



CONSISTENTLY CREATING CONTENT

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Getting Yourself Organized

- Time commitment
 - Making space on your calendar
 - Identifying what your time is worth
 - Raising your prices
 - Making investments
 - REV
 - Hiring a VA
 - Unbookable client time / prioritizing you

Choosing the Platform

- Medium
 - Writing/blogs
 - Podcasting
 - Facebook Lives / IG Stories
 - YouTube

What Do You Want to Be Known For?

- Deciding on the Topic(s)
 - Niching will make it possible for you to have lasting content
 - Generalists have to push out more content
 - Niche as a “how-to” or “best-in-class”

Getting Real With Your Long-Term/Worse Case Schedule

- Deciding how often you’ll be pushing out content
 - Creating a sustainable schedule
 - Banking content

Repurposing Content

- One piece of content used many ways
 - Written, video (live and static), quote cards, etc.
 - The key is to make sure it’s evergreen content
 - Not time sensitive, listing dates, or current events
 - General enough for the masses to use
 - Easily digestible

Marketing Content

Giving it all away for free and then charging for more of what people want!

- Lead Magnet (free)
 - Create landing page content
 - Based on what you’ve created what is the most asked question you are asked?
 - What is the question behind the question?
 - How do you keep in touch once someone is added to your list via your lead magnet
- Under \$100 Content
 - How to guide
 - Template
 - 3-Step process/set up
 - What is the next level up?
 - What is the question behind the question?
 - Is it time to price jump?
 - Is it time to create more in depth pay-as-you-go content?
- Under \$1,000
 - Online course (make sure to have proof of concept)
 - Live classes (no more than four)
 - Pilot a group

- Long-term Lead Generation & Social Proof
 - Create something tangible
 - Books are still one of the best ways to do this
 - Blogger/writer - compile your articles into a book
 - Podcaster - create a best of series or things you learned from interviewing your guests
 - FB/IGer - create a yearly calendar or journal (you can choose to do yearly or not - I recommend yearly due to the constantly changing platforms)
 - YouTuber - Best of moments (memories, memoirs)

Creating the right content consistently should free up more of your time and lead to high-ticket items, offerings, and events.

1. Virtual Summits
2. Masterminds
3. Coaching
4. Online Courses
5. Speaking Engagements