

CONSUMPTION + CONTENT:

Discover the Right Place for the Right Conversation



The Buffet:

A buffet exists to feed the greatest amount of people with unlimited amounts of food. Mass consumption is the goal.

Your "buffet" communication should be designed for mass consumption. It should be of no surprise to you when it gets taken, used without your consent or giving you credit - because you're sharing it on a platform designed for consumption. The main goal is to drive home your main mission + to create conversations between you and your customers or to get your customers to talk to each other.

Examples: social media feed + stories



Fast Food:

Three main components of fast food: quick, convenient + affordable.

Your "fast food" communication is unique to you and available to all. This is where you put more of your personalized conversations in places where people are already hanging out vs. asking them to come to you.

Examples: mass emails, IGTV/Facebook + IG Live, sparingly on social media feed + stories



Signature Dish:

A signature dish is what you're known for - it's not a complete meal, but if you're coming to a gathering, this is what people request you make or desire the recipe before you leave.

Your signature dish is the bullseye of your purpose. It's the topic you're most passionate about and the most knowledgeable about. If you were given a keynote opportunity anywhere, this is what you would talk about.

Examples: mass emails, lead generators, podcast, interviews, guest articles and speaking opportunities, blog/vlog, anything packaged in digital form for \$20 or less



Home-cooked Meal:

A home-cooked meal goes beyond nourishment: it's an invitation into someone's home. It's personal. It's every bit as much (*if not more!*) about cultivating the relationship as it is eating the meal.

This goes beyond a basic transaction. Rather than quick content, these conversations linger longer and allow for you to tell the whole story or idea from start to finish. These conversations are housed on platforms you own - not any that you borrow.

Examples: book or eBook, self-paced digital course, workshop or seminar, membership



Vitamin:

A vitamin isn't taken mindlessly and requires a proper dosage to be beneficial. Vitamins are designed to be a supplement to support optimal health - whether there is a deficiency that needs to be addressed or simply a desire to be as healthy as possible.

Vitamin-level communication may begin as a monologue, but eventually ends up in a dialogue. They are longer, beyond surface-level conversations that happen within the context of a deepening relationship in a safe place.

Examples: membership, masterminds + focus groups, interactive digital course/workshop/seminar, hand-written notes, specifically-targeted emails [but not to your whole list]



Prescription Medication:

A prescription medication is only given after the doctor has evaluated the patient. The doctor is required to listen, pay attention, and then give a specific medicine that is designed to improve and heal a specific condition.

You can't give a prescription medication if you don't know the patient. These are the conversations that someone else starts and are so personal that it wouldn't work to share for the masses. It's a specific conversation needed by a specific individual to solve their current problem.

Examples: any 1:1 conversation: face-to-face, video conference, email, phone, DM

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