

# How To Create Your First 10 Pieces Of Content



## GETTING STARTED IS NOT SCARY! HERE IS HOW TO DO IT:

You are the expert at what you do, and customers want to access your knowledge!

The simplest way to create your first 10 pieces of content, is write a list of the top 10 things you wish your customers knew about you before they picked up the phone

Now you have 10 different topics you can create content around, and share to your various social platforms!

## WHAT TYPES OF CONTENT CAN YOU TURN IT INTO?



### Selfie Video Using Your Phone

Simply pull out your phone, turn your camera on, and shoot a selfie style video talking through each topic



### Write As A Tweet

You can make a short form tweet around the topic, post it, take a screenshot and then cross post to other platforms



### Long Form Text Post

Explain each topic area in an educational format, and post it to your chosen social platform



### Create A Meme

Personality is key with content, so if you can create a fun meme out of it, do it!



### Infographic

If your topic can be broken out into segments, create an educational infographic



### Screenshare Video

Use free tools like Loom or Vidyard to record your screen explaining the topic. Adding visuals to concepts really helps!