

A close-up photograph of a hand holding a single, vibrant red apple. The apple is covered in small, glistening water droplets, suggesting it has been washed or is fresh. The background is a soft, out-of-focus bokeh of green and blue, likely representing an orchard or a natural setting. The lighting is warm and focused on the apple and the hand.

“ONE IDEA”  
the THEME method

How to Create  
Great, Consistent  
Content Every  
Single Month



***“Making content for content sake is a fools game.”***

- Scott Webb aka “the Refluencer”

# “ONE IDEA”

A SIMPLE WAY TO CREATE CONTENT, POSITION YOURSELF IN YOUR MARKET AS THE GO-TO EXPERT, WHILE DELIVERING VALUE AND INCREASING YOUR ENGAGEMENT THAT LEADS TO APPOINTMENTS AND MORE REVENUE.

**Start with  
YOUR “ONE IDEA” the THEME method**

4 Supporting Points  
1 Connection Event  
2 Call to Action



**apple** ORCHARD™  
CONSULTING

*“Consistent, high-quality, and engaging content impacts audience decision-making more than any other technique.”*

HUBSPOT - 2021

“CREATING CONTENT IS SO 2015, isn't this game over by now?” You may be asking. Not if you want to become the respected guide and educator to your clients.

So why is content so important to your practice? If done correctly, strategically, content is not about posting or blogging, or creating videos. Those are merely the vehicles. In its purest form, your content delivers value above your core service. This “ONE IDEA” or THEME is the way to drive the narrative, communicate the value of what you do, educate and guide your marketplace to better outcomes and achieve a level of “Authority” or “Market Expert” over and above your current title of Financial Advisor.

Example. Go from being just another Financial Advisor to being known as “The 401 King.” Or, instead of being another insurance rep, you become the “Patron of Protection” or even the creator of “Financial Freedom Formula,” and even like my friend and client Bill, “The CYAssets Advisor” (cover your ass-ets) is a program to help Entrepreneurs and Founders protect themselves from a disruptive event like divorce or business partner separation.

Listen, I know what you are thinking. “I just want to run a successful, profitable practice, I have no desire to be Kim Kardashian. To which I say, you wish! LOL

The point here, again, is that consistent, high quality content gives you a distinct competitive advantage. Being the guide and educator not only elevates your position as an expert, but it builds trust and if your content strategy is on point, you don't have to sell anything. You simply guide your prospect to make the obvious choice, **which is you.**

I know, I know, you are saying - what in the heck do I write about?

And now on to the tool I use to help me organize my thoughts and ideas.

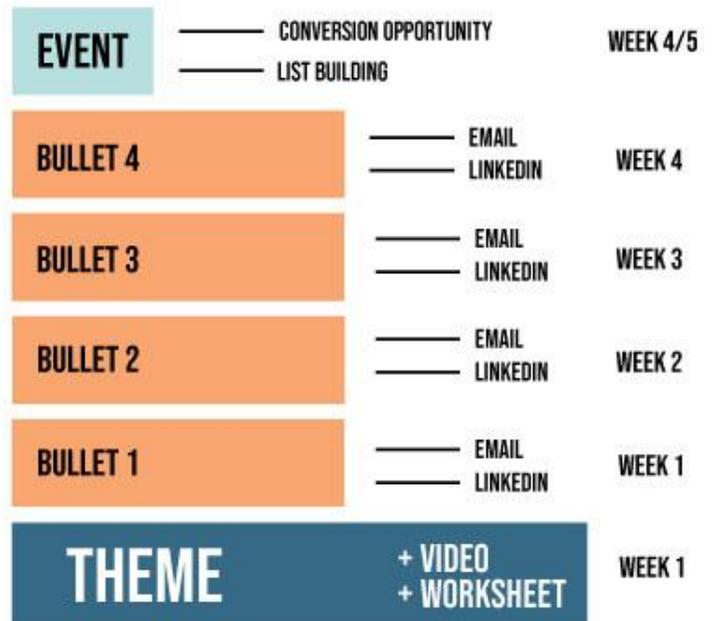
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**THE ONE IDEA PER MONTH - Create a THEME, Deliver a valuable narrative over one month.**

This is the exact same concept I use to generate on average over 20 new leads per week and I book 2 to 5 of those to some type of get to know or onboarding call.

**NEXT: Putting your THEME in place.**

# "ONE IDEA" PER MONTH



## How to Guide and Educate your market, your prospects and clients.

Here is the concept:

Every month, have a THEME based on "ONE IDEA." Example: January is Social Security Month

Next you will create 4 supporting points or sub themes to deliver valuable ideas, inspirations, food for thought, hacks, benefits, mythbusters, or whatever you feel your target audience is not getting right when it comes to your THEME subject.

The 4 points gives you 4 weeks of ideas to email and post on LinkedIn.

All of this leads to an invitation back to your mothership, at a specific day and time. This could be a webinar, a collaborative guest speaker, an in-person dinner or lunch or outing at a bowling alley, or even a simple Q&A session by phone to answer any questions related to your theme.



Month	January
THEME	Social Security
Supporting Point #1	Is Social Security going broke?
Supporting Point #2	Does Your retirement age matter?
Supporting Point #3	When to withdraw
Supporting Point #4	Your SS Questions Answered
Invite to a Dated Connection or Event	ZOOM Webinar - Jan 27th 4PM

The chart above allows you to plan out 4 to 5 weeks of content all designed to do one thing, get interested, target people to meet you on your terms.

# SHALL WE? Let's create our "ONE IDEA" THEME for next 30 Days.

Month		Additional Notes
THEME around "ONE IDEA"		
Supporting Point #1		
Supporting Point #2		
Supporting Point #3		
Supporting Point #4		
Invite to a Dated Event		

## Let's break this down even further.

How to come up with your THEME or "ONE IDEA";

What questions are you getting asked about over and over? What is something that really irks you about your industry? (I call this myth busting). What is a major pain point for your clients?

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Now - create 4 Supporting points about your "ONE IDEA"

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Your four points lead to a single CONNECTION EVENT at the end of the month. What is a CONNECTION EVENT? This could be a Webinar, an In-person meet-up, a Zoom Q&A, a book club, a coaching call/office hours, a Lunch-N-Learn. You could/should interview someone interesting in your market and share that interview.

The GOAL is to get people to come to you. So make your "ONE IDEA" lead up to a "REVEAL" of sorts, or a culmination of knowledge that caps off the THEME for the month. ***This also becomes your conversion event.***

## **PROMOTING YOUR ONE IDEA**

**A. LinkedIn (daily goal)**

**B. Email your list (2 X's per week minimum)**

Now that you have your THEME based on your “ONE IDEA.”

Next, you will create 4 supporting points or sub themes to deliver valuable ideas, nuances, insights, inspirations, food for thought, hacks, benefits, mythbusters, or whatever you feel your target audience is not getting right when it comes to solving their pain points.

The 4 points you come up with gives you 4 weeks of ideas to email and post on LinkedIn

WEEK 1 - Introduce your THEME, and Introduce your Supporting Point #1 and Your Event

WEEK 2 - Introduce your Supporting Point #2 and to attend Your Event

WEEK 3 - Introduce your Supporting Point #3 and to attend Your Event

WEEK 4 - Introduce your Supporting Point #4 and to attend Your Event

## **GETTING PEOPLE TO YOUR “CONNECTION” EVENT**

Your GOAL is to connect with as many people as possible per month and INVITE them to participate in your THEME at your CONNECTION EVENT. Connections = Conversations = Conversions!

Connection Event Ideas: Webinar, Zoom Q&A, Meet-up, IRL or Virtual, Lunch-N-Learn, do a live interview with someone interesting, a book club, Collaborate with someone interesting that touches the same market you have. EX: If you are seeking to get in front of 50 year olds with higher income, become friends with a Dermatology or Cosmetic Surgery Clinic, the Harley Davidson Dealer, the Custom Golf Outfitter, the High-end Vacation planner, the BMW Dealer, etc. Get the picture? But you have to bring great value too them as well.

Make sure you are always using Call To Actions in EVERY SINGLE COMMUNICATION.

### ***Call to Action Sample;***

“So if you’re looking for knowledge about “Social Security” (or Your Theme), live a life of rewarding adventure (promote the outcome), and the advantage a secure financial future can offer (reinforce the benefit), rsvp or request a link to the event, text me, or call me and I will add you to the list.

## **THE FORTUNE IS IN THE FOLLOW-UP**

This is where your hard work pays off. When I rolled out my “ONE IDEA” called REVENUE GENERATING ACTIVITIES, I received 38 emails in 4 days. Now I have over 29 leads in 1 week and several appointments booked. You can do the exact same thing.

You will want to follow-up, follow-up and follow-up on the people that expressed interest about your THEME.

# OTHER CONTENT GENERATION SOURCES

## What interests you generally will interest you.

What content do you subscribe to...

Who are the leaders you look up to in your field? Why?

Apart from your field, what do they find interesting?

Who influences you and how?

What topics do you think connect to your field that's rarely talked about?

What do you read and where do you get inspiration from?

When you are not doing anything business related, what do you do?

What do you feel your industry doesn't talk about? But should.

Who are the people looked up to in your industry?

- Where do your clients get information from?
- Who do your clients follow?
- What do you see happening every day that you'd like to change and how?
- If not your product or the competition, are there alternatives to solve the audience's problems?
- How are you better than those alternatives?
- What is your favorite thing about serving your clients?
- What Apps you do you use that you love?
- Third party apps or tools your audience would find useful.
- Free resources and guides from others that'll help your clients.
- Tell them a story of your good, bad and ugly memories of starting and running your business.
- Name of the Top 4 people whose quotes you love and feel aligns with your business ...
- Is there a popular myth in your industry? What is it, and what's your opinion?

## FINAL COMMENTS - PUT THIS INTO ACTION

Bottomline, what you find in this document will only pay off for you if YOU put in the work. If you sit on the sidelines and wonder if this will work for you or not. It will also NOT work if you are simply mailing it in with value. If you put 30 minutes into this, what can you really expect in return?

## THE “ONE IDEA” is part of the NURTURE STEP 3 of the Apple Orchard Framework.

GET the *Apple Orchard Framework* for FREE at [www.appleorchard.io](http://www.appleorchard.io)

GET your *REVENUE GENERATING ACTIVITIES Guide* at [www.NRTR.pro/rga](http://www.NRTR.pro/rga)

If you need help getting this all put together, I offer several ways for us to work together.

TEXT me at 303.900.4119 or go [www.appleorchard.io/start](http://www.appleorchard.io/start)

My name is Scott Webb and I have been called ‘the Refluencer’ by my followers and clients. What is a “Refluencer?”

A “Refluencer is an expert in their field focused on the Relationship and being a Resource for their market and clients. Give, give, and give some more. Cultivate Relationships, and watch your Revenue soar. You can be a “Refluencer” too.

What I have learned over 20 years as an expert digital marketer is this; **people still prefer to buy from those they know, like and trust. Even more so now.**

Understanding the people that already exist in your Orchard, and how you can SERVE them, over what can you GET from them is critical.

Look, no one said running a financial practice or firm is easy. All I can tell you is that **the success you seek is in the list you keep.** Look to always be giving. Always be teaching. Be the guide in your marketplace and people will want to work with you for years and they will refer you to their network over and over.

I look forward to hearing about how this system works for you.

Talk soon,

Scott Webb  
Aka “The Refluencer”

