



MISSION LED CONTENT THE GROUNDWORK

LISA BARRY

A Passionate Leader of Mission Led Content

www.lisabarryonline.com

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FOREWORD

You made it.

Welcome to my Online Course, **Mission Led Content. The Groundwork**

Lisa Barry here, course creator and passionate leader of Mission Led Content.

I am on a mission to help purpose-driven business owners be courageously visible online so they can grow their **income, impact, and influence**. I do this by teaching **Mission Led Content** and encouraging the individual to consistently implement a social media strategy that works for them. Taking next steps towards the edge of their comfort zone to avoid visibility overwhelm.

The 4 fundamental pillars of MLC are:

1. **Serving.** Know who you want to help and create content for them. To serve we need to show up with integrity, transparency and honesty.
2. **Compassion, especially, for ourselves.** This isn't easy and being visible can be challenging for various emotional and/or physical reasons. Be kind to yourself.



FOREWORD

3. **Courageous visibility.** No-one is going to buy a secret, we need to be seen by our ideal client so they know we exist and have the choice to buy from us. Mission Led Content is for those business owners who are prepared to do the work, even when it feels hard because their mission is too important.
4. **The next step philosophy.** If something doesn't work or you fall off the visibility wagon, don't punish yourself. Just reflect and move forward. One step at a time.

In this course, you will learn.

- How to define your mission and use it to drive your content
- How to use the language of your ideal client
- How to decide which service or product you should promote on social media for maximum impact

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How to define your mission and
use it to drive your content

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*Your Mission is too important.
You cannot hide.
You cannot stop.*

How to Define your Mission and

Use it to Drive your Content

If you have already done this work with me, I recommend reviewing your mission to check it is still in alignment and working for you.

The questions I will ask you in this unit will help you define your Mission.

Your Mission is the driving force behind your business. It allows you to connect with something bigger than yourself and to stay motivated when the fear of judgement and failure start to impact your actions.

Your Mission is too important. You cannot hide. You cannot stop.

The first part of this process is about exploration. I will not give you a worksheet with boxes to fill in here because your mission can't fit in a box.

I want you to free write and journal through the questions. There is no right or wrong. There is no word count to reach or limit to restrict you.

Your mission. Your process. Your journey.

Some of my clients prefer to do audio journalling and record their voice, others do video. Personally I love a beautiful notebook and a good quality ballpoint pen.

Don't do this task when you feel stressed or rushed. Make the time and give yourself the space to be relaxed. This will create the best environment to allow the flow you need to get the most out of this.

EXPLORE YOUR MISSION QUESTIONS

Q1. How are you making the world a better place? Or in other words what does your business do to help improve the lives of others?

It's the type of task that could take you 5 minutes or 6 hours depending on where you are right now with this work and if you have clarity already how much time you have today.

It's not important what time you spend on it. Just that you take some action.

If you want to go even deeper on this, consider the ripple effect of what you do.

1. Draw yourself or write your name in the middle of a blank piece of paper.
2. Like a 'spider diagram' or a 'brainstorm,' around your name, write down the outcomes for your clients or customers. How do they benefit from the work you do or the product you provide?
3. Now take a deep breath and consider what goes beyond this circle. How do these outcomes impact on others? Who else benefits?


Do your clients have clients who benefit?

What about their family? Friends? Community?

Perhaps even the planet benefits?

 This is the ripple effect.

 The ongoing effect of the work you do.

 This is why you need to show up.

 This is why your mission matters.

Q2. What do you stand against? and;

Q3. What do you stand for?

Placing your digital stake in the ground not only requires clarity about what you stand for and what you stand against but it also requires courage.

This isn't about being negative or confrontational to things you stand against, or being arrogant and forceful about the things you stand for. It is simply knowing and owning your space on the internet, amongst all the noise.

You deserve to be seen and heard.

Being on a mission takes focus. You need to define yourself in the online world, with so many people flogging their stuff, your secret sauce is you.

These questions allow you to explore what makes you, you and what makes you stand out in your industry.

These questions allow you explore your values in your personal and business life and then consider how this shows up in your online presence.

Q4 : What do you want your ideal client to know right now?

Again, it's the type of task that could take you 5 minutes or 6 hours depending on where you are right now with this work and if you have clarity already how much time you have today. It's not important what time you spend on it. Just that you take some action.

This question is one of my favourites for content ideas. It forces us to step into the shoes of our ideal client and consider what they need to hear from us right now, in this moment.

It could be in relation to...

- What they need to know so they can move forward and take the first step
- What they need to know about your personal empathy that you have towards their pain points.
- What they need to know about you as a person and a professional
- What they need to know about your service / products
- What they need to know about the buying process (how can they buy)
- What they need to know about the results (immediate) and outcomes (long term) of working with your business.

We need to be consistently mindful, curious and conscious about what the lived experience of our client is on a daily basis and how we can show up in our content to support them.

TURNING THESE EXPLORATION NOTES INTO CONTENT TRIGGERS

Using the notes you have made on the previous questions, you can start to get practical and pull out content triggers.

A content trigger is a topic or idea that provides you with the flash of inspiration that you need to get writing.

One of the hardest things with content is not knowing what to write about. A list of triggers can support you to be consistent on social media because you are no longer having to sit and stare at a blank screen wondering what to talk about.

Here is what to do...

1. Go through your notes with a highlighter or a different colour pen. Pick out words, sentences or phrases that you can turn into content ideas
2. Make a separate list of these ideas
3. Start today by picking the top one and creating a piece of content on it.

For example

When I did this process myself one of my triggers was '**Visibility is not Vanity**'

I have written many posts with this trigger including...

- Stories about my own journey with visibility and my fear of being vain
- Stories about the journey of my clients as they have had their own aha moments
- Tips and shared motivational posts around this topic (including sharing some lovely branded images made by my VA)
- Question posts in my content around this topic
- Videos discussing the trigger or giving specific examples
- Testimonials from my clients who have used this phrase or described their journey
- Call to action posts where I use this trigger as inspiration and create an ask for business post

Below is a motivational post I wrote using this trigger

'Being visible is not the same as being vain.

Without visibility you don't have a business, you need your ideal client to see you before you can even hope to make a sale. But understanding how and where to be visible for your unique business isn't something everyone just instinctively knows.

I have worked with some incredible purpose driven business owners who had spent years shying away from being too visible.

This usually came down to one of two reasons; either they were fearful of what people might think of them or they just didn't have the strategies in place and didn't know how to get visible effectively.

Sound familiar?

Give me a GIF below if you feel you get visibility and vanity confused sometimes. 🙋'

Below is a CTA post I wrote advertising a previous free 5 day challenge.

When I started my business I didn't even tell people I had a business. 🤔

I thought business owners had massive shoulder pads and mobile phones the size of wine bottles. I thought business owners were aggressive, selfish and money orientated.

I was a nice person so by default I couldn't also be in business. 🙋♀️

OK so my concept of business people was clearly influenced by my 80's upbringing

I struggled for years because I couldn't break free of my old stories. 😞

✗ I found it difficult to ask for money to do something I found easy.

✗ I found it difficult to promote my services

✗ I found it difficult to even tell people what I could do for fear of 'showing off'

I sometimes wish I could go back and shake the old Lisa into action but I know deep down that the journey was my journey and every trip, fall or detour I took, brought me here.

Taking the long way round and feeling all the fears and blocks around visibility now gives me the best insight into my clients and what they struggle with. I don't just say I know how they feel to reassure them, I REALLY know how they feel. 🙌

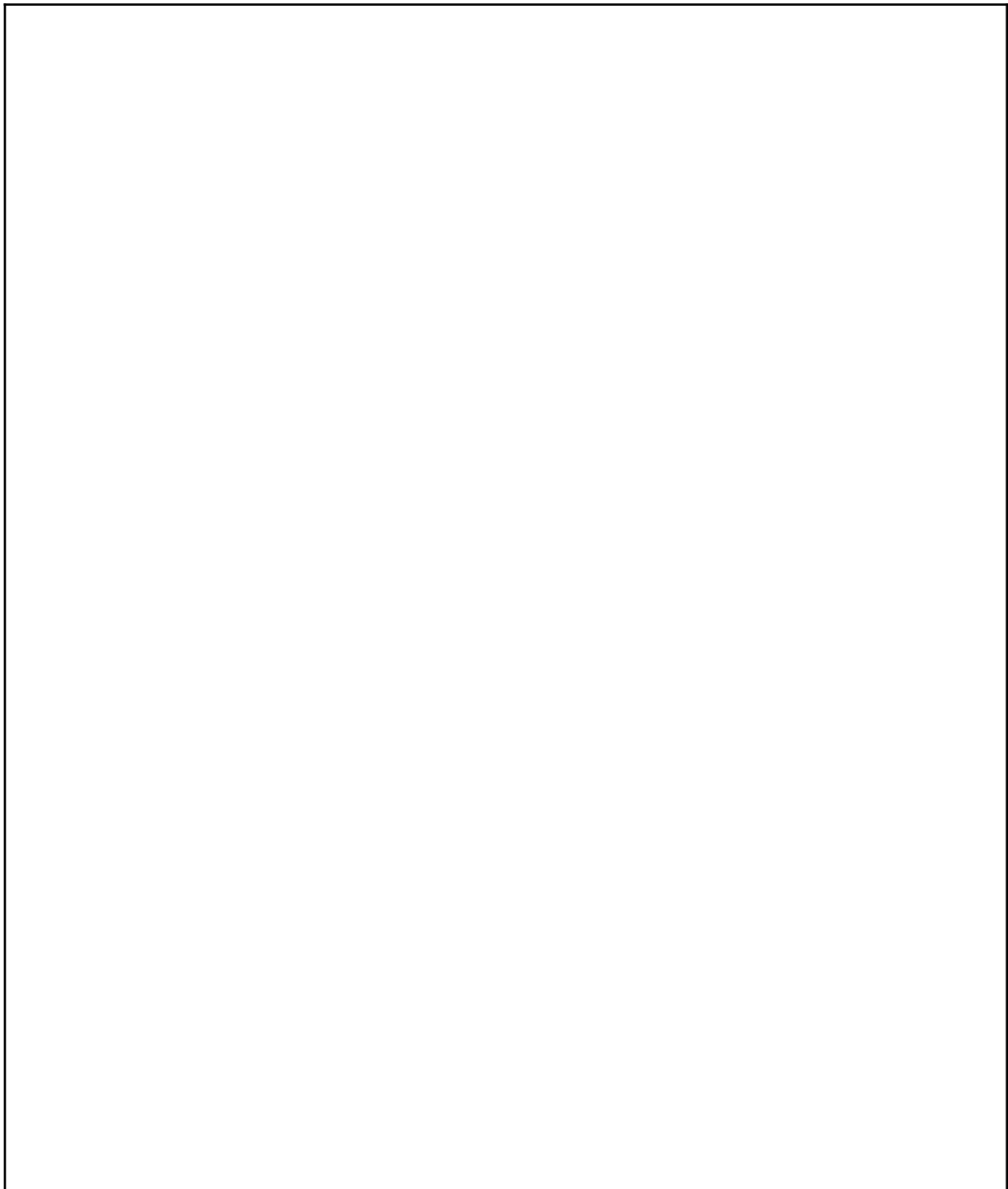
This insight means that I know how to go from vulnerable to visible and build a successful business. I help other purpose driven business owners do the same. ✨

Join my free 5 day challenge GET LEADS WITH MISSION LED CONTENT to take that next step in your own visibility journey. Now it is your time 🕒.

In my follow on course to this, Mission Led Content Social Media Course, I will guide you to make your own Mission Led Content Plan. You can use these ideas in your plan but right now, this gives you a place to start.

Topics you can start talking about on social media today.

Content triggers based on my mission



NAIL YOUR MISSION

Now is your opportunity to edit your mission brain dump.

Take a step back from all the words you have written and consider what is most important to share.

We need to nail your mission into three paragraphs. The first paragraph should be able to potentially stand alone, the subsequent two strengthen and allow you to go deeper.

Edit as if your life depends on it! You haven't got to include everything, this task is pulling out the most important messages and creating a mission statement that both speaks to your audience and your heart.

Your mission should excite you!

I don't feel it is necessary to tell you exactly how to structure your mission however, below is a template you can use to guide you.

I am on a mission to help **(insert ideal client)** to **(insert main desire)** by **(insert what you do, the how)**

I want them to know that **(insert one answer from q4)** and **(insert a second answer from q4)**.

I stand against **(insert answer from q2)** and instead work with **(insert answer from q3)**.

Add motivational content

I am on a Mission to help purpose driven business owners increase their income, impact and influence online. I do this by teaching them how to create compelling, exciting content that converts AND changes the world.

I want them to know that there is hope. Through Courageous Visibility they can be a leader online and a powerhouse for change and a better world.

I am against manipulative, spammy marketing and teach my clients to make more money while showing up with honesty, transparency and integrity.

Changing the world one word at a time

Play with your Mission Below

USE YOUR MISSION AS A DRIVING FORCE IN YOUR BUSINESS

Now we want to get your mission out into the world. Don't just put it in a cupboard, make it last so that it provides practical support and inspires you every day.

As human beings we are built to be kind, to give and to serve (I know, radical concept when the narrative is usually that human beings are selfish and greedy). The truth is (with science to back it up) is that we survived because we worked together. We supported one another and we looked out for our community.

It is society that thrives on the narrative, we are selfishly driven creatures. That keeps us compliant and reliant on those in power to keep us safe from ourselves.

Why is this important?

Because, we are conditioned to be motivated by the wrong things. We are taught that money and material things should drive us and for some people that conditioning is so deep, it is enough.

But for those of us that feel the calling to serve, who feel connected with their soul that whispers to them and reminds them there is so much more to life. Those people need something bigger to drive them...

Now don't misunderstand me.

I am not saying we shouldn't strive for financial gain. In fact, I believe strongly that the future of humanity relies on more good people, rising up, earning more and shifting the current power paradigm.

We shouldn't be ashamed of wanting more money or living our dream life but money itself is just numbers. If you are only motivated by personal gain, you will find yourself blocked along the way. Your insecurities, imposter syndrome and fear of judgement will come out to play far more.

However, when we tap into our purpose, the reason that is bigger than us and we use this to drive us, to connect us daily with our vision; we fly.

Because our mission is too big and too important to fail.

* * * * *

WHAT TO DO NEXT?

To make practical use of your mission, I have 3 tasks for you now.

1. Refer back to the first two questions on your self evaluation I asked you how clear your mission was to you and the world. Hopefully, you are able to score yourself higher now from your own perspective, but what about the world?

Does your social media audience know your mission? _____

Do your website visitors know your mission? _____

Does your mother know your mission? _____

**OK the last one might not seem as relevant but the point is, EVERYONE should know what you do. That is how you begin to increase your income, impact and influence.*

2. Consider what you can do to make it clearer? You want to make sure that your audience arrives at any of your online spaces and within seconds, they know your mission. Don't make them look for it. Don't leave them in any doubt.

Use This Checklist For Ideas

- Make a Canva image for your cover picture on your Facebook personal page, group and business page
- Create a pinned post if you have a group to tell them about your mission and how they can get the most out of the space
- Pick relevant pictures for 'Featured Images' on your Facebook personal page
- Edit your Facebook short bio to reflect your mission
- Edit your About Page on your Facebook business page
- Edit your LinkedIn headline and about page to reflect your mission
- Edit your bio on Instagram
- Create a bulk of branded Canva images that have key sentences and phrases that relate to your mission. You can share these repetitively on social media
- Edit your 'prepositioning statement' on your website (the first sentence on your home page) so it reflects your mission and who you serve
- Edit your about page on your website so it provides the narrative of your journey that led you to this place, so that it describes clearly why you are on your mission.

3. Put your mission somewhere you can see every single day.

Don't forget it is YOUR mission.

Life will throw you curve balls.

You will get tired.

You will have doubts.

But stay connected to your mission and you have this.

Print off your mission and put it somewhere you see it everyday.
Your fridge, workspace, vision board, in your car, on your TV screen
whatever it takes to get you to take notice.

You can also add a digital version to your screensavers on your
devices too.

And when you notice, which you will, that this has lost its impact,
switch it up.

Change the position, the colour, accompanying image. Anything to
create a pattern Interrupt and remind you to take notice.

Download this audio to listen to as an activation to get you fired up
and on mission again.

Listen to this daily or when you need it.



How to use the language of your ideal client

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The quickest way to build a reputation is to be laser focused on what you offer and making sure everyone knows you online (and offline too).

How to use the language of your ideal client

Every marketing expert under the sun will tell you to work on your ideal client and I'm not going to argue with them, they are right. But, I want to explain to you why this simply isn't enough. In this part of the course, you will get the opportunity to go beyond the avatar into the thoughts, feelings and actions of your ideal clients.

WHO IS YOUR IDEAL CLIENT ANYWAY AND WHY IS IT IMPORTANT?

When I ask people who their ideal client is, most go general. They start telling me they work with men or women, aged 20-55. They then go straight in to explain what they are struggling with.

There is so much more to the ideal client than this. They are a whole person. A human being. In Mission Led Content we not only acknowledge this but we embrace it. We stay conscious, curious and mindful about who they are and what makes them tick.

This allows us to do two things;

1. Be consistent.

If we are going to keep showing up on social media and be consistent, we need a good reason. As people we are driven by relationships, it is how we have evolved and survived as a species.

People need people. If you want to break the habit of being inconsistent then try this different mindset approach to mindset. Social media marketing doesn't have to be a chore, consider it your opportunity to build relationships and connect to feel good.

2. Sell more

The result of focusing on relationships and consistently showing up is you sell more. People don't just need people, they buy from people. In this changing world THE PEOPLE are demanding to know who they are spending their money from and WHERE their stuff is coming from. People are paying more notice than ever before and buying intentionally.

This is how the revolution starts.

In a society where 'money makes the world go round,' we need to make PEOPLE central. Not just for tick boxing but for helping to inform, educate and connect.

This feels good and sells more. So now you know this, it is time to go deeper.

Is the 'ideal client avatar' concept a bit shit?

In my opinion, Yes and no.

The idea of an ideal client avatar is a make believe person. Someone who you can nail down as your perfect dream individual to work with or buy from you.

I have an ideal client.

Meet Claire.

- Claire is 42
- Claire is married
- Claire has two teenage kids
- Claire has her own house
- Claire has a dog
- Claire works as an inclusion and diversity training provider
- Claire is good at her job and has a good well established network with returning customers and referrals
- Claire hates social media. She uses it reluctantly for work and personal connections but she dislikes how she finds herself sucked into a time vortex and how it seems to be full of dickheads.
- Claire struggles to create content on SM because she worries what other people will think about her, especially ex colleagues.
- Claire doesn't know how to get leads consistently on social media
- Claire wants to make more money and attract bigger clients because that means she can increase her income, impact, and influence.

I could go on but those are the headlines. I know Claire well enough that everytime I write content, I close my eyes and imagine she is sitting with me.

‘What does she need to know?’ I ask myself. ‘How can I help her today?’

You see, knowing who you are talking do **REALLY DOES MATTER.**

It isn't marketing BS it is human to adapt what you say based on who you are talking to.

When I am having a conversation with my 11 year old it will be an entirely different conversation to the one I have with my mum.

But I know people feel a bit silly. Making up a 'perfect' client. No one is perfect right? And not everyone wants to approach their marketing by putting people into boxes.

But the truth is, it isn't the sex, age, exact profession that is important. It is their thoughts, feelings and actions. It is connecting to their lived experience and showing empathy. The following task is designed to help you unpack your own ideal client in a practical way.

You can choose if you make someone up, use a past client or perhaps someone you have your eye on that you would love to work with. You can draw a picture, journal or both.

WARNING

Be very careful not to make assumptions. As I have already said, we should stay continuously conscious, curious and mindful about your ideal client which means that we ask questions and listen. Assumptions about our audience can lead to missing the mark and missing out on sales.

<https://bit.ly/34m6txi>

Taking the next step

The work you have done here, like the mission work you have done previously, opens your mind to a huge range of content ideas. Go through your ideal client work and pick out the important messages and content ideas. Add this to the list you created from the mission work.

Later on in the course, I will show you how to create a comprehensive Mission Led content plan but before you get there, there is no excuse, you can show up and be courageously visible today, sharing content triggered by these ideas.

Content Triggers based on your ideal client



How to decide which service or product
you should promote on social media
for maximum impact

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*There is so much more to the ideal client than this.
They are a whole person. A human being.
In MLC, we not only acknowledge this but we embrace it.*

How to decide which service or product you should promote on social media for maximum impact

A huge mistake I see people making again and again and again is offering too many different services online or being really wooly about what they have for sale. Flitting from one thing to another is very ineffective and your audience won't be able to catch up with what you do, never mind buy. Now don't get me wrong, as you grow you have more space to play with these rules but if right now, you are trying to build traction and become known online then persistence and consistency with an offer is vital.

The quickest way to build a reputation that turns into referrals and leads is to be laser focused on what you offer and make sure everyone who knows you online (and offline) knows this too.

Service providers - Create a clear offer that solves a problem. Take your clients on a journey from A to B. Make sure you understand what they are struggling most with (in their language and from their perspective) and what they want to move towards. What is their biggest desire that you help with? This doesn't mean that you only have one service. It means you only promote one service at a time in your organic marketing. You may have other services that you can upsell or services that you offer at different times of the year. You can have high end offers (£1k or more) or you can have low level, foot in the door offer. There is no right or wrong to this and nothing to say you can't have both. Just pick what you want to promote at any one time and stick to it for a minimum of two months.

Product based businesses - For some product based businesses it makes perfect sense to promote one product or a selected range. A popular item that is an easy sell means that when people have experienced the value, high quality and excellent customer service from you, they will return (ideally with reminders from you in the form of consistent content)!

Whether or not you have a product or service based business, it is a lot easier to be courageously visible when you have laser focus and clarity on exactly what your offer is.

You can have other offers and services that lead from this but social media, you can talk about your other services but when it comes to your call to action posts, sell one thing.

The following activity will take you through a process to determine what this front of house offer should be. You will notice a crossover in some questions to the ideal client work and that is OK, this is a perfect example of how you can use your knowledge of your audience in a practical way.

LET'S NAIL THE SERVICE RIGHT NOW

Q1. What's the biggest problem your ideal clients are dealing with now. The one that impacts their daily experience the most? We are asking this because your product or service should ideally have a very clear problem to solve. This is their point A.

The following examples are from me (the first one with the red heart) and my real clients. As we go through these questions, you will notice the examples given are colour coded so everyone with a red heart relates to the early days of my business when I was initially doing this work myself.

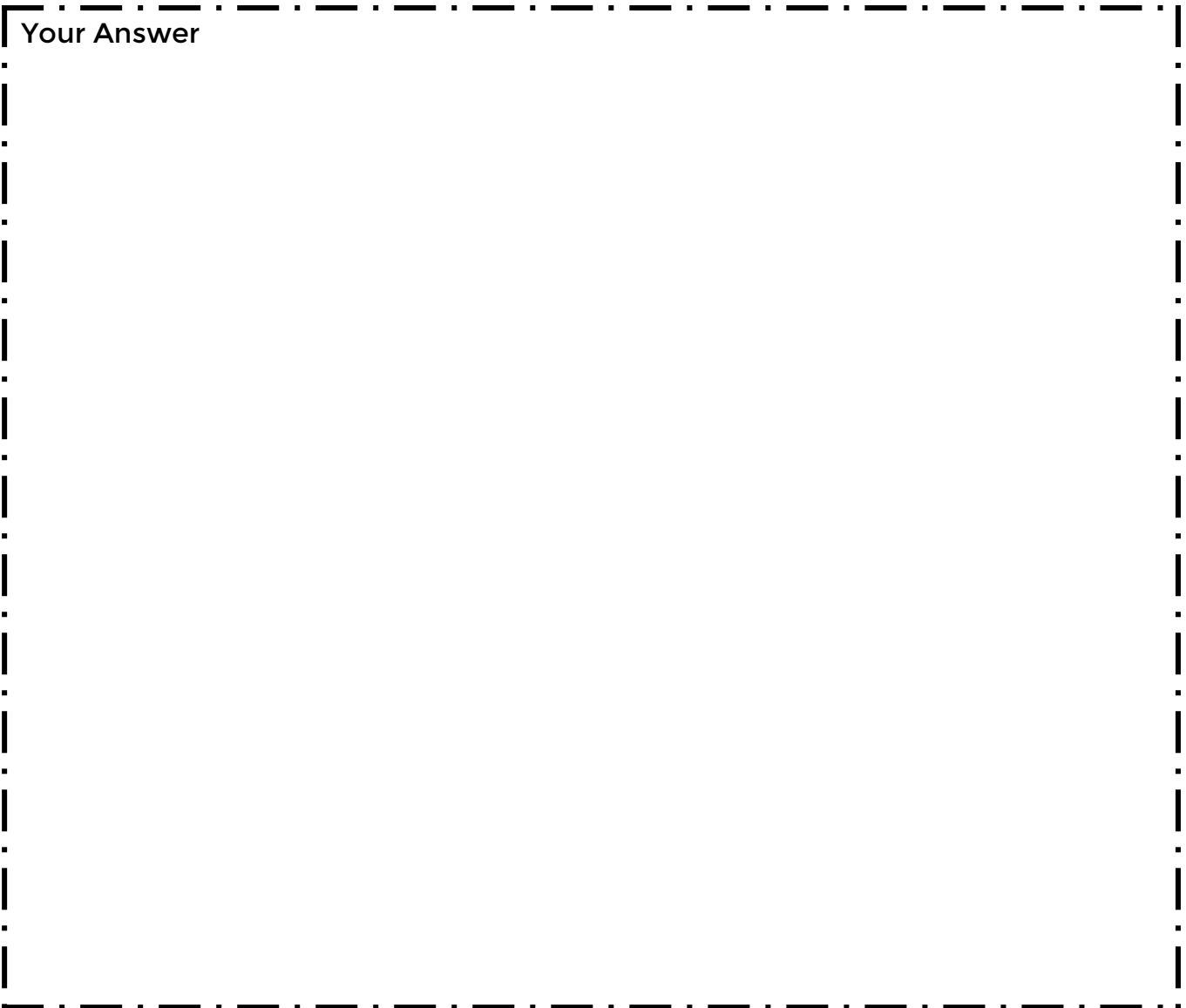
- ♥ Their business isn't making enough money
- ♡ Fed up with their weight and tired of going on diets that don't work
- ♡ Their company looks unprofessional and this is embarrassing. The company isn't earning enough.
- ♡ House feels unorganised Fed up of furniture that is flat pack, boring and everyone has the same.

Your Answer

Q2 What is the big desire? Think about their language. Consider the 3 wishes activity from the ideal client work (what would they say if they had 3 wishes and then pick the one that is the opposite of point A). This is their point B

- ♥ Need to get more leads on social media so they can make more money
- ♥ To lose weight and feel better
- ♥ To look more professional and attract higher paying clients
- ♥ To have a home they love and feel proud of

Your Answer



Q3. What is the solution to the problem? What do they practically need to get from point A to point B.

♥ They need a content plan and help writing content. They need to create healthy, long term visibility habits so showing up becomes natural. They need to feel more confident and have support for the tough days. They need to create systems that make the practicalities easier such as a repurposing plan, a place to store testimonials, a Trello board etc...

♥ They need to stop dieting and trying to implement extreme measures that are impossible to stick to. They need to have a plan, to learn about food so they can make informed choices and make small changes.

♥ They need to have a universal writing policy that all employees understand and can easily follow.

♥ Design and make several unique pieces of sustainable furniture

Your Answer

At this point you have two choices.

Package this solution up and sell it or create a lower end (tripwire) service or product package to sell first.

If you want to pick the first option, skip to Q5. Otherwise, see Q4.

NB. For those who are looking to get traction fast, I personally recommend using the tripwire strategy as a way to build reputation.

- Yes it is true that you need to sell more of these lower cost offers and it requires the same level of marketing as selling less higher end items.
- Yes it is true that this strategy won't work for every business. Some products or services are simply not low end and can't fit in that box without compromising who they are and what they stand for.

However for me, and many business owners I have worked for, this was an excellent strategy to build momentum. Working with a higher volume of clients was exactly what I needed at the time to hone my service, to hear the language and real life experiences of those who came to me. It meant I was able to generate money quicker, albeit in smaller amounts each sale but the energy of money coming in was addictive and easy to build on.

Considering, it is easier to retain current clients and sell to them again than sign new ones, your tripwire offer should lead nicely into an upsell so your customers can easily take the next step to work with you at a higher end.

Q4. Following on from Q3, what would be the first step in this solution? If you were to work with them long term on this, What would they need first?

Examples ...

- ✓ They need a content plan
- ✓ They need a plan of action
- ✓ They need to know where to start when putting a policy together
- ✓ Selling them a simple well made storage box

Your Answer

Q5. What would be the best way to deliver this? Based on what you know the client needs, and what you prefer to do? It could be done in a variety of ways including passive or a deliverable.

Examples of tripwire packages

♥♥ 1 hour zoom call

♥ Video training series

♥ Product that fits the need

Other ideas

△ Ebook

△ Product bundle

△ Small coaching bundle

△ Short paid challenge

△ Zoom call with additional content

△ Online course (like this one)

△ Membership

Your Answer

Other examples for high end services

- ✓ Done for you packages - The client outsources what they need done and you or your team do it for them
- ✓ Done with you packages - The client works with you to create what they need. You do some of the work for them but they are expected to also contribute to get the promised results
- ✓ Coaching and teaching packages - A 4 week - 12 month program taking your client step by step and hand holding them through A - B.
- ✓ High end group coaching or teaching packages
- ✓ More in depth online courses with a combination of recorded content, workbooks and personalised support.

How you package your service will depend on your personal zone of genius and what your audience needs right now. There is no right or wrong but what is important is you have the clarity on EXACTLY what problem it solves, what desire they achieve and the process you take them on to get them from A - B (the deliverables).

Your Service :

[Empty dashed box for service description]

The Problem (in their language):

[Empty dashed box for problem description]

The outcome (in their language):

[Empty dashed box for outcome description]

The process (the deliverables) What is included:

[Empty dashed box for process and deliverables description]

Q6. Value of this product or service?

- △ How much you charge depends on a number of things including ...
- △ Your industry
- △ The value of the session... what is the outcome worth
- △ Your price structure with other services

I am not here to tell you how much to charge, partly because I don't know what you are offering, also I am not an expert in the field of pricing. It could range from £7 - £10k.

What is important from a content point of view is **YOU ARE CLEAR** and **YOU OWN PRICE!**

Explore options with your price here.

If you have followed this process step by step, you will now have clarity on...

1. Your mission
2. Your ideal client
3. Your service

Now your next step is to use it to drive your visibility. If you don't already have your hands on it, upgrade today and invest in my **Mission Led Content for Social Media** online course.

And don't forget to find me on the interweb. You can join me in my free Facebook group:

[The Mission Led Content Revolution with Lisa Barry.](#)

Here I give a free content prompt each week to give you a helping hand in your Courageous visibility.

For regular tips, inspiration, and support,

Follow me on:   

I look forward to seeing you online.

Remember, your Mission Is Possible ❤️



Going Forward on a Mission

LISA BARRY ONLINE
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