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The One Hour Content Plan: The Solopreneur's Guide to a Year's Worth of Blog Post Ideas in 60 Minutes and Creating Content That Hooks and Sells (English Edition)

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The lack of content ideas is just a symptom of a larger problem at hand. You can't just treat the symptom. You need to treat the underlying problem.

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A content strategy is "a plan for building an audience by publishing, maintaining, and spreading frequent and consistent content that educates, entertains, or inspires to turn strangers into fans and fans into customers.

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"What road do I take?" asked Alice. The cat asked, "Where do you want to go?" "I don't know," Alice answered. "Then," said the cat, "it really doesn't matter, does it?" — Lewis Carroll, Alice's Adventures in Wonderland

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When you're not able to articulate the direction you want your content to take your readers, it's difficult for your readers to understand where you're taking them too.

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The Driver of Change (DoC) Model is a powerful way of thinking about your blog. Because when you think about everything you publish not simply as "content," but as a catalyst for specific change, your approach to blogging will shift. Content should transform your readers. And that transformation should progress both you and your audience toward your respective goals.

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Search Facebook Groups to Find Reader Motivations Join Facebook groups where your ideal audience members are likely to hang out. Once you have access to a Facebook group, use the "Search this group" box and type in the following keywords (preserving the quotes) followed by your topic: • "need help" • "desperate for" •

“newbie” • “have no clue” • “advice about” • “question about” This allows you to quickly zone in on your target audience’s pain points without spending hours scouring through the feeds.

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How different are you from The thousands of blogs in your niche and what do you want to be known for? Look five years down the road. What topic or content do you want to be associated with? What types of products and services do you see yourself offering. What type of business and community do you want to create?

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When you work on the content plan, do not put any effort into coming up with a good title. Your main goal at this stage is to generate ideas. You can refine and critique them later.

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A swipe file is filled with ideas that inspire you and that you’d like to explore further. If you aren't already keeping a file of ideas, start now. A swipe file can be an email folder, physical file or app. A simple Google spreadsheet will also do the trick. Make a tab for each of your content categories within the spreadsheet to store ideas.

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You can add value to an existing piece of content in three different ways. • You take an opposing view on it and go against the grain. • You take a different angle or perspective that the author has not considered. • You add to the content because it’s not complete.

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Category 1: They have no idea about the problem that your product or service solves. Some of them may not even be aware of the problem your product solves or why it needs to be solved in the first place. Type of content for this category: Your content has to bring attention to the problem. Pain is more effective than stating the benefits. Dig into the pain of what they are going through. Examples of post types for this category: X _____ you didn't know about _____

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Myths/Pick a fight Perfect for: Establishing your leadership or bringing attention to a topic. These are posts that reflect your view point and break down widely held beliefs in your niche and industry.

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Mistakes Perfect for: Bringing attention to a topic. Getting your readers to sit up and take notice Examples Why you should stop _____ E.g. Why you should stop sending blog post notifications / why you should stop writing about your children / why you should stop private twitter DMs

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Success and failures Perfect for: Bringing attention to a topic. Getting your readers to sit up and take notice.
Examples Write about what you would have done differently for your blog, website or business if you could start over.

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Useful Tools or Services Examples X time saving services for small business in [call out your niche] How to save yourself a few hours every week with (technique/tool/product) E.g. How to save yourself a few hours every week with IFFFT / Buffer / Pomodoro / freezer meals When NOT to use _____ E.g. When not to use Wordpress / tool / technique such as Pomodoro or GTD

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But your plan is only fully functional if your content has three critical elements. Your content has to attract, delight and convert your readers. Add these three elements to the implementation of your content plan, and you'll have a fully functioning blog content strategy.

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A brand voice should be consistent across your content pieces. If you're not careful, you can end up with a random concoction of voices and tones in the content you produce across different platforms. This doesn't provide a consistent picture of your brand and you become wishy washy. You start attracting disparate segments of people and end up confusing your target audience as a result.

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2. What words describe your brand? If your brand was a person how would you describe him or her? Pick three attribute words to describe your brand. Is your brand funny, warm, girly or quirky? Or is it sophisticated, modern and serious?

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Now that you have identified three words, qualify what these aren't. For instance, your brand is bold but not arrogant. Fun but not wishy-washy. Honest but not hurtful. These will give you a set of markers that identify your brand voice.

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There's no point in indulging in a content format that keeps you locked in a room for hours crying while trying to create. The more you create content in the format that's your strength, the more you attract your target audience.

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Pick a format that you enjoy creating content in, moves you closer to your goals, gives you measurable results and that you can consistently produce. Get consistent in one content format before choosing to add another.

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1. The Headline Your headline sells your blog post. It determines whether your site gets a click-through or not from social media. Your headline is a constant work in progress and you should never use the first headline you come up with.

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2. Introduction Your introduction includes a hook. A hook is a compelling statement or paragraph in the introduction of your blog post. It grabs the reader's attention and urges them to keep reading. Here are four examples of hooks you can use: Ask your reader a direct question. Example: What if you had 10 extra hours a day? How would that work for you? Would you spend more time with your family? Write a book? Include a shocking statistic. Examples: Did you know that 80% of daily blog visitors are new? Did you know that once you accumulate 51 posts, blog traffic increases by 53%? Showcase a benefit or an end result. Examples: Imagine having 100,000 daily pageviews.

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A scanner protected post: • Includes sub-heads every 3-4 paragraphs • Keeps paragraphs no more than 3-4 sentences long • Is generous with bullet points

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Conclusion Your conclusion has to inspire your readers and encourage them to take action. Your readers are probably feeling overwhelmed, lost and intimidated especially if you've written a long list post or a technical how-to post. Here's what you can do to inspire and ease their woes in four quick steps: • Remind them of the first step they can take. • Give them confidence to implement two to three tips at a time. • Nudge them to your content upgrade if it makes it easy to implement the steps. • Show them how amazing the end result can be.

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Keep your conclusion to 200 words or less. Your conclusion shouldn't include any new point or information. It closes the loop, inspires and is short. Try to keep your conclusion to about three paragraphs or 200 words.

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Make your images SEO friendly. Pictures should include the keyword in the title, alt tag, and filename. Before uploading any pictures, change the filename of the image to match the keyword, rather than have something like d5673456.jpg.

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Pinterest is my #1 traffic source and I've had lots of success with it. Pinterest works like a search engine though a visual medium. You need to have vertical pins and a pin description which includes keywords from your content.

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I'm not a fan of sending out blog posts notifications to your list. But if you have additional exclusive content that's tied in with the topic of your post, alert your list about your latest post.

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It takes a huge amount of work to consistently plan, manage and effectively distribute your content. This is why batching is critical to help you save time.

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You may be collecting and saving ideas from a few different places but it's important to do a regular sieve through of these ideas and then house them in a single place.
