

So we are on lesson seven. So I want to talk about a big idea before we get started. Um, because. I think that when you are, um, trying to get started, all of it seems overwhelming. You know, it's like, okay, I know I need to have content. I need one. I need to send something to my list. I need, um, you know, I need social media content.

I need to be blogging. I mean, it all seems to be so much. Stuff. And the reality of it is it is so much stuff. So, um, I want to plant the seed and maybe an idea for you that will help you skinny up, um, all the pieces and, and let you approach your content from a place of, um, of clarity and not a place of overwhelm.

Uh, even, even though the pieces and parts of all of this may seem a little overwhelming for you. Um, it's not going to be. Is hard. Uh, if you, if you grasp this idea and you run with it. So the big idea that I really want to focus in on is the concept of repurposing and. You know, everybody talks about it, but nobody usually approaches it from a place of, uh, of, uh, intention and applying.

So that's kinda, what I wanna do focus in on today is, you know, you take one intentional piece of candy content, um, and do amazing things with it. How do you turn it into something you can send to your list? How do you use that same content for your social media platforms? Um, an all over. The pieces. So it's a, what I call the repurpose to freedom model, because like I said, it's so frustrating to try to do all of this.

And if you're a solo person, it's almost impossible today to do all of the things that have to be done well, I say that loosely half it half is such a strong word. All the things that you could be doing to attract people to you. Um, there's just no way to do it all. And we that's one of the reasons we fall into the shiny object syndrome, right.

Or we get, um, we get sidelined by things that people tell us are easy. Um, instead of just doing things that are proven and will get you results, um, I've been there myself. Um, so the concept of it, uh, yeah, is, you know, really focusing in on that one great idea and then repurposing that content. So I'll give you an example.

Um, my marketing that grows your business show, we, um, We create a P obviously we do an interview and it doesn't necessarily have to be an interview. It could be you sharing three great tips. You don't even have to go live to do this, by the way, just sit down in front of your camera and record your show.



Self sharing. Three pieces of content. I mean, three, three ways to do why every, every one of us has expertise that we can share. If we just think about it for a hot second, um, and you know, whatever that looks like for you. Um, again, Doesn't necessarily require you to go live with it. Although I will tell you that live is probably one of the most beneficial things you could do for your business.

But again, focusing back on the strategy of using that one piece of content, so on, um, on Mondays, my marketing that grows your business show. Come here, you went up here, say Hey to everybody. Say hi. Oh goodness. Um, he's getting very vocal. Uh, so we, uh, repurpose that and we have, I call it a, um, I have three different strategies with it.

Um, one is what I call the full play, meaning, uh, Hey, that wasn't. Awesome interview and let's, um, you know, let's run the full play on that, you know, let's turn it into a blog post let's, uh, turn it into social media posts. So, I mean, literally we can take one piece of content and turn it into, um, you know, 52.

A hundred pieces of content sometimes depending on, you know, how down the, the, the repurpose trail we go. So let me explain we'll, uh, we'll take snippets out of the video, you know, like, well, highlight great things that the speaker said, we'll take a, what we call a tweetable moments, meaning quotable, things that everybody says, we all say them.

And so we will, of course keep in my train of thought is, is a little crazy y'all so, um, Uh, but we'll do the tweetable moments, meaning kind of like, um, things that we say great, like things, you know, in, in the normal course of stuff, when we're talking, we'll we say zingers, you know, that's such a great thing.

Instead of as like, um, trying to source somebody else's quotes, we can actually use our own. And or if you have a guest style show, you could also, um, You know, to pull their zingers they're quotable moments, essentially. And then we turn those individual pieces of content instead of hunting and pecking for, um, you know, um, Albert Einstein's famous quote.

So, uh, so pulling those snippets, we create Instagram stories, all of it. In fact, if you go to, um, any of, all of my social platforms, you'll be able to see this in action because we, um, we have. You know, uh, we use, uh, some of the video snippets on, um, Instagram IETV, uh, Raji TV, obviously Instagram. Um, we do the, the visual company.



It's the visual quote tiles, the snippet, all of it. And you'll be able to see that the, the interesting part about this is that it gives me and the team the opportunity to have. One repurpose that content in multiple ways, uh, and leverage that one piece of content in. And instead of like, trying to figure out what else we're going to share, like, right.

Um, and that has, has really helped tremendously. Everybody that actually does this. It, uh, it streamlines it and you, and then it streamlines your content creation process. Maybe that's the best way of saying it. And guess what? Yes, I do send the, I invite people to the, I invite my list to the, um, uh, to the live show.

I make sure that they know that there's a replay. I, uh, you know, if there's a blog that comes out of it, obviously they have access. You know, we use that, um, and send to them. To that, to them. So there's a lot of different ways that we leverage that one. He's the content. And then, um, And then push it out to the list in ways that matter.

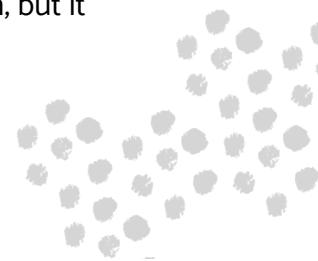
You know, some people aren't necessarily interested in showing up to the live show. Right. But they would like to know, so the content, so they read the blog. Um, it's just, it gives people different touch points. Um, they may see a piece of it, a snippet of it on ICTV, or they may see it on LinkedIn, um, and engage with that content in.

You know, just a part of it. And then we use that, those smaller pieces of content to drive traffic back to the main, um, the main, um, interview. Uh, so that is a, uh, like I say is a, um, it's a big idea, but, and you may be thinking, well, I don't know, I can do all that, but I promise you if you even do a piece of it, you'll be in a better place than trying to source.

All kinds of different things and trying to figure out how you're going to do it all, et cetera, because this meets, uh, a huge need, um, on literally everything from a one piece of video content can flow down from there. So I shared before that we have what I call the full play like that is. Oh, good. That was such a great interview.

Let's do the whole shebang. And then some of it is the half play where that was. Okay. But I don't know if I want to write a blog around that. So, you know, just do the, pull the snippets and we'll do the quote title and you know, that kind of stuff, but let's not do the whole thing. And then sometimes the interviews, honestly, They are awesome.

They kind of stink. And I feel like, um, sometimes, uh, I would just give you a quick example. One time, uh, we had a great, uh, huge, I mean, the guy was super knowledgeable. Um, but it



was, I felt like it was probably over the heads of, of my community, um, considerably over their heads. So I was like, eh, do we now let's just do a little bit on that one.

Not go the whole, uh, whole. Monte on that one. So point of it is that some of your content you'll feel more comfortable with, and some of it you are be like, well, that was okay, but it's not awesome. And then sometimes you just know you nailed it. And when you nail something, you know, go all out and repurpose it, instead of hoping that somebody is going to bump into it.

Um, and this gives you, you know, an opportunity to really take advantage of one time block to, um, you know, you spend the time to, to create the content. And then, you know, you just. Leverage it, and there's some great tools out there that help you repurpose. Um, uh, what does, um, I'll drop in some tools for you guys, if anybody is interested in the repurposing model, because the point of it is to use a small block time to create a piece of content that you can repurpose over into, or break out.

Into multiple pieces of content. And like I say, there's some great tools repurpose that IO comes to mind, but there's actually a better one. I can't think of the name of it right now. Um, but I'll get, I'll make sure I get it to you guys. Um, okay. So going back to that, how do you come up with that one?

Great idea though, if you're gonna, if you're going to run with that model, how do you come up with a great idea? And sometimes it, it can be a simple thing. Sometimes you may have to, you may feel like you want to. Dig into it a little bit more, find out what your audience wants and, and they'll connect with.

Um, but that's really what spawns the whole process. And my that's the way I do it with the show is, you know, who out there has some knowledge that my community would love. And then, um, you know, is that, is, are they going to want that knowledge? Uh, so I always look at it from that perspective too. Um, I find this to be true.

And I would be interested if you guys feel free to drop in if you do this. But I sometimes not recently, because we haven't been out and about a lot, but like, if we are, you know, on a road trip or if we're driving across town for dinner or whatever, um, I. I'm always looking my heads kind of on a swivel and like, uh, I look at like, um, you know, the billboards, I look at the signs.

I, you know, I look at everything because I, I find that I, I get ideas from that. And you literally never know when that opportunity is going to strike if you are constantly looking. Uh, so write it



down my point. Um, I use, um, You know, if you're on your, uh, if you're on your computer or your laptop and you see something, so I'll give you another example.

Um, I frequently do this. Don't tell my husband, but you know, sometimes of the evening, while we'll be watching TV, I'm not really watching TV, but I pretend I'm watching TV. I'm hanging out, watching TV with my husband and, um, and. And I'm on my devices, you know, doing something. So if I see something, um, you know, that interests me.

Like if I'm checking my email, this is a perfect example. If I'm checking my email and a subject line grabs my attention, I actually. Right. I just grabbed that subject line and I, we have a, you know, a Google doc that we dropped those things into. Cause you never know when you're going to be, you want to use something that's similar or maybe even use the same subject line.

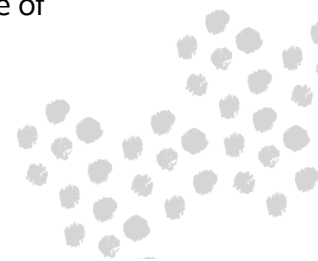
Right. Um, and if it grabs my attention, that's usually an indicator to me, to me that my ideal person would probably. It, it would resonate with them too. So, um, so I write everything down and you can use a couple of different tools. You can use a Dropbox, you can do, um, you know, uh, from a collection standpoint, Evernote, um, Google docs, Dropbox, you know, keep your folder.

One of the things about Dropbox is kind of Cole. I don't personally use Dropbox for this purpose, but I know some do so always include it in case somebody does is that, um, can, um, A sync with your computer. So, you know, if you have a document on your phone, on your computer that you're using for your ideas, it'll sync medically.

If you have it set up that way. Um, I use Evernote a lot. Uh, I use, we use Google docs a lot internally as well because it's a collaborative environment. Um, but I do all my note taking for my marketing, that grocers, uh, your business show inside of Evernote. Um, so write it down, uh, even keep a pad beside your bed, if.

You know, you need to, um, I once heard an interview with someone and they said they had the, the, um, the markers, the, that, um, you can wash off and they actually have markers in their shower because they get their best ideas in the shower. Uh, I find that sometimes I wake up in the middle of the night and I have a great idea.

And, you know, if I don't have a. And the paper beside me, I wake up the next morning and I'm like, I remember I had a great idea, but I can't for the life of me. Remember what the great idea was. So if that's you, then, you know, make sure you put a, you know, a pad and a piece of



paper beside you. Um, and I use my phone, like I was saying before, if I were driving down the road and I see something on a billboard, um, my notes section is crazy.

I need some more organization, honestly, because it's out of, but if you, you know, if you have an Android, there was some variation of notes on an Android as well. But I use the notes feature on my iPhone and. It's like I say, it's a little out of control, but I, I make notes if I see something. Um, and that's true if I'm even surfing on social, you know, if I'm surfing and I see something, uh, sometimes even images, you know, I'll, I'll snag those and I'm like, Oh, that's, that's really good.

I like that. Um, so write those things down. Um, and there is a kind of, uh, a process for there's lots of processes actually. Um, in fact, one of the, uh, things that I'm going to give you guys today is 50 ways to create, um, Let's see, what's it called? Hang on. I don't have it in front of me. Anyway. I'm going to give you guys out whole bunch of resources, tools, et cetera, to come up with ideas.

Okay. So just know that that is, uh, coming. It's going to be something, in fact, it's already in the, in your resources area. So feel free to open that up. But sourcing ideas from others is, um, is something that I think is. Super smart. Um, when I say others primarily, I would suggest others that are serving in fact, most of the time, I think this is true.

You want to source ideas from people who are serving your ideal client or customer, right? Because if, and if they are, um, you know, if they are. Serving your person. Then it stands to reason that a lot of the content that they create could be something that is going to be really attractive to your person too.

Now, keep in mind that I said, um, source not steal or even, you know, borrow. In other words, don't totally rip somebody's ideas off, but the point of it is, is there's really nothing new under the sun. So if somebody wrote a blog post on Facebook ads, for example, um, I don't feel like I can't write an ad, a blog around Facebook ads because somebody else did, or like, you know, a thousand other people did.

Right. That's not what I mean. Um, because obviously in that case, there's no boundaries on stuff like that. How would you talk? In other words, if I'm going to share about Facebook ads, I would approach it from my perspective, if somebody else's, um, you know, going to be talking about Facebook ads, they're going to share it from their perspective.



There's only so many ways you can share the same thing. Right. Um, but. Really paying attention to what other people are saying or doing is really what I'm trying to say here. Um, you know, listening and observing, um, has never been easier. Uh, you can really check out things like your competitor's Facebook pages, their Twitter, their, a blog, uh, you know, if you see something that really strikes you as gold, then just write it down.

Um, especially if you feel it's good and, um, And it's getting good engagement. That's another thing, you know, if somebody's serving your ideal client and you see that they've shared something that, you know, you can connect on and resonate with, um, and it's getting good engagement, then jot that down, save that idea because you can circle back to it at a later point in time.

Um, and then automating, um, the process. This is another thing that I think is, is smart in the context of, um, You know, idea, sourcing ideas, um, you know, there's a several process, several tools out there. There's, Feedly, I mean, there's a bunch of tools, but I'm just going to mention a couple of my favorite.

Um, if I have a blog that I like to keep updated on and I want to see what their blog titles are and their, and stay up to date on things, which is very, uh, needed for me, you know, I need to make sure that I know what's happening in the social media space. What's the newest and latest kind of stuff. Um, So definitely setting up Feedly, um, you know, you can, you can pull in pelt, published blogs.

Like if you have, if a competitor is, um, you know, that way, when, when a competitor publishes a new blog, you'll get notified. So it's a way to not have to hunt and Peck for stuff consistently. Um, and everything comes into your email. It's a wonderful little tool. Um, my other tool of choice, and I've talked to, uh, To the PDF to prophet, uh, students before about Sumo.

Um, and I think we've even discussed it. I think we might've definitely end PDF to profit, but BuzzSumo is a free to paid tool. Um, the free option might be enough, but. Honestly, this toll is invaluable and I, in my opinion, it's worth the investment, but it is a little pricey. And if he can't swing it, it's not a part.

If it's not in your budget, then just use it. At least the free side of it. Um, it basically really allows you to search using the key phrase and pull up all the top contents. So, if you want to know, like, you know, if you're, um, I'll go back to the Facebook ads. Exactly. Well, if I want to know



what the top performing, um, Facebook ads, blog posts were, then I would go over to BuzzSumo and I would say, you know, Facebook ads.

Uh, for business or something like that. Um, and it would pull up all of the blog content for that particular phrase he phrase. And then I would be able to see the most engaged piece of content around that. So, one who who's you had that piece of content? Was it social media examiner? Um, was it social media today who had that piece of, you know, top content?

Um, I can go look at it. I can check it out. Um, and it's a way, not only to validate your idea, but to also check out your competition, see what they're doing, what they're saying, that kind of stuff. Um, so it's, it's a really good little toll. I use it literally daily for a variety of different things. Not only does it, um, not only can you use it in this context, but there's some other really clever things that you can use it for as well.

Um, okay, so next up, ask and listen. So a lot of times people will say, well, yeah, that's a, that's a given, but then they don't, you would think that you wouldn't have to tell people, you know, that they needed to do it, but it's incredible that people and I've done it. So I'm not throwing a stone here. I've certainly done it where I just assume that I know, and I don't, um, You know, I don't stop and listen, but if you have a list, you know, you could send out an email and ask, you know, what are you, your pain points?

What can I, how can I better serve you? How can I help you? What questions do you have? Um, you can, if you don't have an email list already, then use your social platforms. Um, you know, Post on Facebook or Twitter or any of your social platforms? Um, you know, using the Instagram stories, I've heard a lot, uh, I've seen a lot of people do this and they work because not only do you get people to, um, respond, but you know, you can send them to a DM or you can, um, have a more robust conversation with them.

You know, it can even send them an, an audio file, you know, record something and send it to them. Uh, use an Instagram DMS. So, um, You know, ask and then the open to whatever comes back and, uh, you know, that there is no better way, honestly, of getting great ideas, um, than just asking your community, if you have one already.

And if you, like I say, if you don't have a list, use your social communities, um, you can also go into. Facebook groups and do this if you're just starting and you really don't have a great social



media community yet either, um, find some great Facebook groups, um, pay attention. Um, put an, put a question out there, like this who, this is what I do.

This is how I, uh, this is the transformation I want to affect. Um, I think there's some people in here that I could help. What are you struggling with? You know, um, just ask, I mean, obviously do it in a way that doesn't come across self-promotional um, because this is all about them and it's not about you, so make sure that however you word it.

It's, uh, it's about that from that perspective. Okay. So. The questions are pure gold, and there's a reason that questions are one. You can answer them. That's right. That seems like the obvious. Um, and sometimes you have to understand, and I've said this a couple of times when your ideal person is a previous version of you.

You've got to keep in mind that where you are now is not where you have always been. And. And sometimes you'll you'll think to yourself, man, that is a silly question. Like, ah, man, I can't believe somebody doesn't know that. Um, there is no such thing as a stupid question to someone who wants to know something that they don't know.

And you have to be very cognizant of that. Um, when you. Open yourself up, uh, and look at the, at it, from that perspective because people do have questions and sometimes they don't know them. I mean, when I started my business, Oh, so many years ago, 29 years ago. Golly. Seems so long ago, I didn't know that there was such a thing as cutting and pasting.

Um, I've come a long way, but sometimes I have to read mind myself that yeah, girl, you didn't, you don't, you didn't always know what you know. Right. Um, so don't forget that when it comes to your questions and answering those, um, you know, if multiple people are asking the same or similar questions, then that.

Usually indicates that that is a great content idea. Now, when I say that their questions are pure gold from a, a couple of perspectives, they are, um, when it comes to blog content in particular, or even, um, any, any resource that is, um, search based. So that would include yes, YouTube content, YouTube, YouTube, and Google in particular are search based that people will find you.

Through your content and how you optimize your content. Um, which means that you don't have to have, you know, a bunch of email subscribers necessarily yet, because you're going to focus in on that as you grow, um, people are finding your content through how they're



searching for you, right? So, um, when people think about how people search for content, people, search for content in question form.

Oh so many times. In fact, I bet you, if you stopped and looked at how you search in the Google machine, or even on YouTube, you're looking for things, how tos, right. How to, um, uh, do a Facebook ad, how to, uh, write a better blog, post, how to whatever it is. Right. Um, so when you answer those questions and frame it up in that, in that.

Like somebody asks you, well, how do I, um, how do I, uh, let's see, I'll just use one. I get this question a lot. Um, Okay, quick, quick example. Cause I just did this yesterday. Um, what, what is the difference between a Canva and easel? Okay. So I could actually write a blog post on that because people know I'm not the only one who's asking that question.

You know, how many of you guys have ever searched for tool two tools and you put in easel versus a Canva, right? Or if somebody says, well, how do I, um, you know, how do I do a carousel ad on Facebook again, if I get that question a lot. Then that is an opportunity to answer that question. And literally the title of my blog would be how to create a Facebook carousel ad because that's how people are searching.

So when you really embrace the concept and the power behind questions, um, and then write your one, your headline to answer, you know, To frame up the question, uh, and then solve it, obviously using your content. And that could be video content. It could be blog content, um, either or essentially, um, and you.

Also want to open up the opportunity to let people ask you questions. So I've done this a couple of times on, um, on Instagram because it makes it super easy and it's engaging and I've had some amazing conversations through DMS using, uh, using this strategy. So I'll just put a little, um, a little ask out, like.

You know, got a question I can help with ask away and then I'll answer those questions. But you know, every time I use this strategy, I get amazing feedback and a ton of great ideas to write about and, um, go to the Google machine and type being something you do is also an, an idea. You know, if you were thinking about, if somebody asks you a question, go do a little research on it.

Um, and see what comes up. That's another strategy. I actually love that. And then go down to the little section at the end, and that gives you other ideas, um, you know, search terms,



because you may find that your question is better worded, you know, how are other people searching for things? Um, so this is another, you know, again, just, uh, From a standpoint of how people are searching for content, use the Google machine to validate sometimes, um, that concept.

Um, right. And then my fourth strategy for you is using SlideShare. Now. Very few people use this strategy in my. Humble opinion, but they're missing out. It is a gold mine for content ideas. There are tons of PowerPoint decks that people have created for presentations of some sort or the other on, um, SlideShare.

SlideShare is owned by LinkedIn. Hint, hint if you're over on LinkedIn and you're really trying to get, um, connected there, that's a whole other strategy, you know, um, uploading content to SlideShare and sharing it on, um, on LinkedIn is another strategy. I won't go down that road too deep, but just hinting at it a little bit.

Cause it does, it does work, but they're literally like, there's so much content there. Um, you know, maybe they've there's. They're going there. I was speaking at an event and they've uploaded their slides or they're just sharing great content. Um, and they want it to be visual and easy for people to consume.

So you can pop in a key phrase or a keyword search in your area of expertise and like voila. You know, you'll have a whole bunch of content ideas show up for you. Um, and I way I usually do it is, um, once I've done my keyword phrase, I usually search by or sort that's a better way of saying it sort by popularity.

Um, and you'll be amazed by the most popular ones are, you know, really great ideas or subjects that are resonating most within your area of expertise. Which again, that's a way to validate that that's. Super good idea, uh, from a content creation standpoint, um, either way you really win because you have the starting point for expanding, um, what's proven to work in your related, but unique idea, right?

So it does work. Um, another strategy is publication. Um, I love this strategy. Uh, it quite frequently, uh, like quick, quick example. I not only do I use it for content idea generation, but I use it probably more, um, for headlines, um, whether it's a email subject line or it's, uh, sometimes it's even name an, a, an offer or, um, That definitely subject, I think I said subject



lines already, but it's, it's a great way to, uh, Oh, do word exchange with a proven, um, Headlines, I guess is the best way of saying it.

Uh, some of the best the headline writers in the world work for some of these companies. Right? So, um, I am a big fan of this strategy, um, you know, using magazine covers, um, and again, helping to write great headlines, um, This is an interesting stat, and I really want to key in on this eight out of 10, people will read your headline, but only two out of 10 are gonna click on it.

So if you don't, if you don't have that great headline and arguably even a great subject line, you're not going to get people to open up your emails. So your subject lines are going to be really important. And I use the term headline and, um, interchangeably because a headline is honestly anything.

Anything where you're trying to grab attention, whether it's a headline for your sales page, whether it is a subject line, whether it's an offer title, it's all got the same end goal, which is rather attention. So that they'll, they'll continue down the journey with you. You know, whether it's reading a blog post or it's reading your sales page, or whether it's opening an email, um, they all are, have the same end goal in mind.

So I like to say I use that term, uh, with broad. Implications, I guess, um, All right. So, uh, when I say using magazine covers, what, what high profile magazine covers are, uh, top of the pile for your niche? So, you know, if you're in the business space, maybe it's entrepreneur.com, you know, uh, there's uh, every niche has, you know, um, publications of some sort now, um, And then I just go, I literally go to the Google machine.

I typed in entrepreneur.com covers and all the covers come up. I look at the images know, click on the images. I look at the images, um, and I see what resonates with me, you know, what do I think? Um, you know what? You're right. Here's one down here. It says, uh, what your sweet spot. Um, okay, so maybe you take that concept and say, well, what's your sweet spot when it comes to Facebook ads or, you know, whatever it is, you grab the concept and you do what I say, what I call word exchange.

Um, so that it matching matches with your niece. Um, so big fan of magazine covers and leveraging them, uh, smartly. Yeah. And, um, also encourage you to check out digital magazines because one it's easier in this day and age, in some cases too. Look, if we're sitting



on the couch at night or whatever, you know, watching TV, um, taking a look at the digital magazines, um, in some cases the digital magazines don't have physical publications either.

Um, so definitely check some of those out a founder. If you're in the business space is, um, a great resource. Now, one of the things I'm giving to you guys today is the how to come up with the 15, 50 content ideas, 30 minutes or less. Now this is that tons of ideas and resources and things that you can get down some rabbit holes.

Okay. But, um, if you might, the reason for giving this to you, A is not. So you chase a lot of rabbits it's so you find a couple of resources that you like and that you can consider gently use. Don't try to use all of them. Okay. Uh, don't even worry about trying to use all the strategies that I give you.

Pick a couple of things that resonates or pick a couple, pick a couple of resources, and you're like, okay, this is so that I can use this. Um, and then stick with that. Okay. Um, don't feel like all, otherwise your, your, the chasing some rabbit trails and you'll waste a lot of your time and energy and you won't get things done, um, which is defeating the whole purpose.

Uh, but definitely take a look at this, pull out a couple of things. Um, you know, there's a couple of resources, a couple of web based things where you can go and check out your ideas, that kind of stuff, um, or source ideas, but don't. Spend a ton of time on it. Just pick a couple of things. And again, I like this thing.

I, this is cool. I'm going to use this going forward. Um, you can always circle back later and look at some of the other strategies too. Um, and then tomorrow we're going to be, um, really keen in, on. Putting a plan together. You know, we've talked about content ideas today, um, but we're going to start matching up those content ideas, uh, to a structure.

Now, what I did do is I put together, I've got a plan for you guys that you'll get tomorrow, and I've got an example plan, um, for you. And then I've got a blank calendar that you can. Yeah, match up my week. It's based on a weekly plan for an entire year. And you can, of course, some of the ideas that I have put in the calendar, or you can come up with your very own ideas, whatever makes the most sense for you.

The ideas that I have put in here are geared mostly towards building relationships with your list. Um, Which means that you're more than likely definitely going to want to intersperse some



of your own stuff. But, um, but this will be a great starting point and we'll work on this tomorrow. Um, and let me get myself pulled back up here.

Well, this hair is like all over the place today. All right. So the nets is, I see, Dennis has a question. She says, um, you may have said this already and I missed it by Sumo looks awesome. But the price point doesn't fit my monthly budget. Do you have another I, um, I think you can for, for the most part and I won't, this may not always hold true, but the.

The free version of a buzz Sumo does it gives you limited insight the net. And if you are only using it to find like the top 10 blogs around a specific thing, then the free version will be totally fine for you. Um, I, like I say, I use it for a lot of other stuff and it makes sense to pay for it. But if it's not in your budget, then use just the free version of it.

Um, because it, it will give you a baseline, especially when it comes to the top performing content. So if you are searching for, you know, uh, but you want to make sure that you have, you are sure what you're searching for before you go use it. Okay. Oh, so they don't have a free version anymore.

Well, I'm sorry. I gave you guys misinformation. So only the seven day free trial, you know, Rhonda, what we should do, we should reach out to them and see if they won't give my people a great deal.

Hmm. Let's do that. It won't hurt to ask. All they can do is say no. Right? So Vicky is asking, I have an opportunity to speak at a local networking event, or a group asked me to prepare a PowerPoint. Is it tacky to withhold the PowerPoint until after I've spoken or even worse? Use it to capture audience emails?

No, you should absolutely use it. Or, um, There's two strategies when it comes, because obviously I do this a lot. When I go speak, I want to make sure that I'm, uh, capturing the audience if at all possible. Right. So, um, you could, uh, put, you could put your opt in. Yeah. But your PowerPoint on a, um, Uh, an opt in page and they could go download it if, if you wanted to do that.

Um, my suggestion though is, and this again is just my personal take on it. If you guys disagree, that's okay too. I've seen some people will upload their, um, their, their PowerPoints to 'em. To SlideShare, you know, but there's no, you know, that's, that's just open source, right? That just



gives them the opportunity to go, to, to go consume the content, um, without capture a way to capture them a better strategy.

In my opinion, is to offer something free. That is an alignment with your, um, your, your talk. So, uh, I'll give you an example. Um, in October, I think it was October, I spoke at. And event over in Orlando, it was for network marketers. Um, and I spoke about building community. Um, uh, I know I've, I spoke about, um, how to create, um, contagious content for social media, essentially.

And, um, so I gave the presentation and then at the end, um, I gave them a 30 day calendar of, uh, contagious content that was predesigned for them already. All they had to do is go, uh, you know, pop in their email address and they would get a calendar of 30 days worth of, um, Content contagious content that had been proven.

I don't, because I've already used it, uh, myself, uh, to, uh, to use in their, on their social platforms. And, um, there was like, uh, 3000 people at this event and over 900 people opted in, in to that. So it was very effective. So my suggestion, that would be my suggestion, because one, if somebody is there and they're consumed, they're listening to your content, they're not, it's not like, they're just like, they can't, they're lined up just to get your PowerPoint presentation.

Right. But if you have something that's value based, that's in the same lane as what you're talking about, then yeah. They are lined up. They do want that they would, and they'd be willing to trade their email for that. So hopefully that helps. Thanks Kim, for letting me know about the BuzzSumo. I did not realize that they had, they have messed with my free version.

Uh, cause I've been telling people for a while they have a free version, I guess they got wise to that. I'm looking at any questions that didn't get answered. Guys, just pop them in. Um, like I say to this today and tomorrow are, um, uh, tied together. So tomorrow we're going to actually start to put your plan together.

Um, today, um, my suggestion would be just to, uh, look at the 50 ways, do a little messing around, like, you know, play with a couple of tools and that kind of stuff. And then tomorrow, um, we're really going to key in on the plan. Because in order for you to be successful going forward with your email marketing, you have, in my humble opinion, the only way I can keep



ahead of and stay consistent is to plan it out because then I know, okay, I know that, you know, on Monday we have a blog going out and it's around this.

If I, if I don't plan forward, then it's too easy to talk myself out of doing it. And I would speculate that you guys are probably the same way. So if you can get a plan in place, it doesn't mean that you can't deviate from the plan. We absolutely do that fairly frequently, but we do have a plan and that allows us to, um, to stay on track.

And, uh, from a consistency standpoint, I just, it's my belief that if you don't have the plan, then you, you you'll just not yet are done. So Vicki Vicki S earlier. Thanks Kim. For, uh, posting this again. Do you use that interview content just for the days following the interview or do you stretch it out longer?

Um, it, you, it goes into, so, like, it depends, so great question. Um, Like for example, the, uh, some of the content is, um, is lives on, in like an IETV. So GTV, you know, you now can have kinda like a playlist concept, right? Um, it, obviously that content lives on, uh, on my fan page, uh, or my business page on Facebook and we create playlists there too.

Um, same with, uh, YouTube. Uh, that content can obviously live on, on YouTube. And then we also create what's called cues inside of, um, uh, Agoura pulse. So that, that content circle circulates. So it's posted the first time. Um, you know, as soon as we get the content created, it's posted and then it goes into a queue, um, on a Gora pulse and that.

You know, it'll, it'll, it's mixed up in psych and it'll be cycled and reshared, uh, consistently over a period of time, you know, we space it out and intermingle it with our other content. So the short answer is most of the content will be recycled over and over again. Um, I'm not sure what monster pro is.

Monster pro actually hang on. It might be, let me move this up. Oh. Oh, okay. Oh, it's monster insights. Okay. I was like, Oh, I know what monster insights is. Okay. Good. All right. I was like monster pro. I've not heard of that one. Um, so Danette says I have my 90 day plan and starting to load things in it. Good.

Um, and like I said tomorrow, um, my, I've built out an entire year's worth of ideas for you, but again, they're not. Like set in stone by any means. But, um, the reason I put a plan together is if you don't have blog content and you don't have any intention of creating blog content, what kind of content can you send to your list consistently that is going to engage them.



So that is checked one box, you know, because there are some that aren't there yet. And I know that. Um, and then I, my, my encouragement though, to those of you even that might or might be blogging or might have additional content, is to weave in some of the ideas that I, um, I've shared with you that will, that you'll get tomorrow.

Um, simply because they are more about building relationships. Uh, and I think lots of times, and I certainly feel that, um, this is something we need to circle back to internally too, is, um, is that. You know, connection that relationship focusing on that. And it's not always just about, Hey, here's a new, here's a blog post and I hope you like it kind of thing.

Um, sometimes it's, it's just getting personal and let people see that authentic side of you. So we'll, we'll break that down tomorrow and take a look at it. Um, and then you guys can, like I say, pick and choose some of the topics may be perfect as they are. And then some, you may just need to shift, you know, I call it doing a, a word replacement here and there, uh, based on your niches.

Um, so we'll, like I say, we'll dig into that tomorrow. Um, we'll, I'll be here. 11:00 AM Eastern standard time. And we'll like I say, put, finally put, that'll be kind of, um, it'll, it'll be your roadmap essentially for making sure that you consistently email your list. Alright. So is there a. Real difference between a blog and a website.

So a blog is on a website, it resides on a website. So let me show you, um, mind, um, just to just a second. Yeah, let me pull it up here. Let me pull up my page Ray question, by the way. Um, okay. So here's my current website and you'll notice I have blog up here. So again, this is the website. If I click on blog, then it'll open up my content essentially now, um, that, so that's, that's one way to get to the blog, but you can also see that I feature the blog here on the primary website too, or the primary, the homepage.

That is what it is home page of my website. So essentially, um, You can, and then let me back up to answer your question in another way, too. You can have 'em. So. Blog website, can you once live without the other one? Um, the short answer is that you can technically have, I have a blog and not have a be on a website.

Cause it is a website. A blog is a website still, but you may not have all the other pieces of a website. You might not have, you know, an about page, age or, you know, whatever your primary focus is. Just the blog. I have seen blogs that that's true.



Alita? No, I haven't. The 90 day plan is, I mean, the a actually it's a year plan. We're gonna, we'll get, well, I've talked about it today, but we're going to be rolling it out tomorrow. A dinette saying I love using calendars to backward plan. That's one of the strategies I teach my clients when we are in a strategy session.

Good, excellent. Uh, honestly that is something that I have struggled with. So when I first started blogging, I would publish a blog every Monday morning and it would be Sunday afternoon every day, Sunday, and I would be trying to figure out what I was going to write, um, and, and get it done on before Monday morning, it was so painful, but then when I finally.

Committed to a plan. Um, and, and I'll just totally be helping you totally honest with you guys. This was about two years ago when we finally got serious about it. Having a plan, we have that we developed a six month plan. Um, Put it into action and I have never looked back. It is, it's like gold. Now. It's like, okay, what's our plan.

Let's go back to the plan. We've sometimes move things around, but it has made such a huge difference. Um, and, and not, you know, focused from a week to week strategy, which was what I call flying by the seat of my pants. I did that for years.

Yes, Suzy girl. What I just said is so true for me. I literally have built multiple businesses by the seat of my pants, um, and you know, not having a plan, um, and always be in a reaction mode. Uh, just having been on both sides of that fence. I'm here to say a plan is the way to go and. It's so much easier, so much better.

I don't know. And it's, it's not that the work is any different. It's just that the workflow feels different. It, and it, um, it gives you a sense of peace versus the constant, um, you know, chasing your tail. That's why, I mean, you know, you know exactly what I'm saying, cause you you're there have been there.

All right guys. Come tomorrow prepared to like, make sure that we are going to get you set up to where you have a plan and you're going to be like, this is going to be really good. I'm going to, you're going to, you're going to leave tomorrow with a sense of, I can do this. I can do this. So I think that once you come up with your plan, uh, like I say, you can deviate from it, but having a structure is going to make this so much easier for you.

Yes. Susie wants peace. Yes. I love that Suzy. Alright. Alright guys, we'll go do it. Um, I'll see you in the morning. 11:00 AM Eastern standard time. Uh, And see you then take care. God bless.



