

Content Creation Tips & Strategies Workshop




This Training & Demonstration is Based on Your Responses to Our Most Recent Questionnaire. Thank You for Your Participation!

What Intrigues You Most in Regards to Creating (or Learning How to Create) Content to Use and/or Sell?



What We'll Cover Today



- A Word About Today's Training Focus
- Answers to Questions Asked
- Demonstration: Design and Content Creation Tips
- Discussion and Q&A
- Action Steps

The Focus of Today's Training

- This training is based on the response to our recent community questionnaire.
- I'm grateful to share that we received over 250 responses.
- It would take weeks to go through each and every comment and question so what I did was...
 - Go through each survey.
 - Combined related questions and tips requests.
 - Then I created a list of the responses that we'll focus on today and combined similar questions together..

Here Are the Top Choices When Asked: *What Would You Like to Accomplish or Create?*

- I'd like to learn more ways to create [Printables](#).
- I'd like to create [Printable Planners](#).
- I'd like to create [Digital Planners](#).
- I'd like to create [Worksheets and Workbooks](#).
- I'd like to learn how to create content in [Canva](#).
- I'd like to sell online and/or set up an [Etsy Shop](#).
- I'd like to become [More Productive](#).
- I'd like to Get Started and I'd like to [Stop Procrastinating](#).

Answers to Your Questions



I Have Ideas for Products for My Niche But Don't Know Exactly Where to Start or Even How to Get Started

Start by giving thought to:

- The challenges your audience faces and the interests they have.
- What they want or need.
- Your area of expertise as it relates to the needs of your audience.
- The resources and content you have.
- What you'd like to create.
- Then like a recipe for a delicious cake, begin to combine the ingredients into something beautiful.

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.

- _____
- _____
- _____

How Do I Stop Getting Mired in Perfection When Creating Content I Can't Seem to Stop Editing

- I used to have this problem, then one day I heard the quote: *Done is Better Than Perfect!*
- At first I had to force myself to stop trying to make things perfect and instead, "get things done." You can always revise later.
- I posted a sticky note with that saying, on my computer monitor and looked at it every time I found myself going into perfectionism mode. This had a huge and positive impact on my business.
- Create a sticky note that says: "*Done is Better Than Perfect*" & post it where you'll see it. Recite the quote when perfectionism strikes.

When I Work on Products My Mind Seems to Wander and it's Hard for Me to Focus on the Task at Hand

- Begin by doing a brain dump exercise and get all your ideas onto paper. Group related tasks and ideas together.
- Then prioritize your projects and decide which you'll start with.
- Give it a projected time frame and map out times in your calendar.
- If you find your mind wandering or filling up with ideas, grab a piece of paper and jot down the ideas. You can add them to a brain dump page under a variety of categories.
- That way you don't lose the idea and you can keep your attention on the project at hand.

Create a Brain Dump Page by Dividing a Page into Boxes

To-Do ASAP	Materials Needed	Top Priority Project
Things to Study	Ideas for Future Projects	Someday Maybe

Which Are the Best Software Programs

- The best software program is the one you already use and are comfortable with.
- The hardest program to work in is Microsoft Word. When creating printables, there are other, more effective software programs.

The most popular software programs for creating content are:

- PowerPoint
- Keynote
- Affinity Publisher
- Canva

Learn through practice and viewing YouTube videos.

How Do You Find Time To Do This With a Busy Family and a Full-Time Job?

- Take a calendar page with days and times on it.
- Color code it and create a key. Color in time blocks for family time, personal time, work or office hours, other commitments.
- Look for blocks of time that you can claim for content creation. It may be Tuesday & Thursday eves from 7-9pm or a longer block of time on the weekend. You can also get up earlier in the mornings.
- These times can become stepping stones and when you prioritize these times with laser focus, you can accomplish a great deal!

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.

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0600							
0700							
0800							
0900							
1000							
1100							
1200							
1300							
1400							
1500							
1600							
1700							
1800							
1900							
2000							
2100							
2200							
2300							
2400							

How Can I Organize and Keep Track of All of the Commercial Use Printables I've Purchased?

1. Go through your receipts and invoices and make a list of the products you've purchased. Organize the list by topic if possible.
2. Create a folder on your computer desktop or in your documents folder called something like "PRINTABLES MASTER."
3. Then search your computer for the printables you've purchased and add them to sub-folders, by topic, in your Master folder.
4. Redownload the ones you can't find on your computer.
5. Refer to this list and the files to create a content creation plan. Keep track of your progress on paper or in a spreadsheet.

Create an Inventory

Create a list, by category, of all of the PLR (commercial use products) that you've purchased (or that you can find.) Go through your computer files and look through receipts in your email inbox or your credit card or PayPal invoices.

Topic: _____ Topic: _____

_____ _____

_____ _____

_____ _____

I Feel Lost When it Comes to Marketing My Products

- The key is to get your products in front of the people who would benefit from them. Your email subscribers are the ones who would be most tuned into your offerings. You can also interact on social media.
- Etsy is a great way to share products in a "village square" type of environment. They key is to use "keywords" and keyword phrases in your product title, description and category tags.
- What words would your ideal customer type into Google if they were looking for your product?

Marketing Strategies

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.
BookMarketingActivities.com

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.

Name your book marketing plan and identify any unmet marketing opportunities.

Value time openings in your calendar where you can spend a few minutes marketing your book.

Zealously continue to market your book.

BookMarketingActivities.com

**Aren't There Enough Planners for Sale on Etsy Already?
How Can I Stand Out From the Crowd?**

- A lot of the planners on Etsy are generic. The way you can stand out is to create "specific" planners.
- Make a list of challenges that your ideal customer faces.
 - Example: They want to have more energy or take care of themselves.
- Then make a list of things that they can do to help them achieve that goal and plug those activities into a planner on the topic.
 - Example: My Healthy Living Planner. Create planner pages to help them track things like: Daily walking, Glasses of water they drink, How much sleep they get, What they eat. Etc.

**I Would Like to Start an Etsy Shop to Sell Printables.
How Do I Deliver the Content to My Customers?**

- On Etsy you can upload up to 5 files. If you have more than five files you can zip some together on your computer and upload a zip file.
- The file size for each cannot exceed 20 MB.
- If your file size exceeds the limit, you can host your product files on your website, on Dropbox or on Google Docs, etc.
- In this case you would create a PDF and create an attractive page with very clear instructions to your customer.
- Also mention that they'll receive this PDF when they purchase.

How Can I Create Multiple Products From a Single Item?

- To create multiple products from one product you can create the first product and then replicate it by changing the colors or theme.
- Theme change examples:
 - Gratitude Journal for Moms
 - Gratitude Journal for Kids
 - Gratitude Journal for Teens...
- Another example is to create a Journal in a color palette, then create companion products such as a Planner, Habit Tracker, Workbook...
- You can then replicate these collections in different color palettes.

How Do I Come Up with Ideas for Color Palettes?

- Pinterest is a wonderful place to find color palettes.
- You can also find them on Etsy and on paint company websites.
- **Colors:** <https://colors.co>
- **Canva Color Palette Generator:**
<https://www.canva.com/colors/color-palette-generator>
- Create a folder with color palette's that catch your eye and draw from then when creating products.
- Let me demonstrate how you can then use these in your products.

Demonstration Working with Color Palettes



What is One Thing You Learned Today?



Suggestions for Next Steps

- Make a list of the types of products you'd like to create. Then schedule recurring times to focus on content creation.
- Make a list of what you'd like to learn more about, to help you accomplish your content creation goals. Schedule times to locate and go through training, and apply what you learn.
- You can do this on your own or you can participate in an active community with other content creators.
- For example, we have a Content Creation Club that provides monthly training, handouts, templates, accountability and the opportunity to get your specific questions answered.

Introducing the Content Creation Club



Check out the Club and See What People Are Saying
ShareYourBrilliance.com/club


Time for Discussion and Q&A

Type Your Questions into the Webinar Questions Box
What would you like to know or what would you like feedback on?




Action Steps

- Print out the Action Guide and go through the productivity exercises.
- As discussed in this training: organize your files and purchases.
- Make a list of what you'd like to accomplish and learn.
- Put a plan in place to achieve your goals and dreams.
- Schedule recurring times in your calendar to develop products.
- Take consistent action. Even baby steps will yield results over time.
- Create a sticky note that says: *"Done is Better Than Perfect"* & post it where you'll see it. Recite the quote when perfectionism strikes.



Here's to Your Success



Notes
