



## Re-Imagining Online Business w/ Tristan Katz & Brooke Monaghan

Episode 2 - The key to an engaging content strategy in 2024 (make it easy)

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Tristan Katz 0:00

If you were stranded on a deserted island and you could bring one movie, one album and one book, ah, what would they be?

Brooke Monaghan 0:15

the audio book count? Yes. Okay.

Tristan Katz 0:19

We're all about accessibility around. Well,

Brooke Monaghan 0:21

my movie would probably be the Big Lebowski. Nice. My album, you know how I feel about The Miseducation of Lauryn Hill?

Tristan Katz 0:31

Yeah, good choice. Good choices,

Brooke Monaghan 0:33

though, though. Rumors is not a perfect album, in my opinion, but now it's gonna be Miseducation of Lauryn Hill. Yeah, I knew you're gonna land there. Yeah. And my book would probably be like some kind of survivalist guide.

Tristan Katz 0:49

Smart it's very practical, have you? Well,

Brooke Monaghan 0:54

this is the thing you know about my you know about me and books. You know, we have a we have a tough relationship.

Tristan Katz 1:01

So complicated question refloated little loaded Godan How about you? Um, this is hard.

Brooke Monaghan 1:11

Oh, you did it to yourself GATS right now, your idea.

Tristan Katz 1:17

You chose The Big Lebowski. That is a that is a admirable selection. Thank you, mine. If we're choosing right now, in this moment, the movie I would take with me would solve for. I thought about four. Four is a good one. Oh, it is gonna be a dance movie. Oh, 100%. It's a dance movie.

Unknown Speaker 1:41

Okay, I'm so excited. Keep going?

Tristan Katz 1:44

I think it is. Hold on. Let me get the title. Right. Honey, rise up and dance. Now that I'm

Brooke Monaghan 1:52

gonna go ahead and venture a guess that this might be the most I'm not surprised at all. Knowing you, as well as I do. I'm not surprised. I think that our listeners might be surprised.

Tristan Katz 2:02

I think people on the internet are learning a little bit about me today. Back to honey. Now. Yes. Also news for some people that I I am a closet dance movie aficionado, expert. enthusiast enthusiast. Now there are there's the honey that most people are familiar with. You know, the OG with Jessica Alba. It's good. It holds up. Okay, you know, But honey, rise up and dance, which is let's just say it's worth watching. I would say it's worth watching. repeatedly.

Brooke Monaghan 2:42

Knowing you I do know that you think that it's worth repeating. Okay,

Tristan Katz 2:47

so that's honey. That's the movie right now. It's just to be clear. I'm not the original album. I'm pretty sure that it is going to be right now. White lighter from Typhoon and the book. This is hard. This is really hard for me. Um, you know what it is? It's Haruki. Murakami's one Q eight, four. Okay.

Brooke Monaghan 3:15

Okay. I have seen this book on your bookshelf. Yes. You probably don't know anything about

Tristan Katz 3:21

this up a lot of space. It's like 1000 pages.

Brooke Monaghan 3:27

See, this is a good choice because it would last long. This is what I'm saying.

Tristan Katz 3:30

Yeah, what I'm saying it's compelling. Like, I never want to put it down even though I've read it twice. And it's 1000 pages. And it's like surprising and

Brooke Monaghan 3:44

I'm second guessing my answers. I was just

Tristan Katz 3:46

gonna say Do you feel content with your answer? No. I'm never

Brooke Monaghan 3:49

gonna feel content with the answers to this question. This isn't a setup for discontentment. You're basically asking if you lived or really not content life when she made I want you to make them

Tristan Katz 4:12

I mean, I'm not comparing the Coen Brothers to whoever made honey rise up and now let's continue

Brooke Monaghan 4:18

okay, but here's the here's the tie into this episode. We are rethinking the idea of what makes something valuable.

Tristan Katz 4:29

Look at how smart you are. You're such such a business coach thing to do right there. By the way.

Brooke Monaghan 4:36

Reframe right when you didn't think we were talking about business. Oh, fries. I think I think the overarching theme of this conversation is rethinking what makes something valuable now we've all heard the idea of giving value. If you

haven't heard that, then you probably avoided the dude bros. Good for you. However, the Like go two thing that people talk about often in the online business world in the online marketing world is like, you have to make sure that you give value. So you like hook people in and then you give value and then you give more value, and then you give more value. And then you make the ask. And we think about like, what is the value of a specific offer, oftentimes, in terms of how it solves someone's problem. I don't think that that's wrong. But I do think that we overlook the value of something being easier for us. We overlook the value of things being entertaining. We overlook the value, like there's all kinds of other things that I think are really important. And right now, at a time when everyone is so burnt out, and our capacity is so low, I think but it's even more important to be thinking about the value of just making things simple.

Tristan Katz 5:54

Yeah, when you're saying this, it's making me think about the conversation that you and I had recently about offering a freebie or a lead magnet to get people's email addresses. And like, aren't people just gonna give us their email addresses if they want to hear from us? And wouldn't I'm much rather, like I'm but I'm thinking that there was a time where providing value something valuable in exchange for the email address was, it felt like it was the only way, or like, was sold to us as the only

Brooke Monaghan 6:31

way. Yeah, I mean, I think we need to remember that, like, a lot of us came into this work, and we're trying to figure out like, Wait, eat, okay, everyone's talking about an email list. Email us what way? Okay, so how do I do that? And then it's like, everyone's saying, This is how you do it. And so you just do it. And now, you know, as we're further into that, I think that we're seeing, first of all, like, the way that people will just grab the thing and unsubscribe. And second of all, the fact that I think that there's a lot of value in consent at this point. And I

think that our audience really values consent. And so if you are trying to, to me, like, I think that's something that I can access without having to give you my email, and then I can decide for myself, if I want to give you my email after that, to me, that just shows the value of what you do even more, because I don't feel like I'm a object for you to like, manipulate.

Tristan Katz 7:32

Yeah, this is also making me I'm having a lightbulb moment. And that I'm gonna preface this by saying this might not be as revelatory for you as it is for me. But I'm like, Oh, actually,

Brooke Monaghan 7:45

maybe it is step up three.

Tristan Katz 7:50

No, it would not be step up three. Let's be very clear. Step three doesn't come to the island now. Okay. Okay. Um, step up to me. Okay, but what I was gonna say was, it's suddenly occurring to me, it's like, I didn't see the forest through the trees suddenly occurring to me that online business has only been a thing for so long, right? The internet is still relatively new the human experience, right? So online business is still relatively new, too. So it makes sense. And when as I'm hearing you say it like, it's like, oh, how do I start? Okay, I guess I need a newsletter list. This was my experience, by the way, by the way, I managed other people's Newsletter Lists, right for years. And then when I started my business formally, right, in 2018, I was like, listening to marketing podcasts, like I didn't know what to do. And one of the things they said was start a newsletter. How do you get people to subscribe to the newsletter and grow the list from scratch, offer something that they want, right? And I'm like, Oh, it makes sense, actually, that that was the starting point. And the additional strategy for a whole era of online businesses totally. And we're in a new era. Yeah. I'm like, I'm saying the same thing. I think I've said in the trailer

and in episode one, but I'm just saying it differently now. Because my understanding of the context feels different. I'm like, when we say reimagining online business part of it is like, okay, we're in a new era. How do we reorient to this era? Yeah,

Brooke Monaghan 9:31

I mean, it's, the way that anything develops is it usually starts out with the best that we've got. And then we find out that we can do better later or either it's misguided, or it is it works because of the environment. I mean, like, Listen, you and I both recently watched Pam and Tommy.

Tristan Katz 9:52

Mm hmm. quality programming.

Brooke Monaghan 9:56

I actually thought it was a really good but I'm really serious. Yeah. I got it. And then I had really mixed feelings about it after I found out that Pamela Anderson really didn't want to meet anyways. Um, you know, you see the way that just, that was one of the very first online videos. And you see the way that it was distributed, and it was just like all it needed to happen is it just needed to be accessible online? Yeah, that was all that needed to happen. And once everyone realized that they could everyone could access it, that was a it just like caught on like wildfire, then things changed, like, right. And so like with anything, things are going to change. And we are definitely in a place right now, where I think that we a huge part of the I think the value of what we can provide our audience is to make things simple, make things easy for them to integrate, or digest, make things make it easy for them to find what they're looking for, make things feel more useful than the other stuff that they're having to deal with when they're on the internet. Yes,

Tristan Katz 11:10

less, less clicks to get to the thing, less things that you have to enter to get to the thing you're trying to access, etc, etc. Yeah,

Brooke Monaghan 11:19

and I think that before, right, this is not a new concept in terms of less clicks, we want people to write short, that's not a new concept in itself. It is new to think of it as to center the way that it makes thing, it improves things for our audience versus centering, trapping people. Because before, it was about like, oh, no, you don't want people to get you don't want people to have to do an extra click because and that's one more way one more time that they might leave the page. Not super helpful for me, as somebody who never this never felt right to me. And so I'm not going to do it. If I can reframe though, what we're seeing right now and think about things in terms of the person's experience on the other side of the screen. It makes things easier for me and makes things easier for them not

Tristan Katz 12:18

Yeah, not overcomplicating it, yes, what we're getting at.

Brooke Monaghan 12:21

Yeah, and sometimes it's a lot of work to make things. Sometimes what seems not complicated to you is really complicated on the other end, and then it takes a bunch of work for you to go in and mate and actually streamline that, right. So there's a few areas that we want to talk about. The one that I would really like to start with is one that you and I have talked about quite a bit lately, we've had a bunch of conversations about what kind of content works. Yeah, lots of conversations about carousels, because you are sort of like the king of carousels, I think yes. carousel King.

Tristan Katz 12:57

Yeah, I did just I did just pop my collar. Yes.



Brooke Monaghan 13:01

So there's been a bunch of times where you and I have talked about you, you've been like, I have thoughts on this thing that you just posted. I want to give you thoughts on that. Or, you know, we've talked about different pieces of content, and you've been like, okay, but it's wrong, though. And I'm like, Okay, tell me what it is that like, I'm trying to get it in your brain, because I'm trying to figure out what it is that you do with your content that makes it really engaging. And what we've come to is that a lot of it is just about making things accessible. Yeah.

Tristan Katz 13:35

And I just want to acknowledge to that, like, first of all, not all of my carousel slides are like jumping off, right? I want to say that upfront, in part, because people are going to engage differently with something about the word women with an axe than they are about a carousel slide that starts with the title that says marketing doesn't have to mean manipulation. Right. And so I'm just saying that one of the things that I think I'm seeing are on in content in general, is that we have very limited time to get people's attention. It's almost like I have to train my brain to think in newspaper headlines. What is going to get people to stop and actually read the thing I'm trying to say, it's okay, so if I think about that right now, and our attention spans and the fact that we are also tired, and burnt out, and then actually scrolling on the internet, or even reading my emails, it's like, I'm not fully present all the time, if I'm honest, you know, yeah. So how do I get people's attention when they're doing something that they're not fully present to? Well, yeah, it is like getting the title right. Or the subject line in an email. Right? And when I say Right, I'm putting that in quotes. I do think there are ways to do it right. Oh, until your point, you know, and sometimes that is about the wording. Like today when I was editing a post I had like for us or versions of your in one sentence and I was like, Okay, you probably can get rid of some of those. So some of this is an editing

conversation, get rid of the superfluous words and language that you don't need save the thing in less words, right, be concise. Part of it is a design thing. And when we say x access or accessibility, I am thinking about disability access. But I'm also thinking about our overstimulated nervous systems or overstimulated brains and getting people to access content amidst that over stimulation. And to me, overcomplicating the design, trying to make something that's quote on brand at the expense of saying the thing in as easy to read text, font and colors as possible, right? It's like, what are we prioritizing? Are we prioritizing the grid aesthetic? Or like, are we prioritizing graphic design? Because for so long, the online business world taught us that our graphic design needed to be on point, right? Or are we prioritizing the fact that like, actually, we don't need more graphic design fanciness. Right now, what we need is to get the thing out there. And be is, like, easy to read, and easy to digest as possible.

Brooke Monaghan 16:34

Yeah. Yeah. I mean, I think that there's like so much in what you just said, I think that one of the most recent points that you just made or distinctions to think about is graphic design is not about what you think looks nice. We're having to those of us who are like just figuring out how to sell shit online, or wearing every hat. We're not designers, many of us, some of us are, most of us aren't. So we're trying to create the content, do quality work, also be a designer also be a web, like, whatever the fuck and you know, whatever. We're trying to do all of it. And often, oftentimes, what I see is, and I've totally done it, too, is we're looking for what we think is aesthetically pleasing, and not thinking about what is the point of what we're designing right now? And how can we make it functional?

Tristan Katz 17:30

Yes, and, and to me, that relates to not just graphic design, but like the way we overthink or overcomplicate showing up in the first place. And I'm talking

about a business name a brand identity, like, like, Don't you know what I mean? Like, it's one piece of advice that I can offer anyone who's thinking like, oh, I need a business name. And I need a brand identity package, a logo, a color palette, a font selection, etc. And I'm not saying those things aren't valuable. And there are people I'm like, go work with this person who helps you do that in a really powerful way, you know, what I am saying is, stop it. You don't need those things. Yeah, in order to put your work out there in the world. And in fact, if you're thinking first, I'm going to do this. And then I'm going to do this. And then it's going to look like this because everything's going to be dialed in. I have the business name, the LLC, the logo, the color palette, and now I'm ready to share my work in the world. Guess what, we're still gonna want to know who you are, and, and what you care about.

Brooke Monaghan 18:41

And also, after you share, after you start actually sharing your shit, you're gonna realize it was all wrong. Because you weren't actually out there doing the work and having the conversations. And so you need to be doing that in order to workshop what it is that you're even trying to do. Right,

Tristan Katz 18:55

this all goes back to to the like, larger thing, which is, if you're not clear in what you're doing, or saying, beyond the logo, or beyond the graphic design aesthetic, you're gonna be background noise.

Brooke Monaghan 19:14

So okay, so there's like a lot and what we're saying here, wondering if maybe we can break things down point by point. Yeah, let's do it in terms of and again, like, this is not us saying this is the right way to be creating content right now. What it is, is us saying there was once something that worked really well, which was creating things that look visually appealing for an app like Instagram, which was designed to be for photos, it's changed. We are seeing

that people's attention spans have changed. We've seen that a lot of people are going into a certain aesthetic that they like and then it sort of All blends we're seeing all sorts of things have changed. And I think that what you have helped me understand is that if you take two pieces of content which have the exact same substance, side by side, there are certain things that actually make one usually more engaging than the other. And it might not be what you think it might not be about it looking pretty. Yeah. So the first piece, I think, that we could talk about is making it not making it look pretty. I sent you a carousel recently that I wanted your thoughts on. And I this was before I was able to really fully integrate what you had been saying to me about design. And I really thought that you were going to be like, you were gonna make comments about the actual substance of the content. And instead, you were like, You need to bold this font, you need to make the line spacing a little bit further apart, you need to change the background color a little bit more. So it's higher contrast, and I was like, but it doesn't look as good. That's like, didn't want to do it. But the point was, like, just make it easy for people to read it so that it doesn't get lost.

Tristan Katz 21:15

I really think that's where we're at. And I think that so many of us have been overcome. And I don't mean to say that we've been overcomplicating it, I think you're right, I think that there was a time in place for like fancy design aesthetics to get people's attention. And I think we're in a different time. And the way to get people's attention now is to make it as digestible as possible, I think. And also, are they saying that people are spending like, a fraction of the time now watching reels than they were originally when reels first probably. So what I'm saying is like, our, our attention spans and brains are literally changing, right, according to what the internet is doing and what we're being exposed to. So I think right now, the way to reach people is actually to use big simple fonts, right? Simple color palettes, if there are design aesthetics, they're simple. They're small, they're minimal. It's not. And I'm not saying, look, there

are people out there who have huge accounts, who are doing great things with their content and their design, and it's still working for them. Right. And I'm also in you, and I talk about queer sex therapy a lot. In fact, most of my friends mentioned queer sex therapy, as if Casey and all of us are just we're all like buddies. Now, I bet there are queer people all over who are like, yeah, case, we're on a first name basis with Casey, Casey Tanner, I think the name right, it's a great

Brooke Monaghan 22:46

account I love the content is inspiring me all the time, all the time.

Tristan Katz 22:51

And guess what she is getting it done. Right. There's a simple carousel site template that they use. And then there's, you know, the kind of template that Casey uses for more personal shares that is super straightforward and

Brooke Monaghan 23:07

simple. It's literally just, she takes one photo of herself. She puts a colored block box, somewhere on the photo with text in it, it is a solid like white box or whatever color box with just text in it, it just and the entire carousel is the same photo over and over and over again. And just the text in that box changes.

Tristan Katz 23:33

And I'm looking at Casey, queer sex therapy's profile right now. And it's like, really, there are three or four types of content that this account is rotating through. Yeah. And over time, I imagine with the support of their team, you know, Casey has figured out what and how to share this content, and it works. And what I'm saying is let's look at what Casey's doing what this team is doing because it simple fonts, fonts, simple aesthetics, minimal. Right, not overcomplicated. This is. This is a source of great inspiration to me. The other

person I want to highlight too, is Troy Murray to I Murray who I know, you know, I've referenced because I'm also like, wow, that's another person who I think is just like the content is just not overly complicated. Yeah, it's easy to digest and which makes it easier to share which makes it more inclined to be shared. You know what I'm saying? And anyways, yeah,

Brooke Monaghan 24:45

and also to like, when I look at an account, like toys account or honestly your account, like a profile, and I see that mostly what I'm getting is is really straightforward text that's easy for me to read that indicates what I'm going to find in that post, or is really like hard hitting and potent, I see an account that has something to actually say something to actually offer me and something of value. When I go on to a profile that looks aesthetically pleasing, which I'm going to be on, I am not criticizing anyone who has done this, but there's a reason why I did not go with the nine grid trend. And it is because I, when I've seen nine grids, where the whole nine grid was designed to look like this image that's like it, I don't think that it's a bad thing. But it is not nearly as engaging to me, because what I see is someone who basically tried to design a webpage on their Instagram, fine. But like, I would just go to your website, if I wanted that I've never I've almost the only time that I have ever opened one of those posts is to see what they're doing. Because I'm studying their marketing

Tristan Katz 26:08

100%. And I'm like, so excited by the nine grid conversation because No, I don't think it's an effective marketing strategy. And I also think that there's something to be said about using that if you don't want to be active on Instagram totally, in which case, being considerate about the graphic design and the way the squares, blah, blah, blah, blah, blah, all of that super valuable, I would recommend folks like that put something in their profile that says, like, not active here, you know, literally contact me through my website, or like when I watch stories,

Brooke Monaghan 26:41

or there's some accounts that I know have the nine grid and then when they they post reels, though constantly, but they don't post them to their feed, they only post them to reels. something

Tristan Katz 26:51

to be said about all of that. And yeah, I part of what I'm also hearing you say when it's like okay, I land on somebody's profile. And this is the vibe I'm getting, because they've spent all this time investing in, in graphic design and the aesthetic and curating and blah, blah, blah. It's like where's your voice, though? Exactly, exactly. What we need actually is like a quick access to your voice. We're not going to get that through your design aesthetic, actually.

Brooke Monaghan 27:21

Yeah, yeah. And if you are a so actually want to make one point, go back to one point. And then I have a further point about this. An alternative to doing a highly designed nine grid is to come up with nine things that you want to say, and have hope nine posts that are Hiller's of your work. And the title slides to them are really obvious about what you're going to find in them. That to me is going to make people open them and engage with it so much more than something that just looks nice. And I think there was a time where looking nice mattered. On Instagram, I think it's gone. Hence the rise of the notes, screenshots. The other thing is, there are certain accounts where it might make sense to approach things totally differently. For example, you are a luxury interior design service. Yeah, make your grid really aesthetic because like what you're providing it right you want like your brands to come through, through and through. So that makes sense. But to your point, know what you're about know what you're trying to do. And then make that the center of what you're trying to do. And if if you don't have the kind of business where something being aesthetically pleasing, like I think also about like professional

organizer organizing services. Yeah, make it look pristine. Sure, I get it. Most of us don't need to deal with that.

Tristan Katz 28:59

Yeah, that's it's me, because I'm really now I'm thinking about router. We'll include links to all these folks in our show notes, but I'm thinking about router because router, It specializes in website and brand design. And so when you go to her profile on Instagram, or you know her website or her newsletter, it is well designed, right? There's thought and intentionality around the design and the aesthetic of course there is that's her work. What also comes through in her profile in her marketing in her newsletter in the design are her values and her voice.

Brooke Monaghan 29:43

So the other part of this aside from just the design is also the fact that to your point, people's attention spans are really limited right now if you're not going to impact someone in some way within the first couple of seconds that they see something that you're putting out there. You are proud probably going to lose them.

Tristan Katz 30:01

Yeah, and this is going to go for like, probably every form of marketing there is right now. Right? Yeah, I think so. In terms of content marketing, like newsletter, social media, the caption, the real the carousel, right? The YouTube video, if you're not going to get people's attention, you're going to lose them there. We're going to move on so fast.

Brooke Monaghan 30:23

It goes hand in hand with what we were just saying, because I will tell you as a dyslexic person, if I see a big block of text, I'm not reading it.



Tristan Katz 30:31

It can you be more clear when you say a big block of text? Yeah,

Brooke Monaghan 30:36

I think of like, maybe it is a notes screenshot. And the title slide will be like an entire paragraph. All in body size font that takes up the entire square. Got it. I might read the beginning of the sentence, the first sentence, if that does not hook me, I'm not doing it. And I don't think that this is only true for people like me who have trouble with reading. Yep. I think that this is true for all of us right now. Because if we were to read every single thing that was put in front of our faces, we would do nothing with our time, except be reading content. And so we have to filter things out. Yes. So part of it is, is that design, like you were saying large font, it's easy for people to read, but what are the things that you think about when you think about what to put on a title slide, because you have strong opinions about title slides. And by the way, I think also when we say title slide, we could You could also say subject line. So blog post title, yep. Right. It's not just about Instagram, but we're talking about Instagram, because that's where we tend to hang out. Yeah.

Tristan Katz 31:45

To me, a title slide is the headline of a New York Times article, I want to be the New York Times, the way I actually think of the New York Times should be, which is to not manipulate people, but to tell them something very briefly that is going to be covered more in the content, if they engage further now to tell them that thing briefly and potently. Like I don't know what the formula is for that. I know I'm constantly trying to figure it out myself. And then I'm trying different techniques all the time. I do know that if we put this is to your point, dyslexic or not, if we put too much text on the first thing that people see on Instagram. Unless it's like, I don't know, there are exceptions to this, of course, but I just think it's got to be short and to the point. And I'm not talking about three ways to, you know, I'm talking about like, what's the statement that

you're making with this piece of content? What is the thesis argument? What is the takeaway with that first, sometimes you want to put it at the end, but that's the thing that you want people to see. So that they read through and understand why you're saying it. Does that make sense? And then, and then beyond that, like, yeah, make it as simple design wise as possible.

Brooke Monaghan 33:16

Yeah. Yeah, I kind of I'm hearing you say, like, Don't bury the lede? Like, if yes, you are going to try to write there was a sales technique that was very, very widely taught years ago, which was, right, you want to hook something with hook people with one thing, and then kind of lead them down this trail? Right? Like you kind of hook them with something, maybe it's a personal story, maybe it's something that makes them think, oh, I want to know that. Right? But you don't, you're not actually going to give them that, what you're really going to do is your going to kind of just follow that, like you're gonna you're gonna branch off of that and start saying things that are tangentially related, basically. And then eventually, you lead them to the ultimate point of what it is that you have to say. Now, can that work now? Maybe, I guess, but I think that our best bet now is to just take the main point of what it is that you have to say, put it in the at the beginning so that people can decide Do they give a shit? And is that one of the few things that they're actually going to read of all the things that are coming in front of their face? And trust that then if you have good content beyond that, it's going to do well? Yes,

Tristan Katz 34:35

make the main point first and make it easy to digest. And then at the end, that's the call to action. Right? But you've made the case for the call to action in the in the content leading up to it right? And the title slide of the carousel or whatever the whole the piece of content is, has told people whether or not they want to actually engage Jeanette, because you're telling them what point you're making with the content? Right? Right. I think that's the I don't

know. I'm curious. I'm curious what folks think I'm, I'm curious if this is, if this is just the what I'm finding to be effective. And if and then I look at other pieces of content, and I see patterns and themes. And

Brooke Monaghan 35:18

I don't think that it's just going to be, I think that it makes total sense, given the situation that we're in right now. And I also think that we're always going to say over and over again, you need to experiment and find what works for you and what works for your audience. Maybe this is doesn't replicate for you, with your audience for some weird reason or another.

Tristan Katz 35:39

I also think this relates to doing business with humans rather than the internet with people rather than the internet. Because literally, at this point in time, this many years into Instagram being a tool for online businesses, the graphic design, aesthetic shit now lands as marketing. Totally explicit salesy marketing, if you are going to create a carousel slide that is like all polished and branded, it feels like marketing now. So how do we make our content feel like humans made it? Right?

Brooke Monaghan 36:21

And and how do we there, maybe there was a time where the way to stand out was to make something look really nice and designed. And now because everything looks that way? Actually, the thing that stands out is the stuff that's more simple. And to the point,

Tristan Katz 36:36

I think this is true. Yeah.

Brooke Monaghan 36:39

Okay, and then finally, the thing that you talked about, but I think that it's an important point to make is just this, this is something that is not new. But I think right now, it matters more than even did before saying things in as few words as possible. So once you know what the main point is, like, how can you say that in a way that is not like, that just gets to the point. And this is where I'm like, people sure that you've experienced this too, people love to try to find the exact right way to describe what they do. And ultimately, they land on words that feel good to them. But they don't actually make sense. And

Tristan Katz 37:20

they don't mean anything. I don't see, yeah, this is why I'm like, stop trying to come up with the right business name, because your business name is going to mean nothing to me.

Brooke Monaghan 37:29

So the other things where I think this is really true, right now that we need to think about the value of just making things easy. I'm always thinking about how can I help people find out about how to work with you?

Tristan Katz 37:41

Yeah, you're thinking about how do people come into actual space with me to write with me, right? And, and, and what is that process? Like? What are the spaces for them in a way that makes this all easy?

Brooke Monaghan 37:55

Right, right. And, and I think that it makes a huge difference right now, in differentiating you from other people. If it's easy for me to figure out how to work with somebody, if it's easy for me to figure out, if it's the right space for me, I'm gonna go with that over the person who needs to do a whole bunch of research to try to figure that out. If I can't figure out how to, like work with you really, really easily. And if I can't easily figure out if you have a bunch of offers,

and I can't figure out which one is for me, you're going to lose, I'm just going to, you're going to lose me.

Tristan Katz 38:27

Yeah, I'm worried that I'm doing this actually, sometimes I'm worried that I have too many marketing programs running at the same time, and that people don't know where they belong. Even, you know?

Brooke Monaghan 38:43

Yeah, here's the thing, though. So there are some people who and this is what I was about to say it's like, in some cases, it's like, you can't tell which offer is for you. And so you end up just reaching out to the person because you're not scared to do that. And we, I think that something that is really important for us to be thinking about is how it feels for people, when they see the doorway into working with you. And the amount of hesitation that you're creating by not being clear about what's going to happen when they walk through that door. Because so many people have been burned, or like in a high pressure conversation or they don't trust the person. I think that if you can create a connection with people in an actual relationship with people, it takes so much pressure off of all of this because people will feel comfortable asking you the question. I've had people come up to me and ask me like you're selling this thing, but I think that it's for this and and I don't know if I fit like what do you think, right? There's other people who they look really legit. Maybe all of their stuff looks super polished. Everything is created just so and I'm really intrigued by the sales page. Agent, whatever, I get to the place where I can then click the button to walk through the door. And I don't know how much it costs, I don't know who I'm talking to when I booked this call, because it just brought me to book a call, it didn't bring me to check out or anything like that. I don't know who I'm going to be talking to, I don't know what this call is even for is this a sales call is this, but I'm not doing it. And I just am not, I have zero patience for it. I'm not going to do that ever again. And I think a lot of people

are in that situation. And I think that when we think about how to make things easy for people, part of it is the feeling of how easy is it for someone to make a decision, it's easier for somebody to make a decision when they have all of the information that they're looking for right up front. And there's not a whole bunch of distractions with all of this shit that you're trying to distract them with. Because you don't want to just say what the fucking prices and say what's going to happen on the call and say maybe why you have the call, you know? So

Tristan Katz 40:57

when you think, okay, I want to put you on the hot seat like I want to, I want you to sit like what are the things you think folks need to be focusing on right now. In order to make all of this easier, clearer, more effective. First

Brooke Monaghan 41:15

of all, actually think through your, your offers, and make sure that you even know, if you don't know who your offers are for it is going to be confusing to other people, if it's confusing to you, no one else is going to be able to figure it out. So if you have a bunch of different kinds of people that you work with, take the time we're going to talk about this when we talk about offers later on. But take the time to sit down and think about how to serve those different types of people, what those different types of people actually need, and create containers specifically for that, so that when people land on you, and they're your profile, or your website, and they're intrigued, they actually see a place that is for them. So that's the first thing. The second thing I think is stuck. I think that the days of trying to create a homepage that isn't is all about trying to get people into a freebie. Or trying to get people into the top of a funnel. Yep. Can some people do it who have a huge audience and are playing a numbers game? Absolutely. Is it going to work for most of us have smaller online service based businesses? I don't think so. I think the best way to do it right now is to be really straightforward about who you are. Just say it.

Who are you? What do you do? What are the ways that people can work with you make it really obvious. I think that the other thing to think about is being transparent with people. So when we talk about the the an easy and straightforward kind of intake process. I think telling people the price makes it easier for them to make a decision, telling people you know, having a well thought out FAQ section on your sales pages. That answers the questions that you know that people have, there was a time where we used FAQ sections to quote unquote, overcome objections, and it was thought of in terms of what are the things that will make people hesitate? And how can you address those in the FAQ section? I don't love that. And also, I think the reframe is actually really minor, which is what are the questions that you know, people are going to have answering them honestly, in the FAQ section, just put the information there and disclosing also if you do have a if you do have a sales call, or like an alignment call or a discovery call or whatever, I think this is important. I also think if you are selling like workshops, or something where you're asking people to come into a digital like our virtual space with you, I think that telling people what they can expect it to be like, makes it easier for them telling people there was once a time I don't have this up anymore. But I do say it like oftentimes in my marketing when I'm like sending out emails and I invite people to book a call with me or in my posts. But there is a time where anytime that anyone wants to book a call with me rather than going to my scheduler, it went to a page that said, this is exactly what's going to happen if you book a call with me. And it literally told them what my calls the structure of the calls. And what's in it for me, this is something that my coach, my business coach Alena West, who I worked with in the past was taught me and like, I think that you so right, which is like if something seems too good to be true. We're at a point right now where people are like, Okay, but why would it why would you want me to get on a call with you if you're not actually going to pressure me? Because what's in that for you? If you really were willing to sit down with me and just answer my questions like, and my curiosity is I don't understand what's I don't understand why you would want to waste your time

doing that. So if you're finding that I don't think we all need to do this. But I do think that if you're finding that, like, people are interested, but they're just not taking that next step, there's a lot of value in telling people exactly what to expect, so that it's easier for them to make a decision about whether or not they actually want to talk to you. I

Tristan Katz 45:16

mean, this is also just making me think about how sometimes the obvious thing in our marketing is right in front of our noses, but we haven't seen it. And not just in our marketing, obviously, but, but I'm just thinking, like, if I don't talk about this one on one offer that I have, or whatever it is, and it just lives on my website, and I hope people that find will find it, because I posted about it once months ago. But if I don't talk about it again, it's like, who is actually going to find that they have to be poking around my website,

Brooke Monaghan 45:49

you're creating work for them, because you don't want to do it.

Tristan Katz 45:51

And it's like, oh, but if I actually just talk about the thing, and say at the bottom of my newsletters, don't forget, this is available, by the way, I wouldn't say it like that. I'd have much more tact, you know, or maybe I would say, I don't know, don't forget, I don't know, but But all I'm saying is, if I don't remind them of the thing, I'm trusting they're gonna find it on their own. And that is not actually going to work. Yeah,

Brooke Monaghan 46:15

and and then the other couple of things that I will say kind of in the same on the same topic. First of all, if you've been creating content for a really long time, and you're like, a lot of times what I hear from people is like, oh, my gosh, but I have to keep creating content, like with my newsletter, I have to keep



creating new content, or how am I going to keep maybe, right now your job is actually not to create new content, but to make it easy for people that actually finds the content that you create it, because how many of us have created content, and it just went off into the abyss and died? Like we never, we don't have it living anywhere where people can easily find it. I am so like, this is definitely true for me. Sometimes I look at things that I, you know, podcast episodes that I did at one point or whatever. And I'm like, Oh, my gosh, I should be making some of these into blog posts and having them like, really accessible on my homepage on my website. You know, it's work for you. And the reason that you do it is because it's valuable to other people, for them to not have to do the work because you did the work to do the work of finding the thing, right? Yeah, you don't, they're just gonna go and find the person who is making it easy for them to find the thing assume their content. Yep. And finally, I think that one of the things that has come up, this has come up forever, I don't think that this is even a new thing. But I don't think that it's talked about that much. Part of your job as a service provider, is to make the actual process of getting whatever the result is easy. If I can take a course that has 20 modules, and workbooks, and exercises and q&a section sessions. And you know, add in all of the quote unquote, value packed things that were told we could add in. Or I can take a three module course, with none of that shit and I can get the same outcome. I want the three module course I would love to not have to do the extra 17 modules of work to get to the same outcome, we really need to get away from this idea of trying to signal that our work is worth the money by including a bunch of stuff and instead think about what do people what what would be the thing that would actually make the difference for people versus what is extraneous, not that important. How can you weigh simplify your offers to just make that difference for them and not include that other stuff and then you can think about like if you're doing something that is you know, pre recorded or something like that and you're thinking well for some people it would be valuable it's on you to create a

design of that program where the people who need it can easily find it and the people who don't don't get distracted by it

Tristan Katz 49:26

would you be my business coach Sure. She'd be mine

news you kind of already. Like I'll help you with your marketing but like this business coaching thing, I think that's all you do. I don't know about that. I really appreciate your brain on this seriously. Thanks.

Brooke Monaghan 49:54

Yeah, catch your cats.

Tristan Katz 49:58

Yes. I think that is all we wanted to say about this particular topic. Yeah, I mean, as a preface into and much more in depth conversation about all the things we cover today to like, we're going to talk about marketing next. And you know, and offers design and things of that nature. But like, the theme of making it easier,

Brooke Monaghan 50:17

stop thinking about more, start thinking about tweaking the things that you're already doing to create ease for the people on the other side. It's not about more, no one wants more. I don't want more. No,

Tristan Katz 50:28

no, we have plenty of more.

Brooke Monaghan 50:29

I want less I want less. I'm Tarzan, K, who have been talking to you about because I so Tarzan, que like is vocal about having been an active bro

marketer and then realizing what she was doing, and then leaving that and now being all about like, consent based marketing. One of the things that she said in some recent thing that I consumed of hers was in your newsletter. If every single time that you send a newsletter, you're giving people another like, here's what you should be doing in your whatever, here's a way to fix this or right because it seems valuable, what that what happens then is every time you show up in someone's inbox, you're telling them that they should be doing something else. And it is overwhelming. You're giving people homework every single time that you show up. And I was like, oh writes, I personally do not want to be reminded all the time of all of the things that I could be or should be doing that I don't have the capacity to do. Because I am so limited right now. There is value in storytelling. Yes, there is value in simply making like a concise point that might be impactful for people there's value in being entertaining. Like there's so much value in an and in other things aside from just throwing more at people.

Tristan Katz 52:02

Yes. And I think that that goes for how you show up in a newsletter just as much as goes for how you show up in Instagram. Totally. If we're constantly just on Instagram, yelling about our work, not just saying like buy my work or work with me but also like, you know, educate carousel slide educate carousel slide educate carousel slide, what kind of relationship are we creating? What kind of energy are we creating? What kind of dynamic are we creating? Again? I think we're overcomplicating? And what if we just make it freakin human, sometimes you show up and you don't teach, right? Sometimes you show up and you just share the workshop. Or sometimes you show up and you show up in a real and it's you doing something goofy, like making a sales page. And then sitting back with a leather jacket on you know what you're talking about? Talking about making it easy? You know?

Oh my god, you should see these fleuve Chunky Monkey beautiful. What are they? They're like malamutes or something. Two of them. They're so

Brooke Monaghan 53:17

beautiful. We could play two flutes on a chunk, two flutes and a chunk. How does that anymore? I don't know.

Tristan Katz 53:26

They shared that I listened to Justin Timberlake on the internet today apparently really surprised. I love I always in forever. Always a team forever JT.

Brooke Monaghan 53:35

I mean, tell you something that tidy desk concert. did change my mind on Justin Timberlake.

Tristan Katz 53:40

There you go. It did? Yeah. Excellent. Yeah, I think he's incredible.

Brooke Monaghan 53:47

And yeah, he writes his own music.

Tristan Katz 53:50

Yeah, he's a good guy. You know? I mean, I don't know actually. Well,

Brooke Monaghan 53:54

don't go too far. Because listen, I don't know. If you were stripped of all of the comforts and variety in your life. And you had to pick is like never going to be a good answer. You know, my main concern is like, is it The Big Lebowski? Here's the thing about The Big Lebowski Okay, first of all, that movie is hilarious. Second of all, I don't know how many times you've watched that movie. I have

watched the movie so many times and every single time that I watch it, I noticed something else. The first it's one of those movies

Tristan Katz 54:31

I'm sorry to interrupt but same with me for honey rise up and dance. I mean, I'm not comparing the Coen Brothers to whoever made honey rise up and now let's continue okay,

Brooke Monaghan 54:44

but here's the here's the tie in to this episode. We are rethinking the idea of what makes something valuable.

Tristan Katz 54:55

Look at how smart you are. You're such that such a business coach thing to do right there. By the way. you

Brooke Monaghan 55:01

reframe right when you didn't think we were talking about business Oh, fries. Which is why it's like you know you get like how long into the movie and then it's like who the fuck are the Knutson Stop it

Tristan Katz 55:11

first of all stop predicting that you're going to be depressed you might be like fully liberated on this island. Well, you might just be like, just ecstatic to be alone basking in the fucking sun.

Brooke Monaghan 55:26

You know I appreciate your optimism didn't just stomp into a puddle right in the screen like the best dance movie like oh, yeah, it's

Tristan Katz 55:35

always like water or sand. Like seriously, this is a thing. Anyways, that's another  
Yeah, I know. I know another podcast. Listening to the first episode I was like  
how many times I use the word acknowledge. Partly because my thesaurus  
brain is like name. Everybody uses the word name. Now we're all saying I just  
want to name anyways, I want to acknowledge

Brooke Monaghan 55:55

Feels important to name