



CONFESSIONS OF A CONTENT WHISPERER

Cracking the Code to
Extracting Content from
Technical Experts



Presented by:
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STEP 1: EXPLAIN THE _____

_____ is the goal.

STEP 2: RECOGNIZE YOUR TECHNICAL



Timmy _____



Sampson _____



Betty _____



Neil _____



Kara _____



Timmy _____



Sampson _____



Betty _____



Neil _____



Kara _____

Notes:

STEP 3: 5 WAYS TO EXTRACT

Content should always answer these three questions:

- 1.
- 2.
- 3.

















_____ AND _____

NOT _____ AND _____

Notes:



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