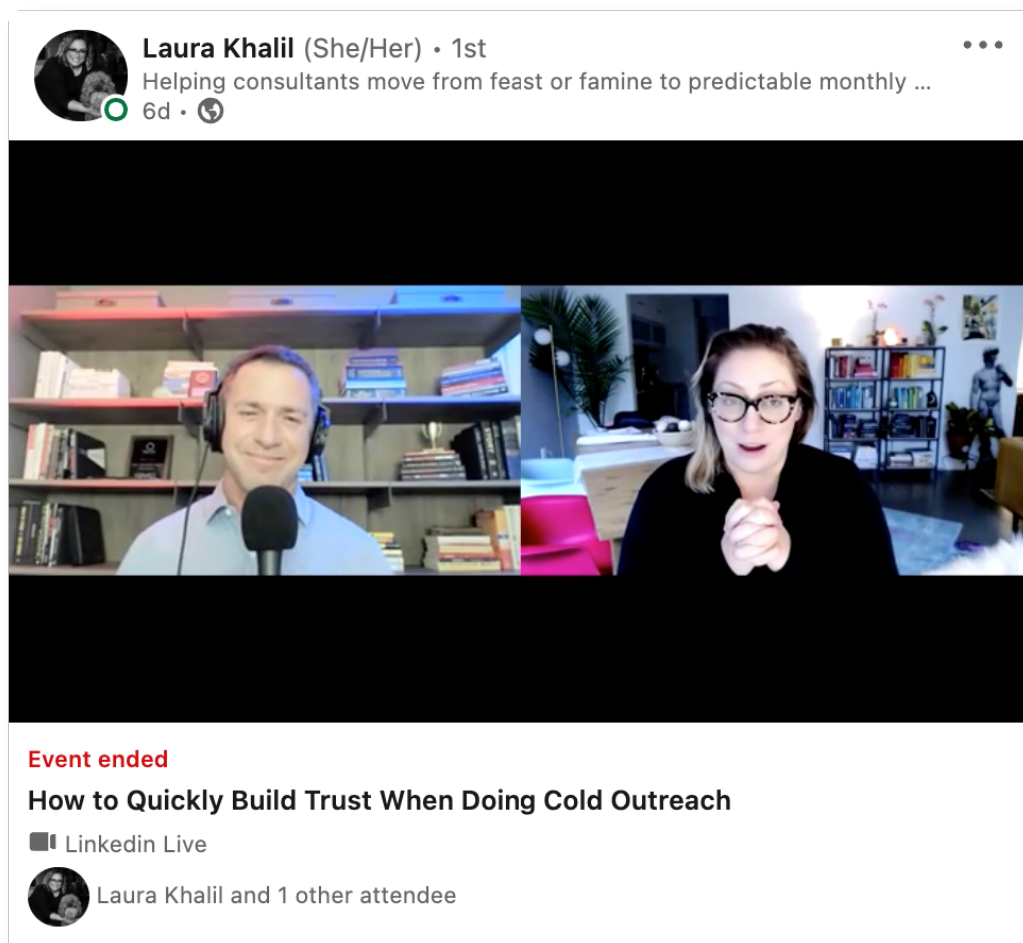
This example was posted in October 2021 when Facebook and all of its platforms (Instagram, Whatsapp, etc.) went down.



# Week 12

## Interview an Industry Leader


By partnering with an industry leader, you are able to get your content to a broader network (their followers). This also positions you as an equal and allows you to provide additional education and resources to your audience.



# Week 13

## Quiz or Poll

Engage your audience by asking for their opinion and insights via a poll. Social media platforms make creating polls simple, however, you can also create a more robust quiz on your website or blog to answer a prospect's pain points.

**Jasz Rae Joseph** (She/Her)  
Developing systems and growth strategies that allow boutique agencie...  
1mo • 🌐

September is officially here. Weather-wise, this northerner is not feeling the "fall around the corner" vibes in our new Houston home (and probably never will). Business-wise, I am absolutely feeling it with a calendar full of sales calls and networking lunches this week.

People are out of vacation mode, ready to hit the ground running and start planning for 2022 growth. I am interested to know September feels for your businesses.

Is your summer lull over? Does a summer lull even exist for you?

**Do you feel a shift in your business this time of year?**  
You can see how people vote. [Learn more](#)

Yes, we get busier	80%
Yes, we get slower	0%
No, steady year-round	20%

[15 votes](#) • Poll closed

# Week 14

## Describe Working Together

Layout the process and timeline of what it is like to work with your company. This allows prospects to envision themselves being your client and it calms any nervous energy they may have.

### How it works.

- 1** We conduct outreach sent from your assigned salesperson.
- 2** We manage your pipeline and forward you all replies.
- 3** You schedule meetings and close deals.

**Every strategy we employ is custom and specific to you on an individual level.**

**Schedule a consultation with us** to learn how we might approach your campaign.

source: [salesschema.com](http://salesschema.com)



# Week 15

## Recent Speaking Engagement or Guest Blog

Position yourself as a thought leader by sharing a recent speaking engagement or contribution to an industry blog.

**Jasz Rae Joseph** (She/Her)  
Developing systems and growth strategies that allow boutique agencie...  
11mo • 🌐

In my latest blog for [Ingram Digital Consulting](#), I share the four topics that businesses should be taking into consideration as we move into 2021 with uncertainty. Check it out and let me know how your business is pivoting for 2021!



**Digital Strategy in a Remote Pandemic World — Ingram Digital Consulting**  
ingramdigitalconsulting.com • 4 min read

# Outsource Your Content Creation

**Let me fill you in on a little secret.**

All of the top agency owners and consultants outsource their content creation. If posting fresh content at least once per week feels overwhelming to you, that is totally normal.

Focus on your clients and business needs and outsource content creation to the experts at Jasz Rae Digital. We deep dive into your business and target audience and create content that engages and converts.

Apply to work with our team today:

<https://www.jaszrae.com/work-with-jasz-rae-digital>