

*From Chapter 5 of “The Introvert Entrepreneur”:*

**Here are a few examples of content that you could be delivering on behalf of your message. Don’t simply pull out the obvious and dismiss the more unusual choices; consider one by one how each strategy could support creatively reaching your prospects and clients. Consider also which ideas energize you and which feel like they’re going to draw down your resources. (This list is presented in no particular order.)**

1. **Books:** writing and publishing (self or traditional) a book is an essential element of your business if you have a desire to be paid to speak or be presented by others for conferences, workshops, and other professional gatherings.
2. **eBooks:** inexpensive to produce and distribute, you can create an eBook based on blog posts, niched content that’s presented as a single or series of books, or expanded content on a theme you’ve written a lot about.
3. **eCourses:** using audio, video and/or text to lead your clients through a specific topic over a period of time (days or weeks). Could be real-time or self-directed.
4. **Special Reports/White Papers/Case Studies:** short documents that present a problem and offer solutions to help people make decisions. They often make the case, directly or indirectly, that your services are the solution.
5. **Home-Study Courses:** self-directed content for your clients that allows them to use online resources to work at their own pace.
6. **Retreats:** facilitated experiences that are generally held over a few days at an “off-site” location, focused on delivering information in a highly personalized, experiential manner. You could also create a virtual retreat
7. **Specialty Newsletters/eZines:** newsletters (email, or print if that’s appropriate for your audience) that focus on a very narrow topic for a targeted audience. For example, your

broad niche may be health care professionals, and you produce a newsletter every month especially for registered nurses, another for hospice workers and another for occupational therapists.

8. **Teleclasses:** content delivered over a bridge line to participants seeking information in a very low commitment, efficient format. Can be lecture style or interactive, or a combination. Recordings are often made available to registrants for download after the class.
9. **Interviews with Experts:** find experts in your field or experts in your niche and interview them for a blog, vlog, radio show, podcast, or article.
10. **LinkedIn, Twitter, or Facebook Status Update Series:** set up a series of tips, quotes or questions that have a common theme. Post them in a premeditated series that pulls the reader from one post to the next, encourages interaction/response, and is easily shared/retweeted.
11. **Your Topic 101 Series:** develop a content series of very basic information for your niche. Deliver via teleclass, articles, blog, etc. Remember: basics are good. Not everyone knows what you know, and if they know it, they usually appreciate new perspectives on old information!
12. **Workbooks:** combination of author-created content and space for the reader to process the content. It becomes a living document for the reader that takes them through an idea for easier implementation.
13. **Speaking:** every day brings opportunities for public speaking. Seek out chances to speak to a local service club (Rotary, Kiwanis, etc), local professional associations, host your own event through Meetup, join Toastmasters. Develop 3-4 strong topics, create a speaker sheet, and start integrating the fact that you're a speaker into your content and marketing messages.
14. **Workshops/Seminars:** between 1-6 hours in length, these are in-person offerings that bring together your current and prospective clients for a specific topic. The format can be a combination of lecture, discussion, small and large group exercises, and individual work/processing.
15. **Radio shows:** some local stations offer show time slots to hosts for a fee. An easier route is to seek out hosts whose listeners are in your niche and see if you can be an on-air guest. Note: some shows charge their guests for being interviewed.

16. **Internet Radio:** Using Blog Talk Radio or other online format, produce a show that airs at a specific time and is available for download. You have complete control over your show. These can be revenue-generating if you seek sponsorships, have advertisers or charge guests to be part of the show.
17. **Podcasts:** short audio files (usually 10-40 minutes) that focus on a particular topic. The listener can listen and download for free on any number of platforms, including iTunes, Stitcher, or the podcast host's website.
18. **Blogs:** short online postings, posted daily or weekly, that are generally more casual and personal in nature than an article. Blogs are an effective way to comment on what's happening in the news and tie it back to your business/audience. Easily shared and commented on.
19. **Tip Sheets/Booklets:** simple, bulleted lists of solutions, ideas and tips to solve a particular problem for your target market. Can be printed or electronic; some use them as giveaways at events or workshops, or offer customized versions so that others can purchase them from you and use them as giveaways for their audience.
20. **Vlog:** a blog in video format. Very short, no more than 5 minutes. It's important that production quality is acceptable (clear visuals, no distractions, good sound). It doesn't have to be slick, fancy, or perfect. But do take care that it's professional.
21. **Webinars:** delivering content (audio, stills and video) through an online webinar platform to your participants. Takes place in real-time and can be highly interactive and multi-media rich. You can also record the webinar and make it available to your newsletter subscribers, clients, prospects or other selected audiences.