

What If.... You Just Wrote Your Butt Off and Know What You're Offering is the Best Advice for Your Best Audience? Now What?

... you need...

## **10 Minute Content Feng Shui**

**Get Ready to Be in a League of Your  
Own and Make All Competition  
Irrelevant!**





By Patricia Ogilvie

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## Your Situation

You have work (or maybe not as much as you would like), however, maybe you're not happy with the caliber of client, you feel railroaded, taken advantage of, and your creativity is squashed because some of the people you took on as clients "tell" you what to do and when and how much!

I know, because I too had clients I wanted to disappear!


You want to get your time management under control, update your website and have the site and all your social media streams reflect who you truly are and what you offer.

However, things are changing so rapidly, it's like trying to catch water in your hands without leaks.



You can't stop it.

So if you can't turn that faucet off, how can you stay grounded, productive and sane?



You could be having trouble saying no to prospects and clients you have no interest in. Again, I understand, because I felt I had to take care of them. You probably feel the same way.

How can you turn away someone even if they are not your ideal customer? They don't pay you as much as you'd like, and they expect things of you that weren't in the original agreement.

The truth is, to become the *specialized authority* in your field, especially in today's social and highly technical world, means you must not only be knowledgeable in your chosen content, you must know how to put yourself out there appropriately.

And that means tapping into the mobile culture as easily as you confidently use the computer, your website, articles, speaking, and more to promote yourself.

The real secret is to “love” what you offer and do rather than “need” to do it.

Aww, however, here lies the rub.

## Your Challenge

Everything you offer has to be written (including webinar and speaking content). But first, the challenge is, you can't seem to narrow your prospect base enough to actually communicate and build a relationship with the type of client you want.

Here's the good news. There is a much faster and easier way to land great clients. We'll come to that in a moment.

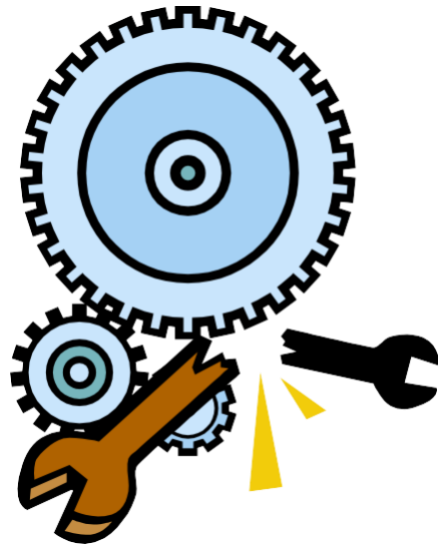


## Your Results

You want increased REVENUE – who doesn't? However, be honest because if you are taking on prospects who can't pay you or want to trade something in return, this kind of speaks for itself, doesn't it?

You want a fistful of QUALITY PROSPECTS. You want better clients and projects and more people with bigger budgets. That also means you must say no to projects that you don't care about.

WEBSITE is up to date, right? And it reads well, flows and gives your readers the picture of who you are and what you offer. Is the messaging clear and working? What that means is your website content must speak clearly to your prospect's needs. She understands everything, even the technical stuff.



NEWSLETTERLISTISGROWING – The bottom line is, you don't need thousands of prospects, just a handful of high-quality ones. Make sure you have your bait piece ready for subscribers to click and sign up.

BAIT PIECE IS BEING DOWNLOADED – A bait piece is a simple pdf, a few pages up to about 20 (could be more if you desire). What you are reading right now is the bait piece. You want it seen by more prospects.

YOUR PACKAGES ARE WORKING – When you are clear about what you offer and include it on your website, you are saving yourself a lot of time as readers quickly agree to work with you (or not). Sometimes you wouldn't even have to talk to prospects. They weed themselves out when they're not a good fit. This idea of readers weeding themselves out is technically the most important aspect for your business sanity, clarity, and effective marketing. It's all about what you wrote and how they understand you.



## Feng Shui


Remember the seventies and eighties? Well, maybe you weren't born yet, but I remember that time when the concept of feng shui, the ancient Chinese art of placement was just becoming popular in the western world.

Interior designers used furniture and room items instinctively. They knew good design is good feng shui (pronounced “fung shway”). It's true for words on a page! Let me explain how this relates to content.

Despite its mystical trappings, much of feng shui is common sense. For example, if you were sitting at your desk with your back to the door, writing your new e-book or website pages, you'd probably feel uneasy or distracted knowing that someone could come up behind you while you were busy working and startle you. What would your work feel like? Probably disjointed and awkward.

But if you reposition yourself so that you can see the door when you are seated at your desk, you'll feel more relaxed and can work more effectively. How will your content flow? Better.

Feng shui not only involves logical solutions to problems, it also uses symbols to influence the subconscious and some people find this perplexing. Same with content: flow, grammar, spelling, punctuation and layout needs some order like a room. If you



don't have symbols in place (punctuation) and flow (grammar) or worse, out of place words (spelling errors), you lose a quality reader who could have been your best client.

## How to Use This Book

*10 Minute Content Feng Shui* is designed for busy, action-oriented writers who want quality results without a lot of bother. The tips and solutions in this short e-book can be implemented in ten minutes or less.

## Follow along and use the tips wisely!

The important factor in using the concept of feng shui successfully is your intent—the physical “cures” are only part of the process. You'll get better results if you truly want to correct a particular problem and believe what you are doing will work. In this way, feng shui is like any other corrective endeavor—the more you put into it, the more you'll get back.





## Your Strategy

### **Feng Shui Tip #1 – Declutter Your Study, Home Office, or Workspace**

A lot of people are now working from home. Many wish they could and eventually will. As you might expect, a work area in your home relates to your career and finances. From the perspective of feng shui, the condition of this room describes your attitude toward money, your ability to attract wealth, your career goals and your overall work situation.

A cluttered, disorganized office suggests confusion, obstacles, or stress in connection with money and/or your job. If your work area is jammed with lots of “stuff” (mine is books) you may have trouble attracting new opportunities or money—there’s no room for anything more to enter your life. Source: <https://www.fabhow.com/feng-shui-to-attract-money-and-wealth.html> An office that is neat, clean, and orderly, on the other hand, indicates clarity regarding your career goals and finances. Broken or damages furnishings or equipment can symbolize breaks in communication, deals that fall through, or financial losses.

Ideally you want to position your desk or work station so that when you are seated at it you can easily see the entrance to your office.

Install good lighting so you can easily see clearly. And eliminate clutter to make room for money and opportunities to come into your life.


How does this apply to our content? Exactly the same. Spelling and grammatical errors are the broken furniture. Flow of ideas outlined in a format easily read and understood equates to have enough light to see (read) clearly. This will increase the amount of ch'i in your work and enhance your credibility.

## Feng Shui Tip #2 - Build a WordPress Website

The WordPress based website is highly recommended over any other graphically designed site for several reasons. Maybe you didn't realize that eBay, Oprah and even the Whitehouse uses WordPress for their websites. Just take one look at the thousands of companies listed at <http://www.wordpress.org> and you'll see that if you aren't built in WordPress.



- **Keep up with Google changes.** Google “Google+” and you will see that shut-downs and changes are imminent. They may influence your content and work. So check periodically, ten minutes and you’ll know what’s happening. Google reads words only and WordPress is completely search engine optimized with little to no added effort. You’ll see how simple in your initial training. Most other website options are graphic




designs which cannot be read! I've had clients tell me that some web designers and graphic designers advised them against WordPress. The only reason this would occur is if a person didn't know how to edit and refine WordPress. Check it out...ten minutes.


Years ago the best websites made were rich in graphics, filled with flash movies, bells and whistles. Now you run a great risk with a site like this because Google doesn't like you when it spiders for organic traffic. Flash is NOT recognizable by Google's robots and graphics that are more than a third of the entire site are not crawled for higher organic listings and search engine optimization.

Most of the time they are demoted and even ignored. In fact, as of this edition writing (February 2019) Google has made more changes. Are you prepared?

- Just remember this: **do NOT use the free websites** found at <http://www.wordpress.com> for your company or you'll be legislated by WordPress and that's not a good thing. Instead, have WordPress installed to your own domain so you are a privately-owned website that can sell what you want, say what you want and do what you want.

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- **WordPress is user friendly**, that even non-computer literate persons can add content, make changes and create new blog/articles posts given permission to access the website.
  - WordPress based websites will not require paying a web designer any more fees after setting up – this alone is worth the original time and investment to build! That means you can have as many or as few pages and posts as you choose! It's not web builder oriented.
  - Today, globally, more than 80% of people use mobile devices like smart phones and iPads. People, are buying products and services through these devices. Fewer make purchases in person and fewer yet sit in front of an office computer surfing. What this means is, your business must be mobile friendly and app qualified. What this also means is people today not only find who they want on mobile devices, they want to “spy” on you. Hence your blogs posts are the articles and content they seek via your WordPress website. Add a mix of social media, and wha-la – you are on the cutting edge of being found by search engines and more importantly, your customer.

You'll want a theme that can connect nicely to Social Media channels, allow you to show several archives on the first page, have options to edit the sidebars and page widths and to do a few custom edits.




Divi style for building your site is recommended, however, other WordPress based themes have a lot of advantages as well. You must pick an SEO rich theme. It's a theme that is built to make money with. Organic traffic, social media connections, hidden private pages, memberships and more can exist beautifully in any of these themes (\$90 US to purchase.) But what if you want a colorful theme, one that matches your message and you don't want to pay someone for that or attempt to figure it out for yourself. That's ok too. Do some research. Take 10 minutes and you'll know what you want and if it suits your need with these tips on what to look for in a good theme.

- Look for a theme that enables customization of the header and that you can have hidden pages. You'll want to be able to change sidebars and table widths on the page. Get a theme that is not showing up on 100+ other sites.

**To feng shui your site you need it organized into these areas:**

- **Services you offer**
  - This is a must-have on your website. It's also important to include **what niche you work in and what services you provide**, or at least mention some examples (manuscripts, social media/blog posts/online content, business marketing materials, etc.).
  - **PRO TIP:** Put in examples of your services.
- **Rates**

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- Don't be afraid to list your rates on your website -- and make sure they are easy to find. Some people don't include rates because they think others in the industry will see them and then lower their *own* rates in order to get business. Your choice, but, **make it easier for potential clients, not harder.**
  - **Testimonials**
    - Testimonials are powerful to have on your website and your LinkedIn profile. They validate your expertise in the field and prove you have expert knowledge and experience to provide to clients. If you haven't actually worked in the industry yet, you can still solicit testimonials on specific skills that apply to your services, flexibility, meets deadlines, great communication, etc.
  - **How to contact**
    - You **must** have an email address and/or contact form included on your website. Other info that is optional: phone number, social media links (as long as they're professional and not pics of you clubbing). DON'T put your address -- nobody needs to know that info.
  - **About you**
    - This doesn't need to be a thousand words, but it should give people a little insight into who you are and what you do. You can give a brief explanation of why you are offering your services or products. You don't need to go into great detail but including some of your hobbies or favorite books can help make you seem like a real person, not just another webpage on the internet.

### **Feng Shui Tip #3 - Write Articles**

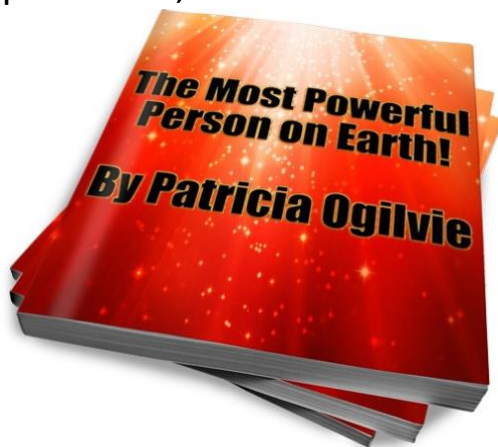
Writing articles for publication is a quick way to establish authority. The best types are those you get published, have other people republish them and of course, your blog posts are the most influential and SEO friendly.

Run your finished manuscript through the Spelling and Grammar Checker right in your word document. Ten minutes! It's frustrating to hear that people either don't use this function or don't even know it exists. Running the content through this checker catches most of the spelling errors, some grammatical issues, and a bit of punctuation. Of course it's not 100% fool-proof, but it is the first step that must be done to make your content quality.

### **Feng Shui Tip #4 - Write a Book (or e-book)**

Writing one or more books is crucial to attaining authority status. 99.9% of people who people know, have written at least one book. I have fourteen under my belt. And I would love if you could write and publish your own.

In fact, just creating a few pages as a free e-book with your website and subscriber list, is a huge first





step.

Here now is a brief outline of what it takes to pull this book (e-book) writing project together – it will give you a starting point. Take ten minutes and review this list before you put pen to paper.

**YOU'VE GOT A STORY WORTH TELLING — MAKE SURE THE RIGHT PEOPLE HEAR IT.**

*Publishing your book is just the first phase. Without the right kind of marketing and publicity, your potential readers will never even get a chance to connect with the dream you've spent time and money creating.*

*Here's the feng shui method (summary) of key steps to take to research, write and market your book/e-book.*

*It's proven to work: I've written and sold fourteen of my own.*

**10 Minute Step 1:** Do your research up-front

- What are people searching for in your niche?
- What is the competition doing in your niche?

**10 Minute Step 2:** Brainstorm your title (and sub-title)

- Use most important keywords
- Choose a final title to help in the writing process (main idea planted)

**10 Minute Step 3:** Register the book/e-book

- Get ISBN number for title



- Register copyright if required

**10 Minute Step 4:** Register domain name

- Choose “.com”

**10 Minute Step 5:** Design your cover

- Hire a professional cover designer
- Visualize your cover concept

**10 Minute Step 6:** Decide on key parameters

- How long? (at least 100 pages)
- Decide on formatting – small, medium, wide margins, template

**10 Minute Step 7:** Create Table of Contents


- Create detailed Table of Contents as working outline
- This becomes the blueprint of the book.

**10 Minute Step 8:**

Develop detailed content points

- Drill down to a level of detail below headings/subheading.





(This step takes longer, however, you can accomplish ten-minute segments routinely throughout a day, or week.)

**10 Minute Step 9:** Write the book/e-book

- Use Table of Contents template
- Fill in the blanks, one page at a time or 10 minutes at a time.

**10 Minute Step 10:** Edit and revise the book

- Do a light edit during the actual writing process
- Have another review and edit
- Do a final proofread
- Decide what type of editing you need at any given stage of the manuscript. Here are some types of editing you want to know about: <https://proriskenterprises.com/project/what-i-do/>

**10 Minute Step 11:** Create/Publish the e-book (Amazon has great programs in place for new authors (and seasoned ones too!))

- Convert book to PDF Here's a simple free application that will do it for you: <https://smallpdf.com/>

**10 Minute Step 12:** Post it on your WordPress Website and Amazon's KDP

[https://kdp.amazon.com/en\\_US/](https://kdp.amazon.com/en_US/)

- Download and sell e-book

**10 Minute Step 13:** Launch your book/e-book

- Offer to people to collect testimonials from niche experts
- Post testimonial and make special introductory offers.

**10 Minute Step 14:** Announce your book/e-book

- Get registered in search engines
- Submit a press release

**10 Minute Step 15:** Market your book/e-book

- Write articles, joint ventures, affiliate programs referrals (Clickbank)
- Send to subscriber lists – publish a newsletter via your WordPress blog website
- Identify and implement more marketing strategies (book tours, website, utilize a POD distributor who will sell your book as well, Amazon's KDP)

**10 Minute Step 16:** Take your e-book digital

- Select digital fulfillment distributor that will list your e-book

**10 Minute Step 17:** Go POD with your e-book

- Print on Demand – select fulfillment distributor and sell the book



## **Feng Shui Tip #5 - Produce and Sell more Information Products**

Authorities have more than just a book. They have their expertise bundled in manuals, programs, videos and more. Pull out tidbits of your articles and information and begin to build added guides, special reports, booklets and more.

## **Feng Shui Tip #6 - Make Speeches**

I've travelled and presented workshops and keynotes for many years. Even when I was the President of CAPS, Canadian Association of Professional Speakers, Edmonton branch, I still slugged it out to promote myself public speaking.



Giving keynotes at meetings and conventions very quickly establishes your authority and reputation as someone who know what they're talking about.

## **Feng Shui Tip #7 - Give Seminars/Workshops**

Virtually every expert gives seminars, to reach new client base as well as to solidify the current position with existing customers.



The difference between a speech and a seminar/workshop is that a speech is short and typically about an hour or less.

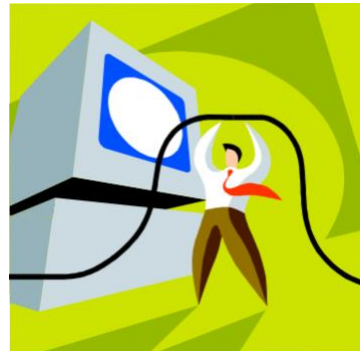
A seminar/workshop can be half a day, full day, or longer. These are brilliant methods of promoting yourself, your company and your service and products.

## **Feng Shui Tip #8 - Conduct a Public Relations Campaign**

Get in on the print and media bandwagons. Put yourself out to the newspapers, radio shows, magazines, interviews and more. Public relations is a huge feat in itself – if you don't have experience, I highly suggest you hire a PR manager to put all the pieces together.

## Feng Shui Tip #9 - Use Social Media

The internet is tied, and billions of people are using social media platforms like [Facebook](#), [Twitter](#), [Pinterest](#), [LinkedIn](#), [Rebelmouse](#), and [Instagram](#) to name a few.



You can visit each to see what they look like by clicking on my links above.

The others are building a presence, however, just about anyone and everyone who wants to be recognized today absolutely needs to be on social media.

Why? Because the business audience looking for you is using mobile applications and the computer to find you!

A word of caution. It's not just a kid's playhouse. More and more businesses are using social media to find who and what they need for their business growth. And the truth is.... it's all about building relationships.

## **Feng Shui Tip #10 - Achieve Critical Mass**

What this means is that because you are promoting and marketing yourself relentlessly online and off, there will come a point in time where your efforts will pay off. Keep working at the above items and you have no choice but to gain awareness as an authority.

## **Feng Shui Tip #11 - Maintain your Authority Status**

You have what you wanted to achieve, your authority status, now how do you maintain the level of success you are achieving. How do you grow it?

You can't relax and rest on your laurels! Everything is changing at such a rapid speed, you have to change with it or be left behind. That means you work continually to share what you have, create new products, get yourself out there, write another book and blog – you worked so hard to get to this point, you don't want to lose it. Finally, good, great luck to you and awesome job.



## **Feng Shui Tip #12 – Believe and ready yourself To**



## Be in a League of Your Own

You have what it takes. Generate cashflow and be prepared for whatever your business brings you.

Speaking of cashflow, here is a tremendous offer—a Cashflow Online course that shows you how to find and retain more cash in your business.

Check out the details here and you'll never regret investing in yourself. [Boss Cashflow Online Course](#). Build cashflow in as little as fifteen minutes a day. See you there!





## Feng Shui Content Concluding Remarks

Even though the list above may appear daunting, if each step is taken once at a time, at ten minutes an activity, you can accomplish a great deal.

They are effective and should begin working almost immediately.

Take the time to read each page you've written. Run it through a spell checker. Grab a free version of a grammar check. Here's a free version you can plunk an article or page into, and it will let you know how well you write.


<https://www.grammarcheck.net/editor/>

The feng shui way is to prevent burnout as well as produce quality material.

**Make time for yourself.** Plan mini breaks for yourself during the day. Set that egg timer for ten or twenty minutes and stand up and stretch. You could work for a couple of hours and take ten minutes off. Do what suits your energy level.

**Change up the scenery.** Your local library is a perfect place to take your laptop or iPad to get out of the house but still have comfort and quiet. Some people like the bustle of a coffee shop or bookstore. Plan an occasional outing to treat yourself and get some work in. If the weather is nice, head to the park.

**Incorporate exercise and a balanced diet into your lifestyle.** A thirty-minute walk will do wonders to refresh your attitude and clear your brain. A diet rich in fruits and vegetables will help ensure you get the nutrients your body needs to function well



and stay healthy. You can't work well if you're sick or always feeling drained and lethargic.

**Prioritize your tasks.** As you get busier, it's vital you strategize how you will get your projects completed and returned promptly. Keep an updated list of tasks you receive and when the due dates are. Having your jobs organized and a plan in mind on how you will get them done will help you feel more focused and less stressed.

**Organize your day.** Your job isn't your entire life. You still have a home to keep up, family to love, friends to hang out with, shows to binge watch, books to devour. But sometimes your work and writing about your work becomes all-consuming, and you quickly find yourself placing everything else on the back burner. Don't let that happen.

**Get an hourly planner** to help you organize your day. If you have your tasks prioritized, you can plug into your planner when you need to work on a project and budget time accordingly. You may proofread a page you created on your website from 10:00-11:00, then meet a friend for lunch from 12:00-1:00. Write in a game night with your kids in the evening or a date night with your significant other on Friday. Read a novel from 3:00-4:00. However you want to break your day up, do it. But remember to run it through spell and grammar checks. By having your activities written down and scheduled out, you can see exactly how you need to move your day forward to ensure you not only get work done that you need to, but you feel free to do things you actually want to do that aren't work related. Amazon has some awesome hourly planners, [including this undated one](#).

## About the Author



For more than fifteen years, Patricia Ogilvie, Certified Proofreader, Editor, Bookkeeper QBOA and Content Writer, has helped hundreds of small business owners transform their ideas, services and products into viable (and grammatically correct) online businesses.

What Patricia does is help you dig deeper and help you take your own power back.

For personal and business success strategies, tools and support to take your power, content and level of authority to a higher level, contact Patricia Ogilvie

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