

## Introduction

Creating content is the most important activity you undertake in your Expert Practice, with the exception of active client work.

The Expert Content Creation System is designed to provide you with a roadmap for creating a full year's worth of high-quality, multimedia content, which is then used to both position you as an expert and to create and market your products and services.

## Step 1: Cave Time

Ringfence one entire day every month for creating your content.

Find a place to work where you will not be distracted or disturbed: preferably without internet connection! This might be your office at home, or a meeting room. If you don't currently have somewhere you can use - hire a meeting room once a month, or take yourself away to a hotel on a special [www.wotif.com](http://www.wotif.com) deal for a day and a night.

## Step 2: Curriculum

Sort your intellectual property into 12 Core Categories. Why 12? It's a good number: it's months in the year, it's chapters of a book, it's parts of a workshop, it's modules in a membership program.

## Step 3: Content Roadmap

Now, with those 12 Core Categories in mind, write the **titles** for:

- 52 Blogs (300 - 400 words)
- 24 Articles (500 - 1500 words)
- 52 Videos (max 3 mins)
- 12 Podcasts (45mins - 60mins)
- 12 Webinars (45mins - 60mins)

Ensure your titles are attention-grabbing and engaging. Think with your marketing mind.

Also write down the 12 names of people you would most like to interview: people who have expertise in areas that are complimentary to what you do, and who will not only add value for your clients but also be able to promote you to their own lists and markets.

### Step 4: Publishing Schedule

Book what gets published and when each month into your diary. Make this schedule imperative: NOTHING stops you following it. Consistency is essential.

When you follow this Publishing Schedule, within a short time you will have a complete year's worth of fantastic content ready to position you as the leading expert in your industry.

- **Weekly Blog**

Make this multimedia - include videos as well as text. Text should be 300 - 400 words max and videos 5 minutes max.

- **Monthly Podcasts**

Upload these to a dedicated page on your website, and create an RSS feed direct into a dedicated podcast channel on iTunes.

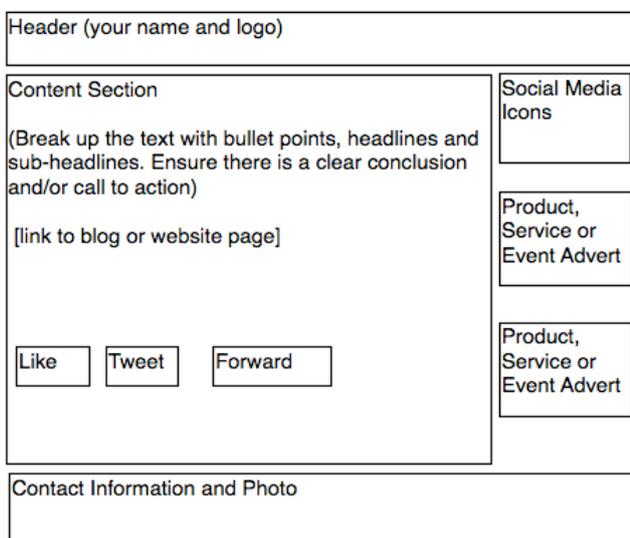
- **Monthly or Fortnightly Webinars**

Mix these up with guest experts, Q&A sessions and hotseats.

- **Weekly Newsletter**

As with your blog, make this multimedia - include videos as well as text.

Text should be 300 - 400 words max and videos 5 minutes max. Use the following format:



**TIP:** many successful experts make their newsletter and blog the same content - you post the blog on your site, and email the content via the newsletter as well as posting to social media.

## **Step 5: Creating Leverage**

When you have a large amount of quality content in your library, you have the opportunity to leverage your knowledge and your time:

- **Digital Products** : Start creating DVD and CD sets from your videos and podcasts
- **Membership Modules**: Create passive income through an online membership
- **Publication**: regularly submit your articles to the top publications in your industry
- **Syndication**: syndicate your content across the internet for power positioning and SEO
- **Landing Pages**: grow your list with high-quality, high-value information offers

## **Next Steps**

Your next steps are simple:

1. Lock in your Cave Time
2. Create your 12 Point Curriculum
3. Build your Content Roadmap
4. Diarise your Publishing Schedule
5. START NOW!
6. Have fun :-)