

WORK BOOK



Think of your big topic as seed in your garden. Now you need to grow your topics content, trees, branches and leaves.

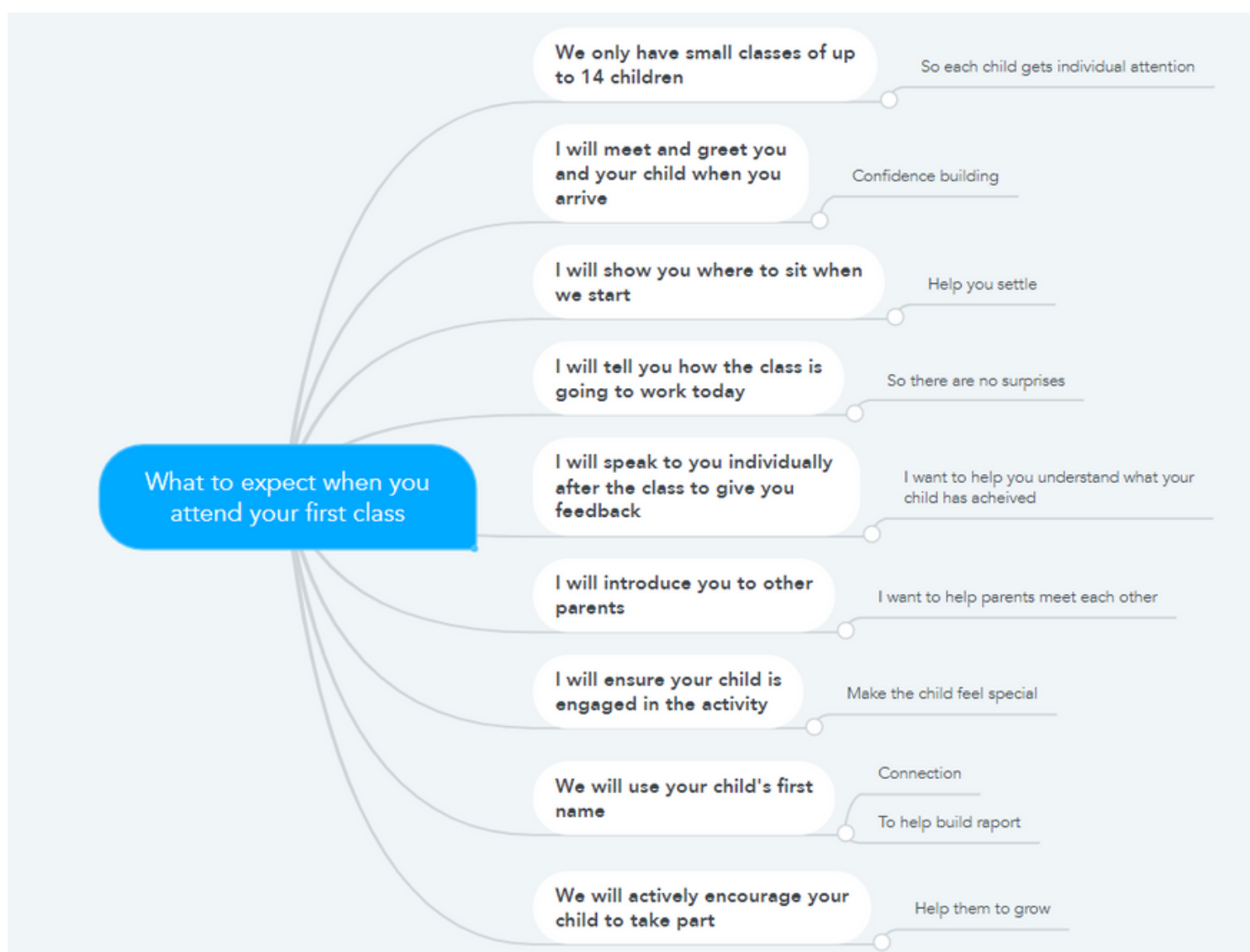


CRAFTING YOUR STORY

Using your Mindmeister Tool, start to scope out your tree's branches. List everything that springs to mind until you have a healthy tree.

You may not need them all but the more the merrier.

Example from Task 3 in the Content is King Work Book



Task - Crafting a story

Now you're going to create a small piece of content with a minimum of 250 words using the main title of your topic idea and the branches and leaves you have created. If you can write more then go for it!

See my example below.

What to expect when you attend your first class with (name of business).

Here at (Name of Business) we understand how daunting a prospect it can be to attend your first class with us, especially if your baby was born during the last two years and you both haven't had the opportunity to socialise with other parents and babies during the pandemic.

I want to assure you that upon arrival you and your little one will receive an individual welcome from me or a member of my team.

We will explain what will be happening at the class that day, show you where to put your belongings, where to sit and how the class format works. .

Our classes are small and we like it that way because it means we can provide every parent and child with individual attention. We know being a mum can be a lonely experience at times and so we will also do our very best to introduce you to other parents, to give you an opportunity to meet new friends without the pressure of having to break the ice. We want you to have a fun and relaxing time and above all to feel happy to be a big part of our classes.

During the class we will look to ensure that your child is fully engaged in our activities, but don't worry if they don't take part straightaway. This is completely normal and it can take a few weeks for children to settle into the routine of the class.

At the end of the class we will speak to you individually to get your feedback and provide you with details on next week's class.

If you have any specific questions about our classes, please do get in touch with me today at (insert contact details)

We look forward to welcoming you in the near future.

Krissy x

ACTIONS TO POST

- Don't post a screen shot of the workbook.
- Comment with your piece of content directly into today's task post. We will do our best to review all your content over the course of the day.

Krissy
Small but Feisty
Business Coach