



## Own The Racecourse in 11 Steps

1. Collect ideas for your content.

**Places you can get ideas:**

- Random thoughts
- Notes collected in notebook/journal/Excel/Evernote
- Common helpdesk questions
- Community/forum/members
- Live events/workshops
- Meetups with people
- Market research
- Tools like Buzzsumo
- Ask your team
- Search Google
- When you feel you've got something to say

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2. Come up with your subject line.

**This is the big promise or the hook.** Why would someone be compelled to consume your content?

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3. Outline your episode.

**You can:**

Create a story	Do a user case study
Do news	Do FAQs
Have a rant	

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- 4. Think about your call to action.

**What do you want people to do when consuming your content?**

It can be one of the following:

1. Buy something. "Click here" is good.
  2. Share your post. This will take your marketing wider.
  3. Leave a review or comment.
  4. Download the resource guide or content upgrade.
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- 5. Consider your content upgrade.

**There are six types of content upgrade that can help you collect emails:**

1. Transcription
2. Checklist
3. Mindmap
4. Cheatsheet
5. Bonus audio or video
6. Software/spreadsheet that calculates results

**Remember:**

- Help people be better off.
- Put a call to action in every content upgrade.
- At the end or through the upgrade, have a link to your site.

- 6. Produce your content.

- Record the information (an interview on Skype/a video, etc.).
- Edit your content. (If you have a team in place, pass the raw material to them for editing.)

- 7. Publish.

- Place the content on your website.
  - Transcription
  - Bullets
  - Tweetables.

If it's a video:

- Publish it to YouTube
- Place it on your Facebook page.
- Remember to link in the notes to your content upgrade.





- 8. Syndicate.
  - Email to your list informing them of the new content.
  - Instagram
  - Twitter

- 9. Promote your content.
  - YouTube ads for video on YouTube
  - AdWords
  - Paid ads on LinkedIn/Twitter
  - Paid ads on Facebook/Instagram
  - Joint venture partners
  - Affiliates
  - Inform your guest, if any

- 10. Review
  - Check:**
    - Analytics
    - Downloads
    - SEO rankings
    - Paid ads conversions and costs

Learn what you can and put it back into your content machine.

- 11. Repeat.
  - Take what works well and do it all again.**

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