

[creative]

SUPERCHARGED CONTENT IN 30 MINUTES A DAY

Use this content creation process and supercharge your retail results.

1.

DO YOU KNOW YOUR AUDIENCE?

Plan your content with your favorite client(s) in mind. Don't know your favorite/best clients? Use [The Pumpkin Plan](#) to help you find your best clients and get to know them.

Name:

Occupation:

Gender:

Family:

Interests/Activities:

Live Stage:

Big Decisions:

Biggest Problems in Life Right Now:

get results

2.

YOU ONLY NEED ONE TOPIC PER WEEK

Week 1 Content Topic:

Week 2 Content Topic:

Week 3 Content Topic:

Week 4 Content Topic:

3.

CHOOSE YOUR MAIN PLATFORM

Choose one major channel that will be the primary place you use your content. Then list 3 other channels you will use to support or repurpose the content.

Main Channel:

Supporting Channel 1:

Supporting Channel 2:

Supporting Channel 3:

get results

4.

CREATE SUPERCHARGED CONTENT

- Talk to just one person in your content.
- Make the content about the reader/listener/viewer, not about you.
- Always offer an opportunity to use your products and services at the end with a link to more content, your products, where to find you.
- Be clear about what the next actions steps are that your audience should take to move toward success

5.

REUSE CONTENT IN THE NEXT 3 TO 6 MONTHS

Marketing is an exercise in repetition. It takes 14 times of seeing your content for your audience to realize they've seen it. Use your content again and again by refreshing it every 3 to 6 months and republishing it.

get results

CONTENT IDEA PROMPTS:

- Ask your favorite customers what information they want from you
- Upcoming specials
- Holidays that are meaningful to your audience
- Answer to questions your favorite customers are asking
- Interview an expert that covers a topic your audience wants
- Life hacks that overcome a regular annoyance your customers face
- Unboxing videos
- Reaction videos
- Stories from people you've helped. Talk about when their life changed for the better.
- Talk about a time when you were wrong.
- Highlight an employee - have them talk about why they love to serve your favorites - which of your products/services can your employee not do without
- Highlight a vendor or provider - tell how they source their products, why they got into producing their product
- Highlight your favorite product(s) and why you use them