

# Your PIONEER COMPASS

The Five Simple Steps To 'Content That Connects'

## P2. PEOPLE

Intelligent customer selection

### IDENTIFY WHO'S THE RIGHT WHO FOR YOU?

Choose your target customer (and purposely repel the rest!)

**EDUCATE, INFORM, INSPIRE.** Enter the public conversations happening around their 'kitchen table' and the private conversations inside their heads

**'LISTEN' TO AWAKEN YOUR AUDIENCE.** Identify possible content topics that build your 'know, like, trust factor'

**YOUR PIONEER PROMISE**  
– what will happen when your positioning collides with your target customer's life

## P1. POSITIONING

Customer experience

Explains your **Deep-Rooted Emotional 'WHY'** – why do you really do what you do?

State your **'DEFENCE STATEMENT'** – what do you stand for? What will you fiercely defend? What makes you different from your competitors?

Express your **PERSONALITY** – be real, be authentic, and build your 'know, like, trust factor'

Tell your **BACKSTORY** – what experiences and challenges, and situations brought you to this point

Craft your **PIONEER POSITIONING PIECE**  
– the core of content strategy and what you **NEED** customers to know about you

Your **PIONEER KNOWLEDGE**  
– what are you all about?

## P3. PATH

'Goal-Getting' content

**THINK BIG WITH YOUR PIONEER MISSION**  
– and use Pioneer Content to achieve business goals

**PIONEER SALES JOURNEY**  
– take a 'stranger' to 'loyal customer' in six, content-driven steps

**STRATEGISE** – prioritise the focus of your content creation

## P5. PUBLISH

Get your Pioneer message 'out there'

**EDITORIAL CALENDAR**  
– produce the right content pieces at the right time

**PROMOTE** – boost your presence beyond organic reach

**REVIEW AND REFLECT** – on the success of different strategies so you can increase your future results

## P4. PLAN

Make it happen

**DECISION TIME** – what content will you create – and why?

**CONTENT ALIGNMENT TABLE** – match content pieces with the Pioneer Sales Journey and your big thinking goals

**YOUR FRAMEWORK**  
– define budgets, roles and responsibilities, and realistic expectations

*Discover your WORDS • Craft your MESSAGE • Express your VOICE*

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