

A Business Step a Day...

A Month of Content Creation (Month 5)

May 2019

As I write in *The Coaching Business Builder*, and *PlanDoTrack*:

Daily Steps+ Consistent Action = Momentum

Small actions every day create momentum. Every month for 2019 I'll be publishing a monthly calendar of quick 15-minute activities or daily steps, getting you into consistent action to create momentum around the things that matter to you.

In today's busy world, we often get so busy **Reacting**, that we don't have time to be **proactive** about the things that are important to us. It is these proactive activities that usually move us ahead in the long term, most times one-step at a time.

These daily prompts are geared to nudge you into daily steps and consistent 15-minute windows of action. This month we focus on **Content Creation**.

These monthly sprints are intended to be a 15-minute blitz. Set your timer and see how far you get.

DAILY PROMPTS – MAY 2019

Our focus this month is on content creation. So far this year our roadmap has been - January on Getting Focused on Your Business, February on Relationships and March on Marketing, April's focus on Getting Things Done.

- 1 Make a list of your top goals for the month. Take stock of last month's achievements. What was the main thing you got done. What are you committed to doing this month?
- 2 Take 15 minutes today to make a list of all of the questions you have received from clients recently. What are their requests? What do they want more information or resources around?
- 3 Looking at your list from yesterday, spend 10-15 minutes brainstorming all of the content you could create.
- 4 Review your brainstorming list. Pull out 5 to 10 you'd like to get started creating content around. Identify what they are – video, article, blog post. Create a title for each
- 5 Look at your list of your initial 5-10 ideas. Spend 15 minutes today bulleting out the top 3 tips/ideas for each time (video, article, blog post).
- 6 Pick one of your top ideas on your list and/or your bullet points. Draft out the article, post or video.
- 7 Pick your next item. Draft it out. Share it with someone to get feedback.
- 8 Review and finalize the item from day 6. Identify where you want to post it and any relevant hashtags (you'll post on day 10)
- 9 Review and finalize the item from day 7. Identify where you want to post it and any relevant hashtags (you'll post on day 10)



A Business Step a Day! - 2019

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- 10 Pull items from day 8 and 9 into the platform you are using for distribution (i.e. post them into the article site, at your blog etc.)
- 11 Spend 15 minutes today scheduling their release – i.e. On Twitter, Instagram, Facebook, via Hootsuite or manually.
- 12 Pick another item from your initial list. This is #3. Expand on the 3 bullet points you have written last week.
- 13 Pick another item from your initial list. This is #4 Expand on the 3 bullet points you have written last week.
- 14 Review your tracking and/or statistics. What do they say about what needs attention right now?
- 15 Review and finalize the item from day 12
- 16 Review and finalize the item from day 13.
- 17 Pull items from day 8 and 9 into the platform you are using for distribution (i.e. post them into the article site, at your blog etc.)
- 18 Consider where else things could be posted, shared. Do this with the time you have.
- 19 Spend 15 minutes today scheduling their release – i.e. On Twitter, Instagram, Facebook, via Hootsuite or manually.
- 20 Free Action Day – What do you really want to cross-off your list?
- 21 Pick another item - #5. Expand on the 3 bullet points you have written last week. Draft out this article, post, video.
- 22 Pick another item - #6 Expand on the 3 bullet points you have written last week. Draft it out.
- 23 Review and finalize your day 21 item.
- 24 Review and finalize the item from day 22
- 25 Review and finalize the item from day 13.
- 26 Pull items from day 24 and 25 into the platform you are using for distribution (i.e. post them into the article site, at your blog etc)
- 27 What do your metrics say about the new articles/posts/videos you have created this month? What have you learned from this process? How can you duplicate this.
- 28 Schedule time for moving the rest of your content ideas forward next month.
- 29 Review what worked for you this month, noting what's no longer on your list
- 30 Review what metrics you have been tracking. Note changes for next month.
- 31 Celebrate and note your learning. What's shifted in your business this month this month?

If you want to take an even deeper dive around the topics listed here, consider checking out the posts at the Coaching Business Builder Blog at www.CoachingBusinessBuilder.com, or at the Group Coaching Ins and Outs blog – <https://groupcoaching.blogspot.com>.

Share with others your **#1BizStepaDay** on Instagram or other social media channels using the hashtag **#1BizStepaDay** You'll also want to follow the **#90DaysPlanDoTrack** series on Instagram **@CoachingBizBuilder**. Enjoy!

Jennifer Britton – Potentials Realized

Author of Coaching Business Builder(2018) and PlanDoTrack (2019), Effective Virtual Conversations (2017), From One to Many: Best Practices for Group and Team Coaching (2013) and Effective Group Coaching (2010)

2

