

# Week 17 Focus – Content Creation

Focus Question: What role does content creation (or distribution) play in your world?



## 🧩 DESCRIPTION

At the heart of many virtual organizations, and service-based businesses is content creation. Whether it is designing a new course, writing a blog post, leveraging a series on Instagram, content creation is key. This is why the CBB and PlanDoTrack, includes the Content Pages. As a reminder, included in the Content Pages Section are:

**Monthly Content Trackers** – Use this to capture what you are posting every day of the month. Include the streams you are posting on, how many visits, likes, comments or other things in notes. You have space in the bottom right corner to note any themes which you are focusing on for the month. This information becomes a gold-mine for years to come!

**The Monthly Content Journal** – Use these to capture one word reflections on the day . Perhaps you are doing some research. Maybe focusing on capturing new ideas, thoughts than need an anchor somewhere.

**31 Day Challenge** – Don't just do it once. Series create energy and generate community. What could you focus on daily for 30 or 31 days in your business to create a baseline, or spread the world?

**Content Collaboration Plan** - Who can you collaborate with? What do they do? Who do they serve? What could collaboration look like? Why would you want to collaborate or have a joint venture with them? What can you offer them in return for your partnership?

## 🧩 ACTIVITY

Review the different Content Tools available. How could you leverage these in your work, and around your current priorities?

What is the content you have created? Make a list and/or note how you might repurpose or repackage the material for different platforms. For example, if you have a blog post, could it be combined with others to create an article, or be converted into a video.

Review your current content calendars. What's working? What needs to be developed? When are you scheduling in time to create content?

Need some inspiration? Check out the 31 Days of 1BizStepaDay. You'll find it over at the CoachingBusinessBuilder website.

## 🧩 CONNECTION TO THE WORKBOOK AND PLANNER

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