

Stephen (00:00):

All right, let's take this concept of golden nuggets a bit deeper, and I want to show you some tangible examples in how you can build content then around or from the golden nuggets. So again, big episode, you guest on somebody's show, what were the four to five golden nuggets, and then what can you do with the golden nuggets to slice and dice into the smaller pieces of cobblestone content that is at the micro level? That is going to help you build your list. It's going to help you add that content into the NLS, the new lead sequence, as well as really supercharge your email power. There's just so many benefits. Let's dial in this concept and strategy of the golden nugget a little bit further. As I mentioned in the previous video each interview that you do, there's probably going to be maybe four to five what I like to call golden nuggets. That's where there's a real, tangible idea you share. Boy, that's pretty messy there. Sorry about that. Maybe you share a great strategy.

Stephen (01:17):

Maybe there's a really solid takeaway for the audience. You've really over delivered in these four to five different ways for the audience, like the host's audience, if you're guesting on somebody else's platform. A really great technique when you are guesting is to be thinking about trying to anticipate what the audience's questions for you as an expert might be. As you're sharing your insights and wisdom and teaching and sharing generously as a great authority, would a true authority be thinking about, okay, I wonder what the audience might be thinking in response to what it is that I just said, and that may help you kind of churn out even more golden nuggets during that conversation. But typically, if you have four or five golden nuggets out of a great interview, that's probably about right.

Stephen (02:27):

In each one of those golden nuggets -- let me make a little bit of space here. Each one of those golden nuggets is probably going to be maybe two to five minutes, max. They're not real long, they're short and concise they're to the point, and they're super helpful and tangible. That's golden nugget. Let's review a few examples to help dial this in even further. I'm going to share golden nuggets with you first and then how we quickly transform them. And they formed the foundation of other pieces of content at the micro level. First, I want to take you to where I'm going to take you to, but I'm going to use as an example, the interview that I did with Kevin Harrington from Shark Tank. He's one of the original sharks on ABC's hit show, Shark Tank.

Stephen (03:25):

So Kevin and I, he's been my guest now a couple of times on Onward Nation. Awesome. Love spending time with Kevin. And there's always an exceptional learning experience. There are golden nuggets, aplenty to be able to pull out of conversations with Kevin. Now, in this instance, Kevin is my guest on Onward Nation. If he had a podcast and I was his guest, then I would be sort of reversing kind of the recipe, if you will. Okay. So let's take a closer look at the most recent encore, or the encore interview that I did with Kevin most recently. That's what I meant to say. In that conversation, which was about mentorship because Kevin's latest book, well, one mentorship is a very relevant topic for our audience.

Stephen (04:12):

It is a very valuable topic, and also, he and his co-author just recently wrote a book on the mentor mentee relationship. So it was very topical. It was very timely. And it was great to have Kevin back. Here's an example of three golden nuggets that we pulled out of that conversation with Kevin. Now I want to highlight something here. I'll go back to that slide here in just a second, but I want to highlight

something here. Not only did our team go through and say, okay, that was a great golden nugget. Oh, that was a great golden nugget. That was a great golden nugget. This is a great takeaway and Onward Nation business owners are going to find this super helpful, but then we also, as you saw, we visualized it. Now, this is not the entire golden nugget, because as I mentioned, it's about a two to three minute, two to five minutes tops clip, right?

Stephen (05:03):

So we pared that down into the visual that you're going to see. When I show you this, this is a paired down version of the golden nugget, but it's super, super helpful for our audience. Now, how is our audience actually seeing this? So I should probably -- let me adjust this size. I'm going to move that. I'm going to move the golden nugget over here. So that's going to gimme a little bit more kind of drawing space. Okay. So how do we use these? We use these as images. Oops. Let me just take that and call that social media images. So we'll post those on Facebook. We'll post them on LinkedIn. We'll post them on Instagram or on Twitter. Okay. So they're social media images. Then we will also put them in the header of our emails that we're sending. Now we send emails three times a week.

Stephen (06:06):

We send emails Tuesday, Thursday, and Saturday to our full distribution list. So the golden nugget, this image that you're seeing here on the screen, is essentially kind of the masthead or the header on our Tuesday and our Thursday emails. Okay. That's typically how we're using them, primarily as social media images as well as then in the headers, because they're visually highlighting. Okay. Audience. Here's something that is really, really important that we learn from Kevin and we think is going to be helpful to you think of it as kind of like Cliff's Notes, if you will, really sort of curating the content. That's how we're using those kind of in a quick way. Now let's take that a little bit deeper here. And so now we've got golden nugget and we've taken that and transformed it into a long form LinkedIn post.

Stephen (07:10):

So this lesson, the foundational lesson here about how Kevin Harrington, he's the creator of the infomercial, how he created the infomercial, but going back to the actual story of Arnold, the inventor of the Ginsu Knife and what that story was like when Kevin saw that for the very first time. And it hit him like, wow, we could be doing so much better if we had this on television where we could be closing thousands of sales instead of 10, where seven out of 10, like Arnold was doing selling seven Ginsu Knives to the 10 people who were watching him. We could extrapolate that out to much larger audience. So that's what we did right there is we took the golden nugget, transformed it into a long form LinkedIn post. And then also in case you didn't see that because I didn't really cover it right here.

Stephen (08:02):

This right here is the actual video clip of the golden nugget. It's a two to three minute clip that we upload natively into LinkedIn. And then we write the story right up here, the long form version, which LinkedIn has a character limit of 1300 characters when you're doing long form LinkedIn posts. Now let's take it to another example this time, not Kevin Harrington. Let me show you an example of how we sliced and diced one of our Onward Nation episodes, took a golden nugget, and then I turned it into a Saturday video. I had an opportunity to do an encore interview with Tim Cameron-Kitchen, who is awesome. He's the founder of a search engine optimization firm in the UK called Exposure Ninja -- phenomenal company. He came back for an encore. Fantastic. And there were several things that he shared during the episode.

Stephen ([09:06](#)):

He shared golden nuggets. I took those golden nuggets, knitted them together, and taught those golden nuggets in our Saturday morning video, How to Get to the Top of Google, which is also the title of his most recent best-selling book. And of course, attribution of credit in all of that, I would never suggest that you're taking somebody else's content and claiming it as your own. Here's a good example though, of a guest of mine sharing his insights and wisdom. In this case, Tim with our audience, then me thinking, Hmm, I can take and curate those four to five golden nuggets. I can knit those together and then teach from those golden nuggets, teach those golden nuggets in the Saturday morning video. And, of course, give Tim full credit, which is another way to slice and dice the content.

Stephen ([09:59](#)):

I no longer have to come up with video topics because it's right there in the episode. Awesome. And being able to share Tim's expertise in a completely different way, different channel, they, somebody in our audience may have listened to the podcast episode and then never saw the video or vice versa because we take this Saturday morning video and that's the Saturday newsletter that we send out to our list Saturday mornings. It's the first thing that you see in the beginning of the email. Now let's take that a little bit deeper and let's think about your resource library. So going back to the example before where I mentioned, I think it was in the previous video, where let's say that you are on two to three shows or, you know, video interviews on a monthly basis. Awesome. And you knit those together and build out a series of eBooks.

Stephen ([10:55](#)):

Well, if you do that, that's going to give you the ability to create a resource library. Instead of just having one screaming cool value exchange, you now have multiple, and this is kind of a truncated screenshot. There's many more resources than this in the Predictive ROI resource library. But what that gives you is the ability to be super helpful across a variety of topics by taking your content and knitting those together. Obviously, they have to be relevant topically to be able to be knitted together in the correct way. But now you have an opportunity to build out your resource library because you're taking those golden nuggets, curating them together, and then creating asset off of that. So cornerstone content, creating the micro content, the cobble stones, which is what you see here, and taking that even further, which is what we're going to cover in another video in this module, how we took our podcast Onward Nation, took our podcast and there are seven chapters in the book that actually originated as solo cast for the podcast. They were solo casts first, and then they were transformed and put into the book as standalone book chapters. We were able to do that because we had a table of contents. We knew exactly what content we needed for the book. I then did a solo cast, which was super helpful for the Onward Nation audience. It also gave us a chance to kind of beta test that content. Then we knew that we could write, or when we wrote a book chapter around it, we knew that we were going to be on point topically. That's another example of how you can slice and dice your content into multiple formats, purposes and all with the intention of being super, super helpful to your audience.

Stephen ([12:58](#)):

Those are some of the kind of slice and dice sort of fundamentals, if you will, wrapped around the golden nuggets. I'm going to come back in the next videos and give you some specific recipes to follow. Like, if you have a book, what can you get out of the book? And if you have a video series, what could you get out of the video series, podcast and so forth. Then I'm going to share with you, and hopefully

that's going to, again, as I mentioned in the very first video, give you that roadmap. Okay. I'll see you back for the next videos.