

Do you ever find yourself sitting in front of a blank screen wondering what on Earth to write or perhaps you're scrolling endlessly through Facebook and Instagram and articles and blogs looking for inspiration on the kind of content you think your target market might need?

I know because I've been there and I've done it.

Well today, I don't know why I suddenly went into a Welsh country accent there, but anyway today I'm going to be talking you through the six steps to a super simple content creation strategy.

Let's go.

Hey there, Jo here. Welcome to another episode of Make It Happen Monday the show you want to be watching if you want to build a business from anywhere in the world.

And today we're talking about content creation.

Now, why is this so important?

Because I have not yet found a single business model online where we do not need to build an audience.

Yes, there are some models where we can leverage other people's audiences.

But even those if we want to be super super successful, we must go out and find and build our own audience and the way to do that is by creating and publishing super quality content, but sometimes we get mired in looking at what other people are doing.

How are we going to be different?

How are we going to be unique?

How are we going to create content that isn't already out there?

I actually cover that in another one of my videos,

'How to stand out when you think everyone else is crushing it.'

I will link to that from this video.

For now what I want to talk about are my six steps to creating an actionable content strategy, so that you could be churning out content with the best of them.

So number one.

Now, I know you've probably heard this a million times, but it's so important to know precisely and exactly who you are talking to.

I mean, we all do it with our brands where we think well surely my content is going to be for everybody, surely everybody is going to

want what I'm offering, but the simple fact is is that not everybody does and there are also lots of other people offering similar things to you.

So you have to find your little niche in the marketplace and you do that by selecting very specifically the person that you want to talk to.

So imagine that you are sitting in your favorite coffee shop and you are talking to one person about your brand your product or your service.

Why is it valuable to them?

What is it about them that your product really appeals to?

What are their desires what are their problems you're solving?

What is it that you're going to do to help them so that they really really want what it is that you are offering.

Now, if you have really no idea how to get super specific on creating this ideal target customer.

Then just comment below and say Jo I ain't got no coffee mate! and I will have a look at that and see that I need to help you out and create a video on exactly how to find your ideal customer.

One tip, I'll quickly give you before I go is just remember, this is your person you're kind of making them up, you're creating their personality and that's going to really help you with your content creation.

All right, number two.

Once you know who that person is now, you can make a big old list of topics that you think they're going to be interested in.

So for example for me my target market right now are 45 plus men and women, who want to build an e-commerce based lifestyle business.

That is my target market moving forward so what kind of topics might those people be interested in?

Well, they're probably going to be interested in building a Shopify eCommerce store.

They're probably going to be interested in Drop Shipping or print on demand or private labeling or sourcing products or building a brand or building their audience, so I can list out all of the topics that I think they are going to be interested in and that's what you need to do.

So once you know exactly who your market is now list out all the different topics that they might be interested in and you can use online resources to help you with this.

So just go through Facebook groups that your target market are

currently in.

You're going to see their questions, what they're looking for, what they're asking, go to other blogs.

Go to your competitors and see what are they writing about?
What have they researched? What are they making videos about?
What are they podcasting about?

All of these subjects and topics are going to be things that your target market are interested in.
So make a nice big list of all the topics they're interested in.

This takes us to tip number three.

Once you have all your topics now split those topics into 12 months worth of topics.
So take the biggies and turn them into twelve main topics and list them out as a monthly topic base.

I have to say thank you so much to John Jantsch from Duct Tape Marketing for this little tip because this has so helped me with my content marketing strategy.

So you have your 12 topics now.

You're going to cover each one every single month.
Now, at this point your reptilian brain is going to kick in and say no no, no, we need to cover everything and we need to do it all yesterday. but have a look at where you are now.

Have you been regularly producing content?
Have you been consistently pushing stuff out there?

If the answer is no, the chances are you're overwhelmed because you don't really know where to start.

So, split your content into 12 different months so you can focus on one topic per month.

All right step number four.

Now what you're going to do is you're going to storify that months content.

So, imagine you're writing a little mini-book.

So, let's just say, take me as an example.

Let's say, I'm going to do a whole month on Drop Shipping.

I might now say right if I'm going to write a book on Drop Shipping and I wanted to do say ten chapters or 10 pieces of content, then I might say, okay so number one is, What is Drop Shipping? and then number two is Where do we Source Products? And then number three, how do we organize the logistics?

I don't know they are terrible headlines, but you know what I'm

saying.

You kind of will go through and almost create chapters of each subject per month and that's going to give you your main pieces of content that you are going to create.

Once again we could get so detailed here in to SEO and Keyword Planner and what are people searching for and you can get as detailed as you like, but for now, I just want to get you going with creating content.

So once again get out there into the online world, look at what are people asking what are the questions that people have and how can you address those questions with your content?

So you've got your 12 months of content of topics.

Now you're looking at one month and you're essentially storifying that and creating so many chapters that you are now going to create in content pieces for that month.

All right, step number five.

You are now going to plan those pieces of content. So, let's say you came up with five sub topics from that main topic. You're now going to plan that into a content calendar.

So you're going to say right let's say every Monday I am going to post this particular piece of content and it's going to go out on a Monday at five o'clock and I'm going to talk about this particular sub topic which is part of my main topic for the month.

That's going to go out every Monday.

For the next say five weeks and you're going to plan that into your little content planner.

I use Google Docs simple as that.

I literally have a Google doc and I have Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday, and I have the dates and then I write down what I'm going to post on each day and where I'm going to post it.

Then tip number six.

It's simply a case of being consistent.

It's simply a case of then getting out there and actually posting that content, now a little tip for you here is to batch create your content.

So let's say you're blogging you would sit down maybe for a day or two and you would write all five posts in one sitting.

Let's say you're making videos you would sit down and you would actually make all five videos in one sitting or let's say you're doing podcasts, then you would sit down for a day or two and create all five podcasts in one sitting.

So you've now got all your content created.

It's simply now case of scheduling it, so goes out regularly and consistently.

Here's a super good bonus tip.

What is your platform? Are you doing video?
Are you doing podcasting? Are you blogging?
Are you an Instagram influencer? Are you on Facebook?

What is your platform of choice as to where you are publishing your content.

Now, you may want to be everywhere. That's absolutely fine.

But you cannot give full attention to every single platform, so my advice and bonus tip is focus in on one major platform. Make that your platform of choice and then you can easily repurpose across to other platforms from that one main platform that you are publishing on

In fact somewhere on the screen coming up fairly soon is going to be a link to another video I created a little while ago on how to create multiple pieces of content in just one sitting.

So go and check that out.

So there you have it.

They are my six tips for a super simple content strategy.

Look, the main thing is is that you are trying to get content out there as consistently as possible.

Every single time I skip a video or I miss a podcast or I don't write a blog post I find my readership goes down my my views go down.

You know people want consistency.

They want to know that what you say you're going to do.

So look it's not the end of the world if you miss it.

It's just not good for you and your brand building.

So, if you're going to post once a week just post once a week and

make that happen.

You don't need to be posting every single day and you do not have to be everywhere all the time.

Just create something that works for you and that is super consistent and that adds huge value to your marketplace.

So I hope this has been useful.

I would love to hear your questions and comments in the comment section below.

Come and let me know what's holding you back from creating content.

Come and have a chat with me in the comments below.

Also there's a link below this video heading to my Facebook group Build a Business You Can Run From Anywhere in the World.

So do come and join that group because it has lots and lots of tips and tricks on building your Lifestyle Business.

Other than that if you're watching this on YouTube, please hit that subscribe button.

and of course as always Live Life on Purpose and Make It Happen.

See you again next week. Bye. Bye.