

## Introducing Chloe – Content Creator, Strategist and Trainer

### Transcript Video 3

Hi I'm Chloe I'm a content creator and strategist. I help small business owners create engaging content to increase your reach, grow your audience and build relationships online, using simple effective creative tools and strategies.

I teach you the tactics you need to turn content creation from a chore to something you enjoy and find rewarding, to get results and grow your business online.

So, how did I become a content creator and strategist?

Back in 2011 I started a hobby business selling Fair Trade clothes at local markets, this is me you can see here [market stall photo] whilst I was working full time as an ESL teacher. I soon realised that communicating fair trade was very tricky and I didn't feel confident that I had everything that I needed to take this business forward – So I took myself back to Uni to studied a Graduate Diploma in Communication, developing a special interest in content creation and strategy.

This is me at a seminar talking about listening as being the undiscovered resource that we often don't remember we have [Chloe at white board giving presentation].

So, fast forward a couple of years I wanted to start my own communication business. Even though I had studied Social Media management and Managing Digital Design I found it was still a huge learning curve to get my business out online. That's when I decided to specialise in helping small business owners get clear and confident about their online content, to show up consistently and professionally and grow their online presence.

Thank you for joining my on my first Mini-course I hope you enjoy it and find it useful.