



**CREATE A  
CONTENT STRATEGY  
THAT WORKS**



WITH  
**KILEY PETERS**

Wanna reach your audience where they are in the ways that add the most value to them? Of course you do. In our course, *Create a Content Strategy that Works*, expert Kiley Peters will walk you through exactly what you need to do to research your competitors, survey the market place and really home in on your ideal target audience so that you can deliver content that speaks to your customers and keeps them coming back for more.

**Learn how to leverage a content strategy that works for your own business!**

- Before you start creating your content strategy, you should know your business goals, values, vision and mission.
- Research competitors and marketplace.
- Clearly identify your target audience.
  - Use qualitative and quantitative measures to help you get specific about your audience.
- Take original pieces of content and create supporting pieces; this will inform your editorial calendar.
- Think about the resources you'll need to execute your strategy.
- Revisit your strategy once a year!

## About Kiley Peters

Kiley Peters is a keynote speaker, international award-winning serial entrepreneur, and executive business coach and consultant with over 20 years of entrepreneurial experience. Many know her as the founder of Brainchild Studios®, her international award-winning digital content marketing agency which she built to seven figures in revenue, six figures in profit and 30 team members over six years. She dissolved at the end of 2022 in order to pursue helping women small business owners live the lives they want, build smarter companies, and keep more of what they make.

She now spends her time with RAYNE IX®, her executive leadership consultancy which helps women build life-changing businesses by defining personal success, aligning business strategy, designing scalable operational infrastructures, increasing company value, and building owner wealth outside of their business while still putting their people first.

## QUESTIONS TO CONSIDER WHILE WATCHING THIS COURSE:

1. What is your business goal? Write down your values, vision and mission.
2. Do a competitor audit: how do they offer what you offer? What are they missing that you can fill?
3. What are your target audiences' demographics and psychographics?
4. What can you create for original content and supporting content?
5. Once you have your plan in place, who do you need to hire to execute it?

**PUT YOUR THOUGHTS DOWN HERE:**

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