



# Beyond Words

— *Masterclass* —

**WORKBOOK**



Increase your visibility without burning out



## HI THERE!

This workbook is designed to go with the **Beyond Words** Masterclass.

It's been created as a thought starter, so that you can refer back to your notes whenever you're feeling a little lost with your content strategy and creation. It'll help you get back on track in no time.

Let's do this!

*Mel Daniels*





- 01 -

KNOW YOUR  
CONTENT CREATOR  
ARCHETYPE

- 02 -

UNDERSTAND YOUR  
TIME, ENERGY,  
RESOURCES

- 03 -

FORGET ABOUT  
#ALLTHETHINGS

Which one do you need to focus on first?

What support do you need?

## The Content Accelerator

Join the 1:1 done-with-you program that goes beyond cookie-cutter solutions for content creation and strategy to give you the confidence and support that brings you more clients

[LEARN MORE](#)

# The **Holistic** Content Marketing Method™

## **Start with You**

Understand your drivers to create content from the heart that attracts the people you want to work with

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01

## **Message**

Know what makes you unique and communicate this in a way that resonates with your ideal client

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02

## **Client Journey**

Take your ideal client from not knowing anything about you to becoming a paying, raving fan

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03

## **The Possibilities**

Gain clarity on where your ideal client is now, what they desire and the transformation that you can provide

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04

## **Attract**

Create a lead magnet that is designed to attract an aligned audience, not #allthepeople

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05

## **Nurture**

Set up an email automation that will continue to nurture your ideal client on their journey with you

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06

## **Prepare**

Get all of the ideas out of your head and on to paper so you have a ready list of ideas at your fingertips

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07

## **Plan**

Use your ideas to create a content plan for an entire year so you never waste time again

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08

## **Process**

Create a flow for your content so that you never miss a step and you'll be ready to outsource

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09

## **Momentum**

Map the future for consistency, visibility, community building and growth

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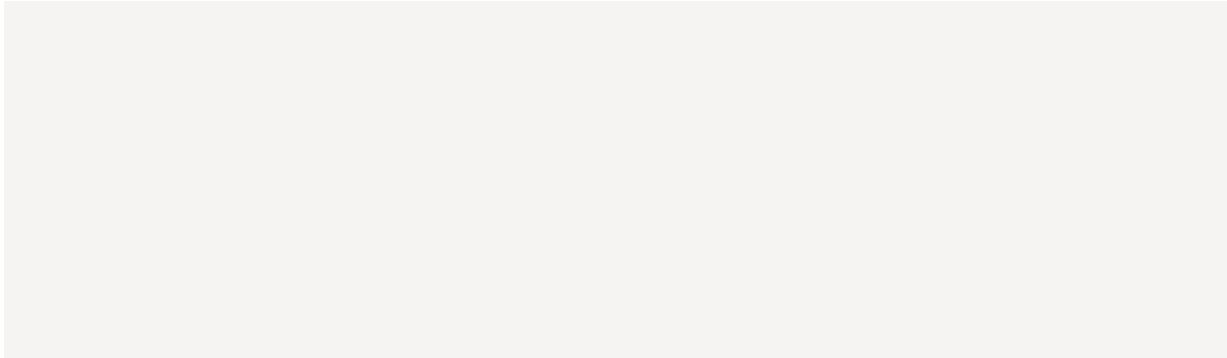
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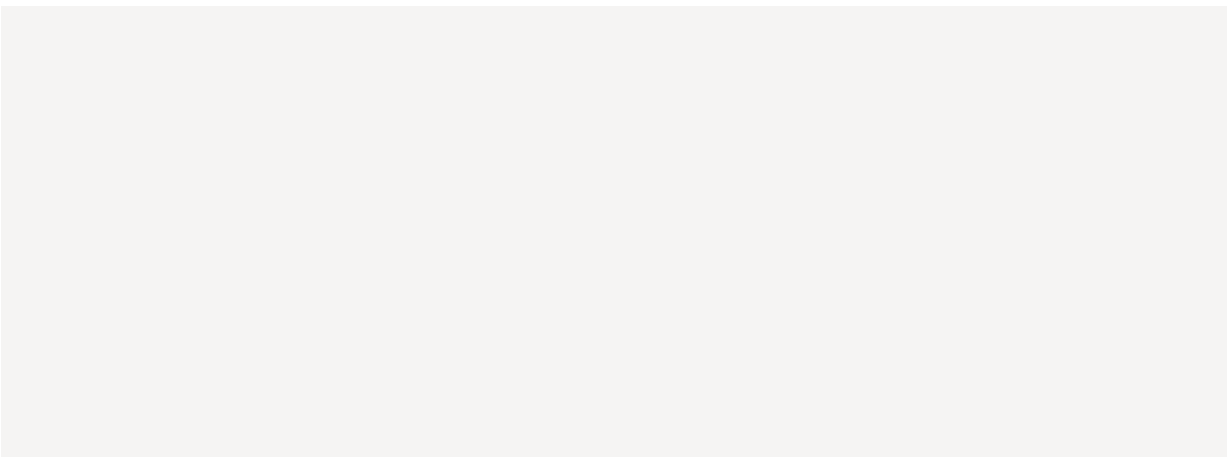
# Core beliefs

## ANSWER THESE QUESTIONS TO UNCOVER YOUR CORE BELIEFS

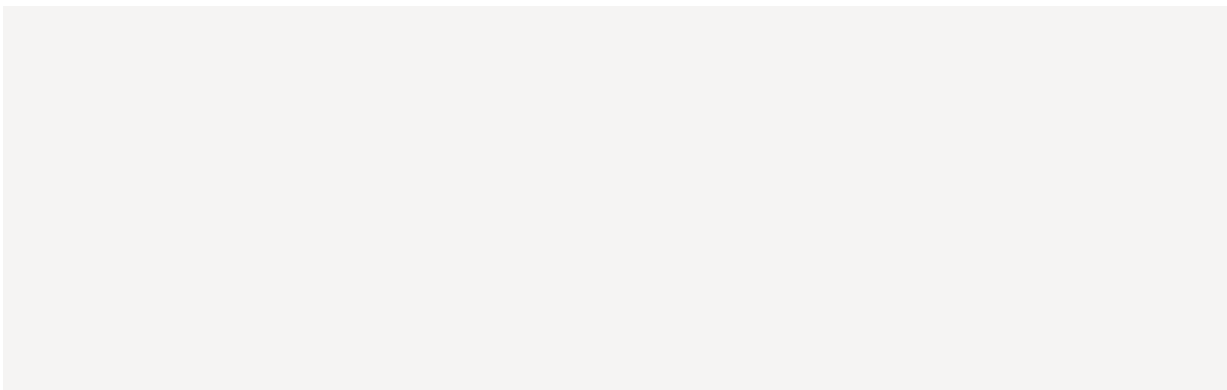
What values do you hold in the highest regard?



What do you believe to be true in your market?

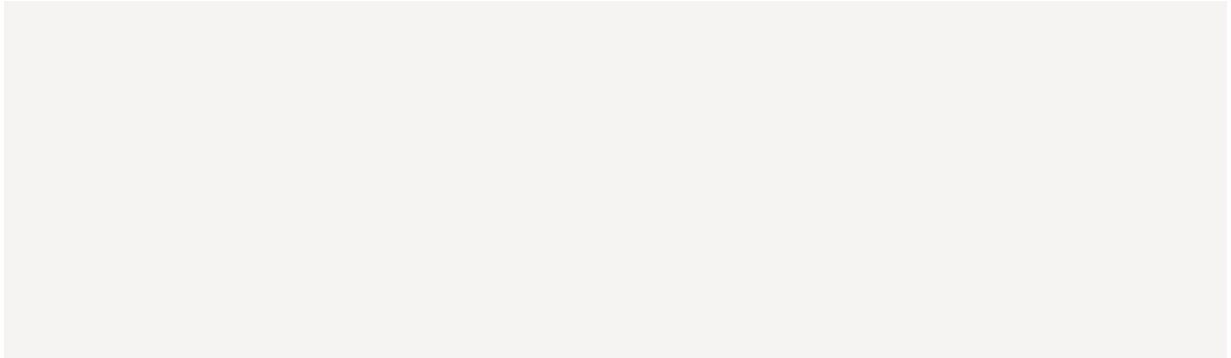


What do you believe is possible for people like your ideal client or humankind as a whole?

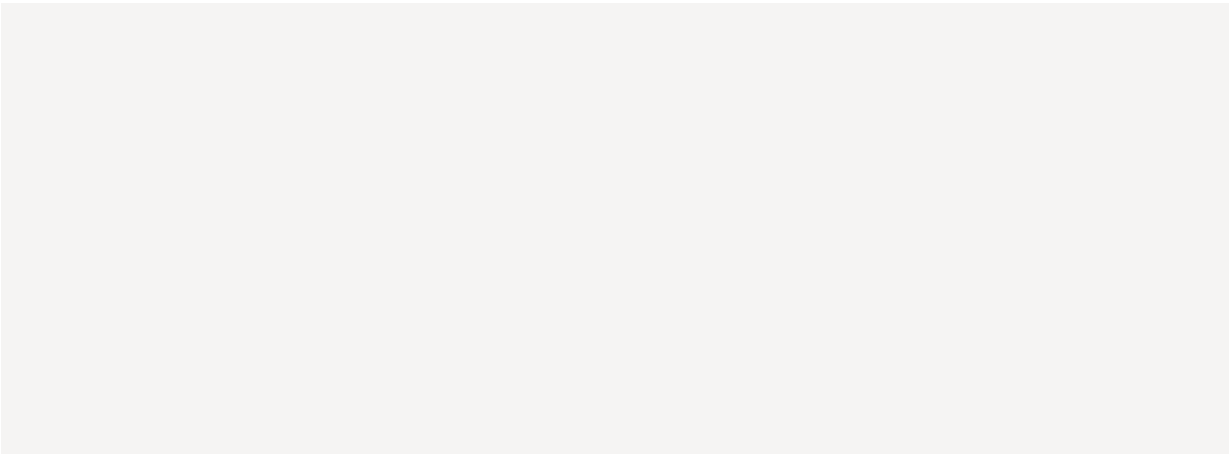


# Core beliefs

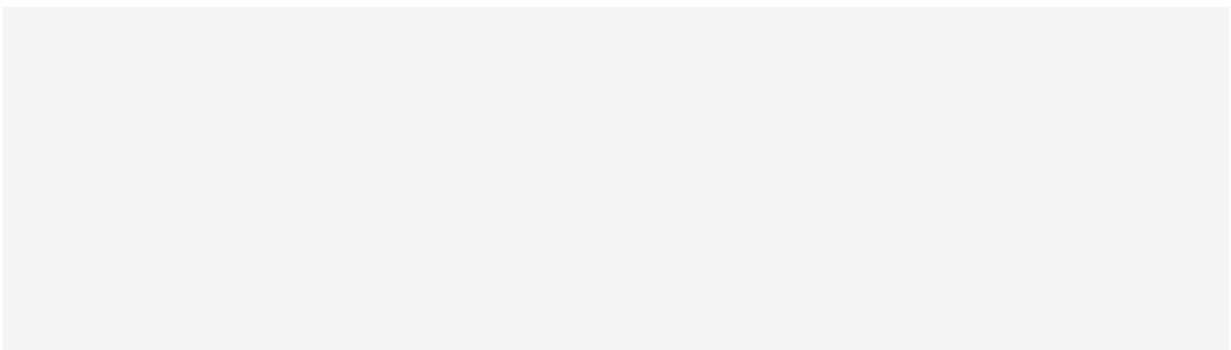
What trends or habits in your market drive you crazy?



What do you stand against?



What makes you feel sick to the stomach, sad or mad when you think about what your ideal client is doing (or not doing) right now?





My core  
*beliefs*









# The Content Accelerator

BASED ON THE HOLISTIC CONTENT MARKETING METHOD



Let's get your content strategy and creation flowing again. Join me for this 1:1 done-with-you experience.

[WORK WITH ME NOW](#)

## THIS IS FOR YOU IF:

- You're tired of second guessing yourself
- You feel like your content is barely doing its job
- You know that there's holes in your strategy, but don't have time to fix it yourself
- You want to be more consistent and visible but don't know where to start
- Want your content to feel easy and aligned

[NOT SURE? BOOK A CHAT](#)

## MY VISION

I want women to ditch the constant struggle for perfection and empower them to take their business to the next level by reducing their content overwhelm.

I love to connect with, teach and inspire women to create powerful content with ease so that they can grow their business.



*I'm Mel*

## I LOVE TO UNDERSTAND 'WHY'

Even past my toddler years, I always asked why. I wanted to understand why things worked like they did, why people acted a certain way and why I was the only one who loved peanut butter and sultana sandwiches.

I never accept an explanation without understanding the nuts and bolts. In life that can be annoying. In business, it's a blessing.

My curiosity has lead me on an interesting life journey from academic achiever to corporate leader, mum extraordinaire and now business owner.

Like you, I started my business for the allure of freedom and flexibility. Only to find out that doing #allthethings doesn't always lead to the calm, stress free life you pictured!

Thank you for joining me in this Masterclass. If you'd like to hear more about Holistic Content, make sure that you've subscribed to [The Powerful Content Podcast](#).

Talk soon,

*Mel Daniels*





MELD

BUSINESS SERVICES



Let's keep talking!

[Book a call here](#) if you'd like to know more

If you're ready to start creating  
content your way, join me for

**The Content Accelerator**

