

MC
MODERN CRÉATIF

Building Your Brand in 2022

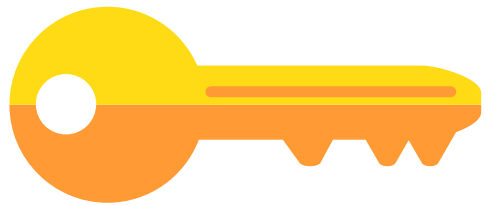
IS YOUR CONTENT CONNECTING?

WHO DO I ASK FOR FEEDBACK?

CLIENTS

PEERS

PROFESSIONAL





content

CREATION

**Be Intentional with how you create
content and how your audience
consumes it.**



Once you create themes for your content because it
provides clarity.

Your audience will start to anticipate your content.

REPURPOSING CONTENT

When you repurpose (or reuse) content, you don't have to worry about coming up with new topics or ideas. You can simply use your existing research or material, and adapt it to a different channel.



REDESIGNING CONTENT

BLOG POSTS/ARTICLES

- COMBINE POSTS TO DEVELOP MINI E-BOOKS
- USE CONTENT TO CREATE AN ONLINE COURSE, WEBINAR, OR LIVE EVENT PRESENTATION
- LEARNING GUIDES/WORKBOOKS
- CREATE A PODCAST BASED ON KEY TAKEAWAYS ON CONTENT
- QUOTES FOR SOCIAL MEDIA
- EMAIL NEWSLETTER



EXAMPLES OF CONTENT

- How-To's
- Helpful Application or Tools
- Vlogs
- Videos
- Templates
- Podcasts
- Research
- Press Releases
- Infographics
- Interviews
- Lists
- Memes
- Online Games
- FAQs
- Book Summaries
- List of Helpful Books
- Case Studies
- Ebooks
- Email Newsletters
- Autoresponders with helpful content
- Giveaways
- Coupons
- Webinars
- Guides
- Presentations
- Polls
- Pinterest Boards
- Photos
- User Generated Content
- Behind the Scenes Footage
- Company Updates

BUILDING AN E-BOOK

Canva

Home Templates ▾ Features ▾ Learn ▾ Pricing ▾

🔍 ebook

✕

🔗 ⚙️ 🔔

Create a design

MC

Filters

Category

☐ Instagram Post (210)

☐ Book Cover (190)

☐ Ebook Cover (150)

☐ Your Story (84)

☐ A4 Document (63)

☐ Facebook Post (52)

+ View more

Style

☐ Modern (400)

☐ Minimalist (400)

WEDNESDAY

THE CREATIVITY ISSUE

SUMMER ESSENTIALS

RACHEL BRIE

THE TRAVEL PHOTOGRAPHER TO WATCH OUT FOR

FEBRUARY 2020

An inspirational story of bravery and love

COMING OUT

written by CORNELIUS BYRD

Desserts

COOKBOOK

OVER 200 HEAVENLY DESSERT RECIPES, PLUS HEALTHY VARIATIONS!

MARISSA MENDEZ

BEAUTIFUL VINTAGE

300 Textile Patterns from the 60s & 70s

MARGARET SHERIDAN & PRINCE MILLS

the house plant expert

Guide to caring for house plants

CARMEN LOWE

THE TIMES BESTSELLER BY JIM MALIK

STAY WITH ME

a novel

TILL DEATH DO US PART

bernadette sims

the hungry traveler

A COOKBOOK

by Madi Simpson

VOLUME NINE

ELSEWHERE

A CURATED LIFESTYLE MAGAZINE

GOLDEN TIMES BESTSELLER

CHRIS WILLIAMS

IN OUR BONES

A DETE

Help ?

BUILDING AN E-BOOK



SMARTMOCKUPS

All mockups

Custom

Technology

Print

Packaging

Apparel

Home & living

Social media



[Home](#) › [Mockups](#) › Books

572 Book Mockups FREE to Customize

Your next best-seller needs an eye-catching book cover! Browse Smartmockups' collection of free book mockups and create stunning covers for any type of book.



Upload your image

to get an instant preview on all mockups

Portrait books

Square books

Hard cover books

Soft cover books



Search 10000+ online mockups



CREATE AN ONLINE COURSE

Canva

Home

Templates ▾

Features ▾

Learn ▾

Pricing ▾

🔍 presentation



Create a design



Filters

Clear all (1)

Category



☒ Presentation (16:9) (3.5K)

☐ Presentation (4:3) (780)

☐ Talking Presentation (180)

☐ Mobile-First
Presentation (160)

Style



☐ Modern (1.1K)

☐ Simple (1K)

☐ Minimalist (830)

☐ Colorful (600)

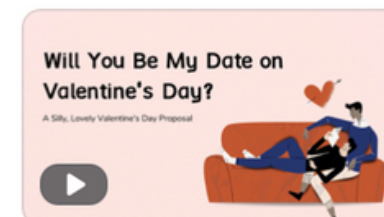
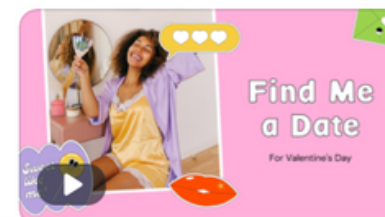
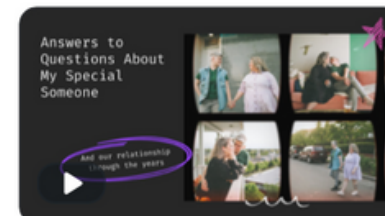
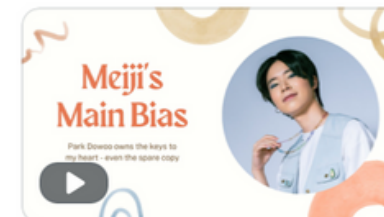
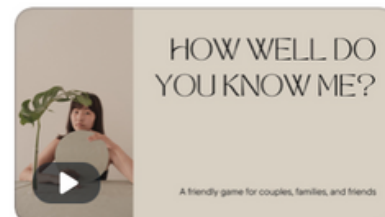
☐ ... (500)

Presentation

Templates


Your Designs

3,607 templates



Help ?

CREATE AN ONLINE COURSE

SCREENCAST  MATIC Education Work Personal Product Pricing Resources

Log In


Sign Up, It's **Free**

Capture, create and share.

Our screen capture tools help you easily create, edit and communicate with videos and images. Simple and intuitive tools to share your ideas.

Record for Free

Edit for Free **New!**

    For Windows, Mac and iOS, Android, and Chromebook



CREATE AN ONLINE COURSE

Level up with the 2022 Creator Success Bundle (\$800+ value)

See details



teach:able

Features

Pricing

Blog

Examples

About

Resources ▾

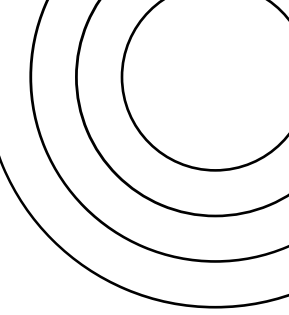
Log in

Get started

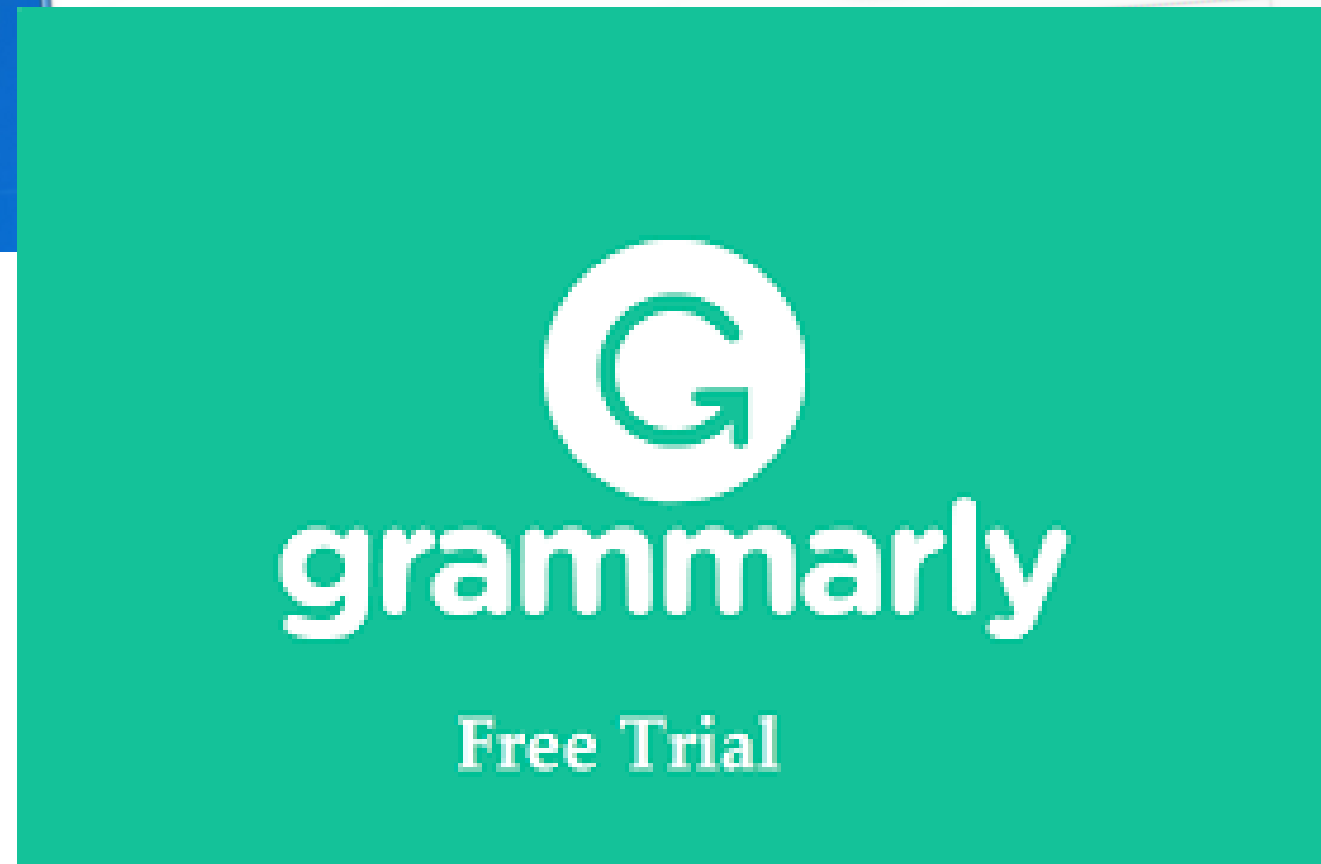


Share what
you know.™

PERFECT YOUR BLOG CONTENT



What do the top articles say?



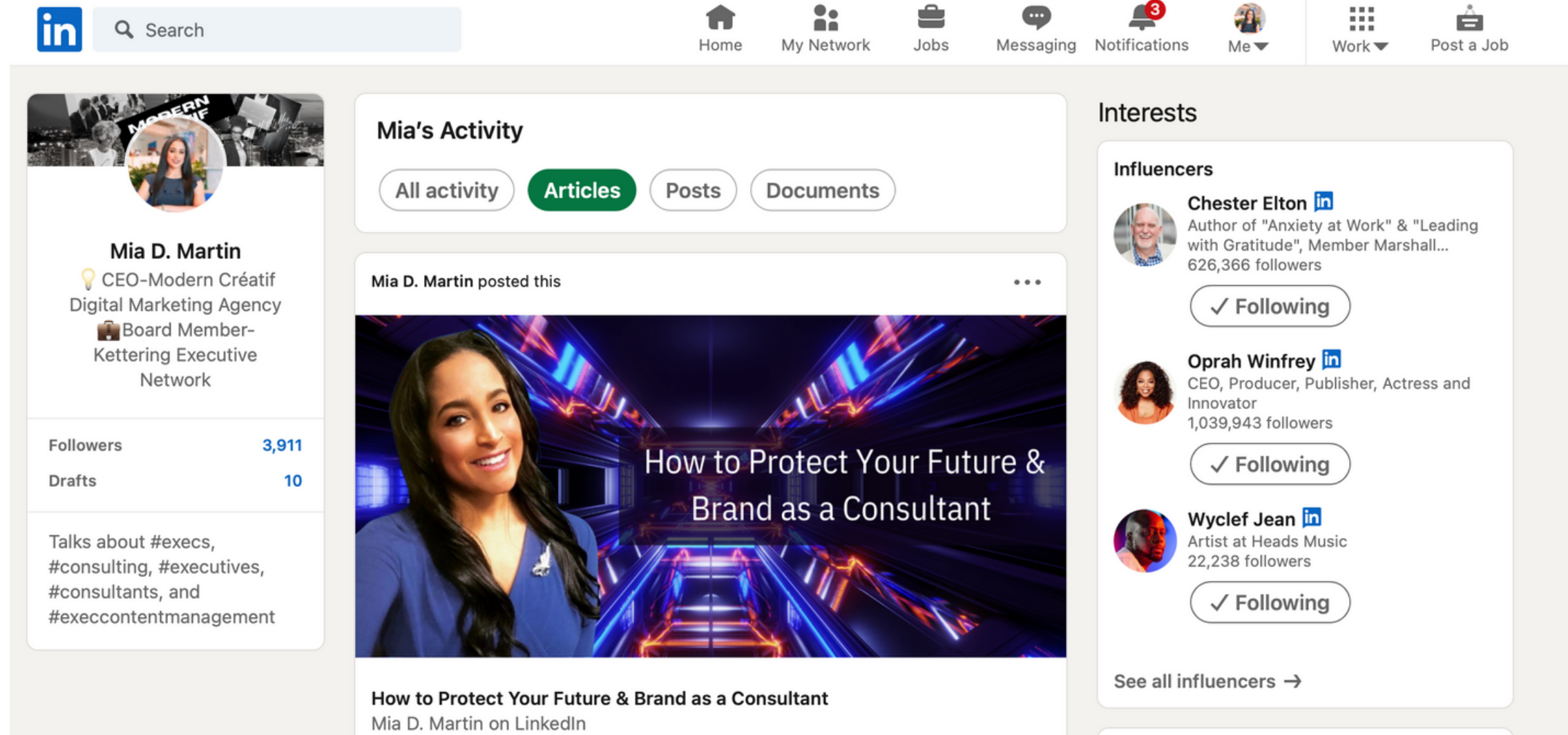
Have you checked your grammar?

STRETCH YOUR BLOG CONTENT

Medium



Pinterest



The screenshot shows a LinkedIn profile for Mia D. Martin. The profile header includes her name, title (CEO-Modern Créatif, Digital Marketing Agency), and a list of roles (Board Member, Kettering Executive Network). It also shows 3,911 followers and 10 drafts. The activity feed shows a post titled "How to Protect Your Future & Brand as a Consultant" by Mia D. Martin on LinkedIn. The post features a photo of Mia and a video thumbnail with the same title. The right sidebar shows a list of influencers being followed, including Chester Elton, Oprah Winfrey, and Wyclef Jean.

Mia D. Martin
CEO-Modern Créatif
Digital Marketing Agency
Board Member-
Kettering Executive
Network

Followers 3,911
Drafts 10

Talks about #execs,
#consulting, #executives,
#consultants, and
#execontentmanagement

Mia's Activity
All activity Articles Posts Documents

Mia D. Martin posted this

How to Protect Your Future & Brand as a Consultant
Mia D. Martin on LinkedIn

Interests
Influencers

- Chester Elton** [in](#)
Author of "Anxiety at Work" & "Leading with Gratitude", Member Marshall...
626,366 followers
✓ Following
- Oprah Winfrey** [in](#)
CEO, Producer, Publisher, Actress and Innovator
1,039,943 followers
✓ Following
- Wyclef Jean** [in](#)
Artist at Heads Music
22,238 followers
✓ Following

See all influencers →


PODCASTING-SHARE YOUR EXPERTISE

A series of concentric circles in the top right corner, resembling a target or a stylized eye.

**Read your blog post to yourself.
Pull out 10 key points
Record yourself using your phone
speaking about those 10 points**

PODCASTING-SHARE YOUR EXPERTISE


UPLOAD TO ANCHOR

 **Anchor**
by Spotify


Dashboard Episodes Money ^{\$}

New Episode

Settings ▾

**Grow your audience with a podcast website**
Turn your podcast into a blog to grow your audience

Connect to WordPress.com



MIA D. MARTIN
THE CONSULTANT'S CONSULTANT™


podcast

Mia D. Martin Podcast

Branding & Marketing for Consultants and Corporate Leadership

Available on 8 platforms >

View public site



PODCASTING-SHARE YOUR EXPERTISE

Now start Matchmaking



MatchMaker.fm

Features

Blog

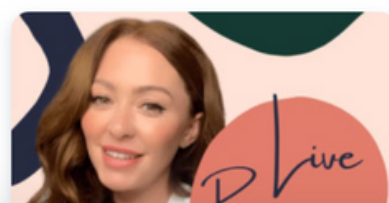
Login

Sign-up

Connecting Podcasters & Guests

MatchMaker.fm is the community for creating conversations. Join
40,000+ people making sweet podcasts together!

Get Started - It's Free!




PODCASTING-SHARE YOUR EXPERTISE

Now share on social media and in your newsletter

🌐 This page is now available in other languages. Choose a different language. ✕

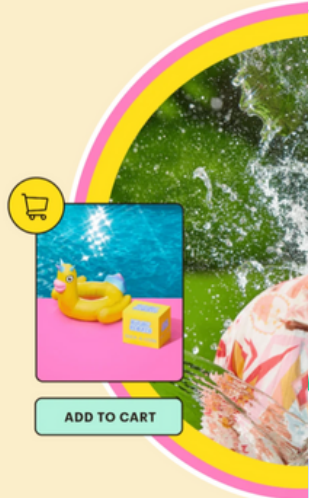
Products Resources Inspiration Pricing

 **mailchimp**

🔍 Log In Sign Up Free


Get down to business and grow sales

Engage your customers and boost your business with Mailchimp's advanced, yet easy-to-use marketing platform.



ADD TO CART


Sign Up Compare Plans

 Why Us ▾ Products ▾ Features ▾ Resources ▾ Pricing

📞 Log in Sign up free

Constant Contact Email Marketing | Sign up FREE

Connect with customers and prospects all from one place with email marketing tools and services from Constant...

 constantcontact.com




Welcome back

Did your email bounce?

Check out our blog on bounce types and how to remove bounced email addresses from your lists.

✉ My email list 🔍 👤 A

1429 active contacts

<input checked="" type="checkbox"/>		<div></div>
<input checked="" type="checkbox"/>		<div></div>
<input checked="" type="checkbox"/>		<div></div>

THE VALUE OF CROSS-PROMOTION =

ASK THOSE IN YOUR NETWORK WITH A DESIRABLE AUDIENCE TO MAKE A GUEST APPEARANCE ON YOUR PLATFORMS AND SHARE THE CONTENT FROM THEIR PLATFORM

PODCAST

BLOG POST/ARTICLE

WEBINAR

YOUTUBE EPISODE

MINI E-BOOK

**CASE STUDY OF
JOINT PROJECT**




PRESS

The diagram illustrates a process flow. On the left, a grey rectangular box with a black border is connected by a red arrow to a larger grey rectangular box with a red border in the center. This central box contains the word 'PRESS' in bold black capital letters. A hand in a dark suit jacket points its index finger directly at the 'PRESS' box. Below the 'PRESS' box is another grey rectangular box with a black border, connected to the 'PRESS' box by a red arrow pointing upwards. The background features a collage of various colored squares (green, blue, yellow, grey) and a large, faint image of a hand pointing.

**POWERFUL BRAND
ASSOCIATION
& PRESS**

PARTNERSHIPS



Partnering with other brands to serve a like-minded audience is a great way to lend not only value to one another but credibility to your own brand.



SYNDICATION

MAGNIFY YOUR MEDIUMS

SOCIAL

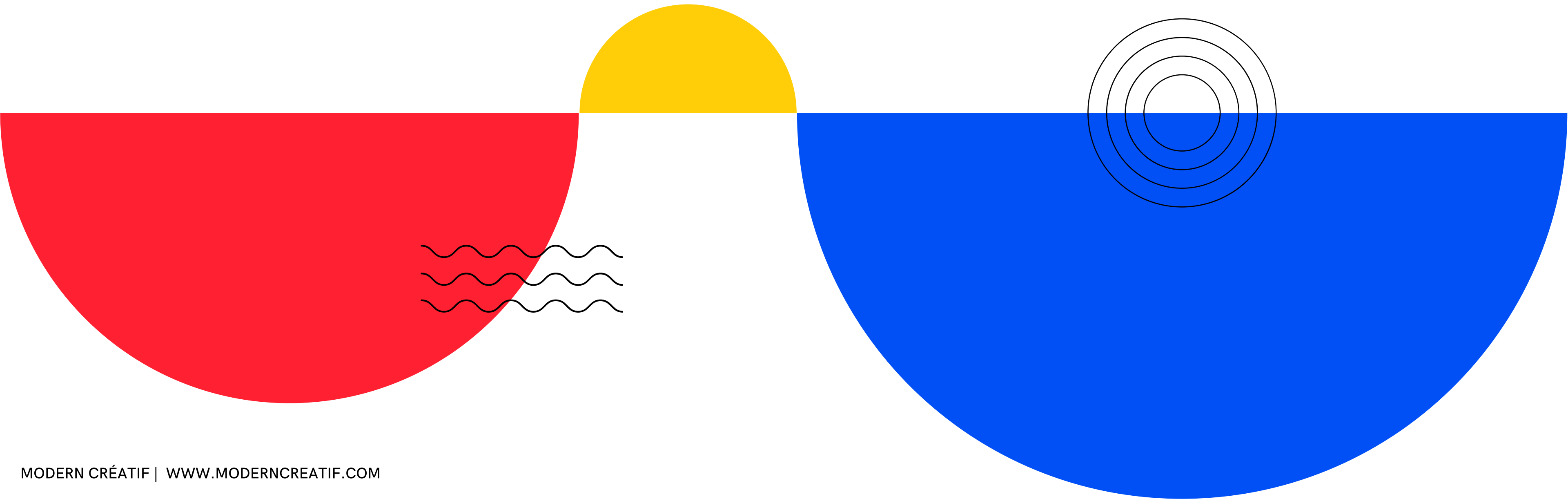
Not every social platform will be appropriate for your content, and that's totally ok, pick the one that makes the most sense for how you like to create your content and where your audience hangs out.

WHERE SHOULD I POST?

LINKEDIN & FACEBOOK



POST WHERE YOUR AUDIENCE CAN BE FOUND ONLINE.



YOUR BRAND DEVELOP YOUR ONE-LINER

What do you want to be
known for?

BRAND VISIBILITY

VALUE DRIVEN CONTENT

EDUCATIONAL
MOTIVATIONAL
INSPIRATIONAL



COMMUNITY

ENGAGEMENT

Take the time to develop systems and processes into your business to engage with, answer and interact with the people who take the time to invest in engaging with you.

WHAT QUESTIONS CAN I ANSWER FOR YOU

MIA D. MARTIN

WWW.MODERNCREATIF.COM

@MODERNCREATIF

INFO@MODERNCREATIF.COM

404-919-4179



WWW.MIADMARTIN.COM

MC
MODERN CRÉATIF