

## Creating content that clicks

You've defined your story. Now it's time to share it. That means creating the content that brings your organisation, ideas and performance to life.

Over the last 20 years, I've managed content and thought leadership strategies for organisations in many different industries. My work has covered a vast range of topics... from the emotional to the financial and highly technical. I've also written or designed just about every form of digital and analogue content you could imagine:

- **Thought leadership:**  
Speeches, presentations, white papers, e-books, articles, blogs and scripts.
- **Briefings:**  
Internal, Board, analyst and media.
- **Reports:**  
Corporate, strategic and financial.
- **Corporate citizenship:**  
Reconciliation Action Plans, Diversity and Inclusion, citizenship strategies.
- **Sales and Marketing collateral:**  
Presentations, flyers, video and animation scripts, web site content etc.

Importantly, I've been doing this long enough to understand what I believe are the two most important rules of content creation.

First, **know your client and audience**. You are almost always writing for someone else – a blog in someone else's name, a speech for someone else to deliver or marketing collateral for an external audience. A corporate writer needs to strike a careful balance between what their client wants to say, how they want to say it and what will resonate with their intended audience. Understanding and balancing these needs is essential to the creation of great content.

Second, **you are one organisation. Ultimately, you only have one story**. Every piece of content produced must in some way maintain or evolve that story. As a CEO I once worked for used to say, it's about "holding tension on the story."

Of course, creating impactful content requires more than writing. That's why I also bring to the table years of experience in:

### Digital:

I have been working in (and writing about) digital technology for more than 20 years... almost as long as the Internet has been a 'thing'. I am experienced in everything from producing web content and architecture to content management systems to operational excellence and digital customer experience and journeys.

### Content planning:

Creating campaigns and calendars for internal and external projects. This includes content plans to support organisational or leadership positioning, transformation or strategy communication programs, culture change and marketing and promotion.

### Research:

My aim is to be an active contributor of ideas and insights, not just a passive 'scribe'. To achieve this, I do vast amounts of research and analysis to support content creation.

### Positioning and messaging:

Research is only as good as the insights you derive from it. In a communications context, that means the ability to distil the right insights, messages and tone for any situation.

### Stakeholder engagement:

Content creation almost always requires the input and approval of stakeholders. Understanding and balancing their (sometimes conflicting) points of view requires significant experience. This particularly applies when senior leaders or technically proficient experts are involved.

### Powerpoint design:

Powerpoint is one of the most widely used, but misunderstood, forms of content. Yes, in the wrong hands, it can suck the life out of a presentation. However, it can also be an invaluable support when used correctly.

For more information on content that can bring your organisation, ideas and performance to life, contact Wayne Aspland on [waynea@cutthrough.biz](mailto:waynea@cutthrough.biz) or 0417 773 347.

## CONTACT



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