

# The Magic Triad:

## 3 Crucial Ingredients for Creating Compelling Content and a Loyal Audience

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### I. Questions

- A. How many people have information-based podcasts?
- B. How many people have entertainment-based podcasts?
- C. How many people have a podcast that is related to their business?

### II. #1 thing that podcasters want to know about

- A. Use to Be Promoting Your Podcast
- B. Now it's how to keep your audience coming back again and again
- C. I surveyed my audience and e-mail list (which consists of online content creators) and here is what I found. The percentage is the # of people who rated it a 4 or a 5 (important or on a scale from 1-5)
  - 1. How to keep your audience coming back again and again
    - a) 92.2
  - 2. Increasing audience participation and building community
    - a) 88.4
  - 3. How to promote your podcast
    - a) 84.4

### III. The Triad

- A. Inform
- B. Entertain
- C. Offer Belonging

### IV. What you are going to learn?

- A. You're going to find out the three crucial ingredients for creating compelling content to keep your audience coming back again and again
- B. There are three ingredients and you have to use them in the right balance for your audience
- C. This principles behind this triad apply not only to your podcast or show, but to any brand, web site or business

### V. Why is it important?

- A. The most valuable asset you will have is a relationship with a loyal community of customers (fans/constituents)
- B. Relationship is derived from engagement
  - 1. Repeated interactions that strengthen the emotional, psychological or physical investment a customer has in your brand
- C. Relationship brings more trust
- D. Trust gets them to act
- E. Also, it's a lot easier to keep the audience members that you have than to find new ones

## VI. Inform

- A. This is the obvious one for information-based podcasts
- B. But it is also important for entertainment based podcasts
- C. Information Formula
  - 1. What will they learn?
  - 2. Why is it important?
  - 3. What should they do now?
- D. Use the formula in every piece of information-based content you release
- E. Inform them about YOU
  - 1. They must be fascinated with you
    - a) What is a fiction character that you just can't get enough of?
    - b) You want them to want to know not just the mechanics of your life, but what makes you tick. How do you do everything that you do
  - 2. Video of Julia Nunes  
[http://www.youtube.com/watch?v=2z\\_SApTaSRw](http://www.youtube.com/watch?v=2z_SApTaSRw)
  - 3. Video of me in Buenos Aires, Argentina  
<http://www.internet-based-business-mastery.com/most-expensive-real-estate-buenos-aires>
  - 4. Example: Consider the Star Wars brand. Interested people see the movies, are delighted (or maybe not in the case of the most recent three) and then they are done

5. Fascinated people know every detail. They constantly want to know more. They eat up every story that comes out and when those run out, they create their own.

6. Fascinated people want to know "How does he do that?...even better they wonder "How can I do that just like them?"

7. This is a give and take between revealing who you are, but at the same time preserving your mystique

8. Mystique leaves them wondering just a bit

9. They still need to be constantly trying to find out

#### F. Personal Narrative

1. Share scenes from the story of your persona

2. This gives you the authority more than your resume

3. The goal is not to impress, it is to connect

4. My personal narrative for Internet Business Mastery

#### G. Twitter is a great tool for sharing your personal narrative

#### H. They must connect with your value statements

1. There are much more qualified and talented financial advisors than Suze Orman, but she is a two-time NY Times Bestseller. She knows how to discuss finances in emotional terms that and with values that connect with the women that are typically here crowd.

2. We don't elect the most qualified person for president

#### I. TAKE ACTION

1. Write your personal narrative

2. Write your value statements

3. Apply the info formula

## VII. Entertain Them

A. Story and video of the coconut guy and the fruit guy at the store on the Circle Island Tour in Hawaii

1. His was an experience: the way he dressed, the music, the spectacle, the decorations

B. Storytelling

1. Storytelling is historically bread into us
2. Bypasses skepticism
3. Allows them to put themselves in the story
4. Makes it easier to remember
5. Maintains attention
6. Evokes an emotional response

C. Passion is entertaining

D. Use an image in every post

1. iStockphoto.com

<http://istockphoto.com/>

E. TAKE ACTION

1. Use storytelling in your next episode to convey an idea
2. Include a picture in every blog post

## VIII. Belonging

A. Give them a "place" that they go to be understood and interact with others like them

B. Get their permission to connect with them on a regular basis

### C. E-mail list is a must

1. bestlistmanager.com

<http://www.bestlistmanager.com>

2. This is the service I have used for years and recommend to everyone

### D. Gravatars

1. Gravatar.com

<http://www.gravatar.com/>

2. Great way to add faces to your comments on your blog
3. This gives a sense of community which is made up of people
4. Show example on our site

### E. Include an interactive call to action in every piece of content that you create

1. This usually comes in the form of a question

### F. Forums

1. Internet Business Mastery Academy

2. This is a community (a "place") that our members pay \$97 each month to be a part of

### G. Refer to it as a community

### H. TAKE ACTION

1. Include an interactive call to action
2. Ensure that your web site is focused on getting visitor's permission to start a relationship
3. Install Gravatars in your comments

## IX. Great Examples of the Triad

### A. Midwest Teen Sex Show

<http://midwestteensexshow.com/>

### B. Beach Walks with Rox

<http://www.beachwalks.tv>

## X. Some Tools I Use to Execute the Triad

### A. WordPress

<http://www.wordpress.org>

### B. E-mail List

<http://www.bestlistmanager.com>

### C. Twitter

<http://www.twitter.com/jasonvo>

### D. Gravatar

<http://www.gravatar.com>

### E. phpbb

<http://www.phpbb.com>

### F. iStockphoto

<http://www.istockphoto.com>