



UNLOCK YOUR
CONTENT CODES

Create the content that
matters to you
(and your audience)



Figuring out how to match what you
SAY with how you FEEL and what your
clients need to HEAR

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NICE TO
meet you!

Hi! I'm Abi, and I offer best-mate level support to coaches, creatives & big-hearted consultants who want to launch offers, services & products online.

In my experience, a successful launch contains five key ingredients: relatable messaging, a desirable offer, a clear plan and plenty of patience and humour.

I've worked with nearly 100 women at every stage of the launch process. From creating content and growing an audience, to supporting them through offer development, messaging and launch planning.

Launching is hard work, but it's also fulfilling. My clients want to put good back into the world and they make their way through their launches with a few choice swear words and a dirty laugh.

Just the way it should be!



What are content codes?



Your content codes are at the heart of your online marketing. Your codes help shape the way you communicate your message, guiding your actions and the way you build relationships and conversations with your potential customers.

Beat the churn

You can't escape the importance of content in today's marketing.

But it's hard work, on top of the hard work you're already doing in your business and life outside of it.

We hear language like 'churning out content', 'content is king' and 'content takes consistency' - and feel like we're failing before we even start.

So why does it feel so hard? What's the secret for creating content in an easy (or easier) way?

It starts with understanding your content codes.

The heart of the (content) matter

Unlocking your content codes takes you to a place of authenticity. When you recognise what's important to you, you'll create content that aligns with your personal values and beliefs. Authentic content makes it easier for your potential clients to figure out who you are, what you do and who you stand for.

That's when content starts to feel easier, and you'll want to create more of it when it comes from your heart.

your content codes

WORDS OF IMPORTANCE



So you've got a love-hate relationship with creating content. It takes up too much time and can feel pretty pointless. This exercise will help you get to the heart of what's important

01

How do you want people to describe the work you do? If you overheard someone talking about you - what words would make you happy to hear?

Think about tangible words or phrases. On the next page you're going to squeeze every last word and phrase out - and get creative. If you'd love people to describe you as a 'quirky' write that in.

Running out of ideas? Text a bunch of people you've worked with or know your work. Ask them to send 3 words that describe you.

WARNING: Don't ask your mum, brother, best friend to do this for you because they will be well-intentioned, but mostly unhelpful. Unless they know your business - and your vision inside out, avoid them. Only ask people who 'get' what you do.



02

Don't just think about the 'what' you do - but how you do it, and how you come across. Think: fun, loyal, colourful, serious, calm, positive, neat, careful. When I say squeeze every word or phrase out - I mean it!

your content codes

WORDS OF IMPORTANCE



Words to describe the work I do, the way I do it, how people see it, what's important to me.

03

Write all the words / phrases around the circle. Don't overthink this - just scribble away. You're looking for a minimum of 30. Don't worry, you're going to get rid of lots of them in the next section.



My
Codes

06

Use this space to write down all the words you've got left. As you write them down - ask yourself 'is this important to me?' 'is this how I'd like to be described?'. You should have a list of around 8 - 15 - cut back even more if you can.

07

By now, you'll start to see that some words are similar to others. See if you can group all of your words into 3 similar themes. Here's my example to help you out a bit...

Grouping codes together

Group a

- Real person
- No agenda
- Approachable
- Scottish
- Keeping it real

Group b

- Funny
- Positive
- Colourful
- Creative
- Upbeat

Group c

- Collaborative
- Cheerleader
- Heartfelt
- Actually gives a sh!t

My words could be themed into a) who I am as a person, b) my approach/outlook and c) how I work with clients. What 3 groups have floated to the surface for you?

A

Collect your words for group / code A here

B

Collect your words for group / code B here

C

Collect your words for group / code C here

08

Now let's find a description for each code group. Don't let overthinking get in the way of this. Nobody else needs to know what they are - so it doesn't matter if it's clever, creative or boring-as-hell. It's for you to understand.

I could have called my codes: A) Up front, B) Positivity C) Belief in clients or A) Who I am, B) How I appear, C) How I work with clients.

But instead, I named mine: A) Steady anchor, B) Colourful character C) first mate for clients, because I like to rinse the sea metaphor!

So - what's yours?

09

create YOUR code

YOUR CONVERSATIONS | YOUR CLIENTS



This is where your codes come in. Each code is your commitment to how your content will align with each code.

Make sure they align with the service you offer and the needs of your potential clients.

I've shared my own examples on the next page



a

Insert code name and how this will look

b

Insert code name and how this will look

c

Insert code name and how this will look

An example

Code 1: Provide a steady anchor

In a sea of online nonsense and noise, my content will keep my community steady. My posts will inspire and unite, rather than isolate and create lack. I'll do it by staying true to who I am. If my oldest friend saw my content she wouldn't be surprised by it. Integrity and honesty is at the heart.

Code 2: Stay Colourful & bright

I'm not going to shy away from the fact I'm a wee bit nuts. I am fun to work with and always on the lookout for giggles - and honestly, my clients and community are looking for that too. If I can find a way to get my message out in a fun and entertaining way - I'll do it.

Code 3: Your First Mate

Content to make you feel included, that you have a team mate, a collaborator and a cheerleader on side at all times. I'm here to serve, and my content will do just that.

This is going to look different for you - but it's always nice to see how others do it. I like to think of this part as creating a manifesto for each code.

When you start to think of content in alignment with your codes it stops being something you HAVE to do, and becomes something you GET to do.

You get to find ways to connect with your community in a way that feels real. You get to use a new approach that takes you away from the cheesy, scrubby content that's out there already and show who you really are.

That's a gift!

Your codes are the diving board for your content.

Even if you don't get the engagement you crave, you KNOW you're creating content that feels like, sounds like and gives the right impression of YOU.

Here's a few ideas for helping you get started creating content with your codes.

CONTENT FALLING FLAT?

Check your codes. Have your recent posts chimed with them?

What key element is missing? Fun, honesty, quiriness (go back to the words you identified in part 6)

Say the same stuff in different ways. Always blogging? Try a video. Stitch photos together to create a REEL, write a blog and then record yourself on audio and share that.

Go back to your most popular content and work out what made it so engaging. Experiment and play around with similar ideas to see if people want more of it.

Do the images, colours and design elements you use match up to your content codes? Get rid of anything that no longer serves you and have fun finding new things that do.

CREATING CONTENT

Remember the words you kept at part 6? Write a list of ideas for posts that feature each word and why it's important to you

Go through your old content & see which ones match your new codes. Look at how you can edit them so they DO fit - and then re-post them

Archive all previous posts that no longer serve you / your codes (but use the images for new posts)

Use the code themes as your content pillars and write a list of post ideas that fit into each code.

The best content has 4 purposes. Educate, motivate, relate and keep up to date. Write a list of ideas that touches on those 4 purposes.

Remind yourself what you want your followers to FEEL



Now you know your content codes, you've unlocked the secret to confident, authentic content.

You can move forward with content that aligns with what's important to you, and what your clients really need to hear.

If you have any questions about using the Content Codes in your own marketing please get in touch.

[email here](#)



Abi+Sea
The Launch Lifeline