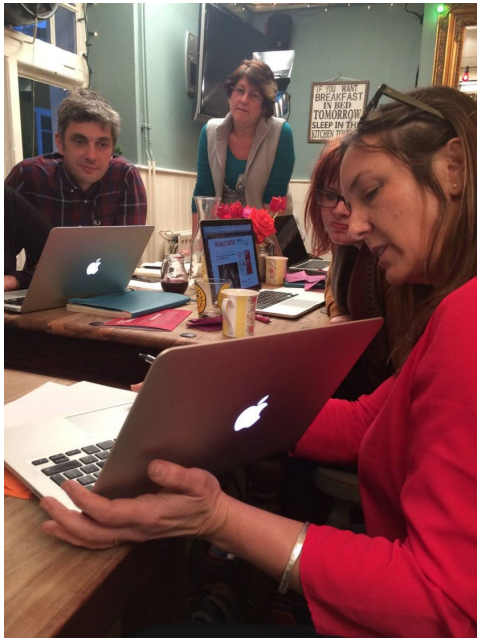
Valuable Content's Pub School
– an overview of the programme

Learn what to say and how to say it – and build the business you love

Sonja Jefferson & Sharon Tanton | Valuable Content

Content strategy in a pub. Yes, Pub School!



Learn and **take action** on your content in the best pub in Bristol

Why we set up Pub School

"Creating and sharing **valuable content** is a fantastic way for small businesses to market themselves today. But many people get tied in knots when they try to get to grips with their content. They don't know what they should be creating, and they lack the confidence to write and share it. And this can hold a business back.

We want to help. With a **clear content strategy** and an understanding of how the digital universe works best, Pub School kicks your marketing into a new gear and gives you the **confidence** to move your business forward. We'll be with you all the way."

Sonja and Sharon

Is this you?

How do we describe what we do?

What exactly do we say in our content?

How do we get the website right?

Will social media help, really?

How do we find the time?

"Pub School would be helpful for any company that wants to stop the naval gazing and create messages that are compelling and attractive, and content that will pull people towards them."
– Sue Richardson, Founder of SRA Books

Share the challenge

You can learn how to create and share the right content, build trust with the right audience, and build a business you're proud to run.

And you know what?

Learning how to market your business using valuable content is straightforward, and when it's done with expert guidance and the support of a small group of like-minded business owners and marketers, it's an inspiring and enjoyable process.

Group therapy for busy small business owners

"You are in a room with other business owners who are feeling the same pain.

You can benefit from their ideas and they can benefit from yours."

– **Lindsey Newman,** Purple House HR

Where will Pub School take you?

By the end of this three month programme you'll be clear what to talk about and how to get the very best from content, your website, from social media and email marketing.

You'll be motivated to get going and confident you're getting it right – a fast track path to marketing and business success.

"Pub School goes even wider than great content driving the business forward from a sales and marketing point of view. It gives you clarity about what your business is and what you stand for." – Jon Gaunt, FD Works

Who runs this thing?

Sonja Jefferson and Sharon Tanton are your coaches during the programme. They'll provide you with personal feedback on your content, and answer any questions you have about your content strategy.

Sonja and Sharon run Valuable Content. They are authors of the UK's award-winning ***Valuable Content Marketing*** books. Together they've worked on hundreds of content projects for businesses around the world, delivered training for The Institute of Digital Marketing and Tech City's Digital Business Academy, and run content marketing workshops from Lanzarote to Chicago, for businesses of all shapes and sizes – from solo entrepreneurs to Google.

How Pub School works

Programme details

The low down

How does Pub School work?

We meet in the Lion Pub, Cliftonwood, Bristol for six afternoon sessions, spread over three months.

Each week is dedicated to one part of your content strategy, and you work on developing and refining this as the course progresses.

Sonja and Sharon talk you through each stage, with plenty of discussion, real life examples and practical exercises to apply the learning to your own business and marketing.

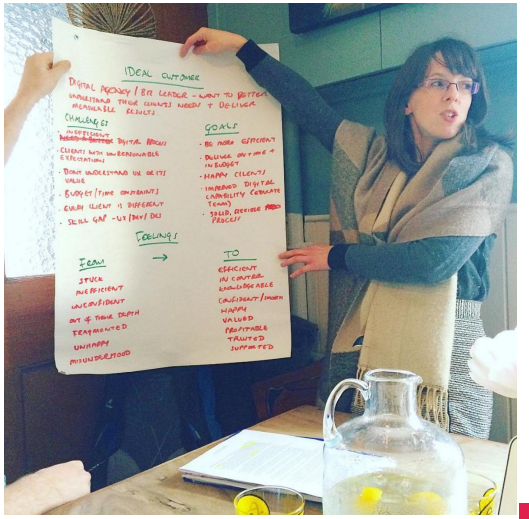
"It's not spoon-fed. Sonja and Sharon give structure but we generate the work. You are learning how to do it yourself and becoming a lot more self sufficient." – Lindsey Newman, Purple House HR

What you'll cover at Pub School

1. What it takes to get success from your content & marketing
2. How this fits in the digital marketing universe
3. Setting clear and measurable goals so you can measure the impact
4. Direct client research so you know exactly who you're writing for and what content they'll value
5. Your business story and message, and how to tell it
6. What to say on your website, and how to structure your content
7. Your content sweet spot and unique, differentiating perspective
8. Document your content strategy and create a channel plan and calendar
9. How to structure the right content team for your business
10. Action plan for your content, your website, for social media and email marketing

Apply the learning to your business

You'll get into action straight away at Pub School, the combination of activities and homework lifts the course material from theory to practice, making it real and relevant.



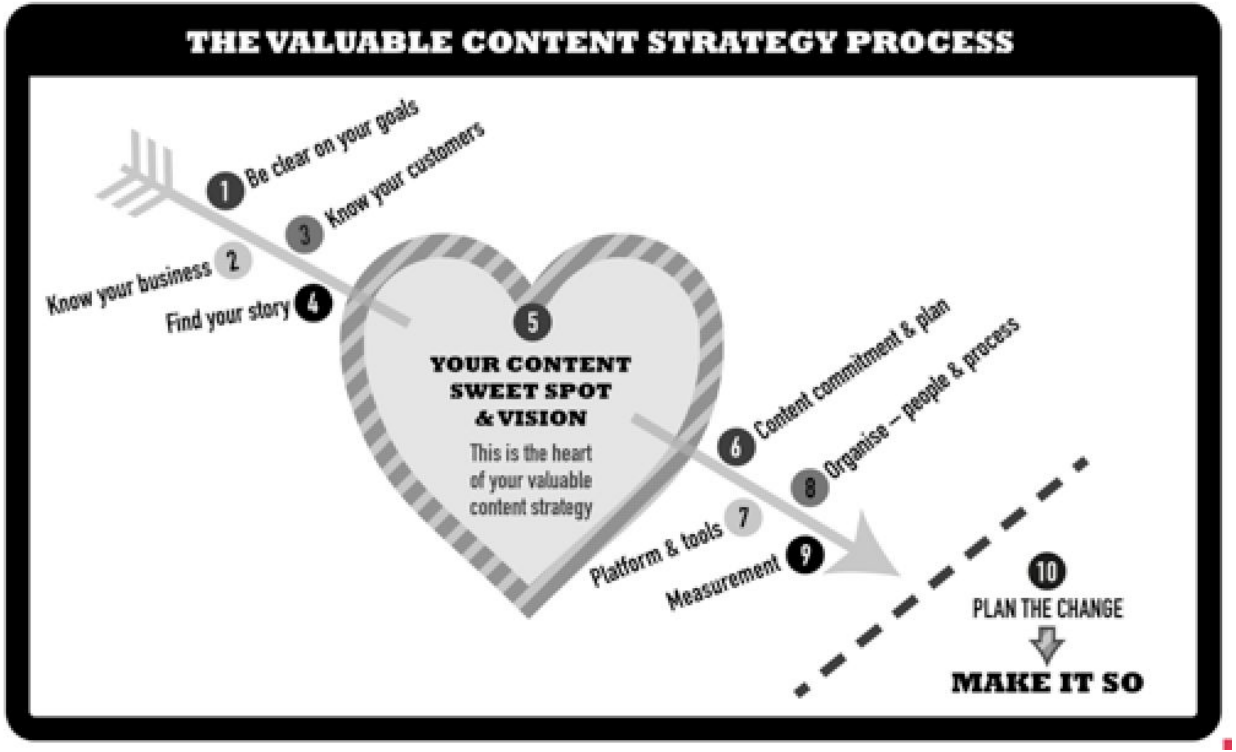
From achievable goals to sustainable action

Content marketing needs **clear goals** and we'll help you define yours. First, you need to understand your business - what work do you most want to do? Next you need to understand your customer and what they really want from you. We'll **uncover your content sweet spot** - the area of focus if you want results.

Then you need to turn that knowledge into **an actionable plan** - an editorial plan and a content calendar, and a sound web and marketing platform.

Finally you need the confidence to get writing and the drive to keep going. We'll be with you all the way!

We'll guide you through the content strategy process



Digital thinking in the real world

I like the way you did the information architecture for the site map. I liked the little cards that you used. It's getting people away from the screen and getting people to think about things in reality."
– Rebecca Taylor, Deckchair UX

The value of Pub School

"Pub School is so worthwhile. We gained more out of six sessions with Sonja and Sharon than we have in a year of coaching in the past.

It's given us a structure for our content, and also a language and a personality to use. It's given us some real food for thought around strategy, not just what we want to say, but what that means for our business in terms of how we position ourselves and how we target.

And it's taken the fear away – the sessions really helped me get over that hurdle of starting to write. I'm happy to get on with it now."

– Lindsey Newman, Purple House HR

Pub School prices

How much does it cost to join the Pub School Programme?

How much does Pub School cost?

- Freelancers / solo entrepreneurs: £500 plus VAT per month for 3 months
- Micro business (2 to 10 staff): £650 plus VAT per month for 3 months
- SME (over 10 staff): £800 plus VAT per month for 3 months

Micro-business and SME owners can bring one other person to each session e.g. business partner or marketing lead. It's a good way to share the knowledge and engage the wider team.

What's included in the price?

- Six afternoon sessions over three months
- Sessions held 1.30pm - 5 pm in the Lion Pub, Church Lane, Bristol
- Small group learning - max. 10 people/5 businesses per class
- Feedback on your homework assignments
- Content strategy workbooks
- Templates and tools designed to help you to put content to work
- Access to the Pub School Alumni giving you ongoing content support, and preferential rates for content consultancy and copywriting for your website
- Tea, coffee and cake! And great company.

Pub School FAQs

What people ask us about Pub School

The big questions answered

What is Pub School?

It is a small group coaching programme for owners where you learn how to make content work for your business and marketing, apply insights and techniques to your own business, and receive feedback and support to make lasting change happen.

Who should attend?

Pub School is for owners of small businesses. You can bring another member of the team with you (if you have one! Freelancers welcome too). If you're looking to get a team marketing with content you can vary the person you bring on different weeks.

More questions

What if work gets busy and I can't come?

You can send someone on your place, but to get the most from the course we ask you commit to the six sessions. We'll try and be flexible around meeting dates to fit with Pub Schoolers' schedules, but we can't promise this.

How much homework is involved?

Expect to spend between two and three hours between sessions on your homework.

Even more questions

What happens between sessions?

We all stay in contact via Basecamp (our online collaboration tool). You'll post your homework there, and we'll all share ideas and feedback. We can schedule Skype calls if there's something you'd like to discuss between sessions.

What are the other people like in the group?

Every group is different, but we put together like-minded business owners facing similar challenges.

One last question

What happens after the course?

You'll have the knowledge and insights you need to make your content marketing work after Pub School, but if you'd like to stay in touch with the group, keep up the momentum, and have continued feedback on your content you can sign up to the Pub School Alumni Group.

The Pub School Alumni Group offers ongoing tailored support, feedback and advice on your content, monthly newsletter, elective learning projects, events throughout the year, and networking opportunities to build your business.

Is this programme right for me?

✓ **Yes,** if you're running a small business or you're a freelancer, and particularly if you're working in businesses selling expertise.

✓ **Yes,** if you're the kind of person who learns best by doing – you prefer practical, hands on learning where you have a chance to talk through challenges, experiment, and put ideas into practice.

✓ **Yes,** if you enjoy working with the support of a small collaborative group, with like-minded people running a variety of service businesses.

✓ **Yes,** if you're determined to make a change in your business and up for a challenge! This course will be fun, but there is hard work and some deep thinking involved.

✓ **Yes,** if you can travel to Bristol for the workshops.

Dates of next Pub School programmes

Each group meets for 6 afternoon sessions over 3 months, from 1.30pm to 5pm in the Lion, Cliftonwood, Bristol www.thelioncliftonwood.co.uk

1. Autumn Group A meets **Thursdays:** 8th and 22nd September; 6th and 20th October; 3rd and 17th November
2. Autumn Group B meets **Tuesdays:** 27th September; 11th October; 1st, 15th and 29th November; 13th December

Interested? Want to learn more?

Let's talk

Call Sonja on 07974 398906 or email: sonja@valuablecontent.co.uk

Open Day

Or come to the Pub School Open Day Thursday 7th July in the Lion, Cliftonwood 3pm-5.30pm.

>> Get your free Open Day ticket on Eventbrite

Come and join us at Pub School

Sonja Jefferson and Sharon Tanton

www.valuablecontent.co.uk

Any questions, call: 0117 9290414 | Sonja 07974 398906

sonja@valuablecontent.co.uk