Content Marketing GPS

RAPID CONTENT CREATION TECHNIQUE

Turn by turn directions to creating content that gets results

CREATED BY:
Michael R. Hunter | @MichaelRHunter

METHODOLOGY

What are the 5-7 stages/setps of your methodology

1.

2.

3.

4.

5.

6.

7.

TOPICS
Turn each step of your methodology into 3-5+ topics

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

3

TURN TOPICS INTO HEADLINES

Turn each topic into 3 headlines for a piece of content (blog, video, podcast, etc.)
https://www.contentrow.com/tools/headline-generator

1. Topic: **Meditation**

    1.1.

    1.2.

    1.3.

2. Topic:

    2.1.

    2.2.

    2.3.

3. Topic:

    3.1.

    3.2.

    3.3.

4. Topic:

    4.1.

    4.2.

    4.3.

5. Topic:

    5.1.

    5.2.

    5.3.

6. Topic:

    6.1.

    6.2.

    6.3.

7. Topic:

    7.1.

    7.2.

    7.3.

8. Topic:

    8.1.

    8.2.

    8.3.

9. Topic:

    9.1.

    9.2.

    9.3.

10. Topic:

    10.1.

    10.2.

    10.3.

TURN HEADLINES INTO OUTLINES
Turn each Headline into an outline for a piece of content (blog, video, podcast, etc.)

RAPID CONTENT CREATION OUTLINE

Headline:

Brainstorm Content (5-7 Bullet Points):

-

-

-

-

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-

-

Sources/Things to Research:
 That one report on meditation.com about mental health

Other Content to Link To:

Call to Action:

TURN OUTLINES INTO CONTENT

This is when you take an outline and actually create the piece of content. The outline's purpose is to give you a jumpstart and focus so you can create content quickly.

- Video
- Podcast/Audio
- Blog
- Tutorials
- Info-graphics
- Image Quotes
- Memes
- eBook / White Paper
- Book / Magazine
- Report / Case Study
- Workbook / Guide
- Online Video Training
- Webinar or Webcast
- Teleseminars
- E-mail
- Framework
- Interview
- Testimonials
- Direct Mail
- Contests
- Templates
- Membership sites
- Speeches, seminars & Presentations
- DVD or Audio programs

TURN CONTENT INTO MORE CONTENT
Take the content you've already created and turn it into more content!

EX: Start with Video

Asset:
Video Content

Action:
Rip Audio From Video

Asset:
Podcast / Audio Content

Action:
Transcribe Audio to text

Asset:
Blog Post / Article

Action:
Extract Quotes, Facts & Sound Bites

Asset:
Social Media Content
(Tweets, FB Posts, etc.)