

Content Creation Action Guide

This guide is designed for you to use to map out your content creation activities. It also forms the foundation for our bonus training session. My hopes are that you learn new design strategies and that ideas are sparked for you, in regards to your content creation goals.

Here's to your success,
D'vorah



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D'vorah Lansky, M.Ed.

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D'vorah Lansky, M.Ed., is the bestselling author of over 35 books including Workbooks and Take Action Journals.

Since 2007 she has created over 40 online training programs and has taught online marketing, book publication and content creation strategies, to thousands of authors and entrepreneurs across the globe.

D'vorah specializes in helping her students, club members, and clients to share their unique gifts and their brilliance with the world, by creating content that's designed to grow their reach, their visibility, and their business.



This Collection of Worksheets and
Planner Pages Belongs To:



Activity Pages from the Bonus Webinar

- Identify Products for Your Niche
- Take an Inventory of Products You've Purchased
- Carve out Times to Focus on Content Creation
- Brain Dump Pages
- The A-Zs of Marketing

Notes

Exercise to Help You Create Niche Products

What challenges does your ideal customer (or do you) face?

- _____
- _____
- _____

What solutions can you, or your planner / tracking pages provide?

- _____
- _____
- _____

Examples of pages or products you can create.

- _____
- _____
- _____

Notes

Carve Out Time with a Color Coded Calendar Page

Color code your activities with various colored highlighter pens and create a key, by making a dot of each color followed by it's category, so that you know what each color stands for. Example: Red=Writing time, Blue=Study time, etc. Outline the time frames for each of these activities on this color coded calendar page. This will allow you to identify times you can focus on writing, creating, marketing, etc.

Color Code:

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							

Time for a Brain Dump! Create a Master To-Do List

Gather up all your project ideas and to-do lists and transfer them to a master to-do list page. Print off this page multiple times, as needed. Put related tasks together in the boxes below and give each box a label. This will make it easier for you to group tasks & projects. For items that aren't a priority now, label them; "someday maybe" or "future projects".

To-Do ASAP	Wish List	Current Project
People to Contact	<hr/>	Projects to Complete
Courses to Study	Books to Read	Someday Maybe

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<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

A-Z Marketing Ideas

Marketing is a long term strategy. Strive to do something each working day, even something small, to promote your products and programs. While these strategies were originally designed to market books, most of them can be adapted to the marketing of printables, etc.

Book Marketing Activities

Always be ready to share your passion about your book, not in a salesy way, but in an informative way.

Blog about your book or topic at least once a week.

Contact blog owners who write on topics related to yours and arrange to be a guest blogger.

Deliver great content when speaking or writing about your book or topic.

Email your list of subscribers at least once a week and share a tip from your book.

Find author groups in your geographical area.

Guest speak on teleseminars and podcasts.

Host guest speakers who speak or write on topics of interest to your audience.

Include testimonials in your email newsletter.

Join author networking groups online and offline.

Kindle relationships with leaders in your field.

Listen to podcasts in your topic area and reach out to the host and ask to be a guest on their show.

Make marketing fun by planning activities such as online book launch parties.

D'vorah Lansky, M.Ed.

Book Marketing Activities

Network in your local area as well as in online groups that attract your target audience.

Order business cards that list your book title and web address. Pass them out at networking events.

Prepare a series of questions about your author journey and your book, to prepare for interviews.

Quiz book stores to see if they host book talks.

Request reviews and testimonials, each and every time someone tells you they enjoy your book.

Sell your books at local fairs.

Talk about your book and your author journey, to television show hosts in your local area.

Use testimonials and reviews on your website.

Volunteer as a guest speaker at your local library, chamber of commerce, or author's group.

Watch for speaking and writing opportunities.

eXamine your book marketing plan and identify any unrealized marketing opportunities.

Yellow line openings in your calendar where you can spend a few minutes marketing your book.

Zealously continue to market your book.

BooksByDvorah.com

Let's Explore Color Palettes and How to Easily Replicate a Product



Dates to Remember

January
<input type="checkbox"/>
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February
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<input type="checkbox"/>

March
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April
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May
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June
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July
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August
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September
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October
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November
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December
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<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Month: _____

Year: _____

SUN	MON	TUE	WED	THU	FRI	SAT

Notes:

Month of: _____

Goals for the Month



Notes

Dates to Remember



To-Do List



Top Priorities for the Month of: _____

Priority 1:

Priority 2:

Priority 3:

Priority 1 To-Do List

<input type="checkbox"/>
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<input type="checkbox"/>

Priority 2 To-Do List

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Priority 3 To-Do List

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<input type="checkbox"/>

My Goals for the Month of: _____

Goal and Description	Complete By
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Weekly Planner Page

Week of: _____

MONDAY		<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
TUESDAY		<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
WEDNESDAY		<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
THURSDAY		<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
FRIDAY		<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
SATURDAY		<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
SUNDAY		<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____

