

# Speedy Content PUBLISHING TIPS



**Publish Faster to Make More Money**

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## Speedy Content Publishing Tips

As one of the most important elements of online marketing success, content can consume vast amounts of time and energy. It's not unusual for a business owner to spend several hours a day brainstorming, writing, and publishing their content.

While you can't really eliminate your need for content, you can reduce the amount of time you spend on it. By embracing tips, tactics, and systems that support you and your business, it's safe to say that you can cut your content time in half and still create the same great content you've been creating.

Your time is precious. By becoming more efficient and productive, you're able to reallocate that time you saved on content to other profitable tasks. For example, if you're a coach and you free up 5 hours a week, you can spend those five hours coaching clients and making money.

Of course, if you're looking for a way to enjoy a shorter work week, you can use those five hours spending time with friends, family and enjoying personal pursuits. So, let's get to it. The Speedy Content Publishing Tips are divided into the following sections:

- Brainstorming – learn to brainstorm faster and more efficiently.
- Writing – Yes, you can write more quickly and still create exceptional content.
- Researching – Too many people waste precious time researching. Learn how to find what you need quickly and painlessly.
- Organizing – Proven tips to organize your content for productivity and efficiency.
- Publishing – You can even save time when you publish your content.

Let's dive right in and start with what can be the most difficult part of the content process, brainstorming.

### Time Saving Tips, Ideas, and Tactics to Brainstorm Your Content

Do you have a regular content brainstorming session or do you simply let the ideas come to you? There's no "right" way to brainstorm content. However, there are steps that you can take to make the process more efficient and also more effective.

#### #1 Be Prepared

Many busy entrepreneurs find that the best content ideas come to them when they're not working. Maybe you're at a family picnic or sitting in traffic. You're thinking about your business and a brilliant idea comes to you.

If you're not prepared to document the idea, chances are you'll forget it by the time you get home. And let's face it, it's easy to believe you'll remember the idea – after all, it's a great one. However, most often the idea fades away.

One of the fastest ways to brainstorm content is to keep a running list of ideas. The ideas may not be complete thoughts, but the concept can help you brainstorm content when it's time to sit down and get to work.



So how do you prepare to capture every content idea when it comes to you?

- Notebook – yep, good old fashioned pen and paper still work
- Phone – even a simple note-taking application can be useful
- Voice mail- leave yourself a voice mail if you don't have an opportunity to write down your idea
- Email – send yourself an email. That way, it's waiting for you when you get back to your home office.

## #2 Monthly or Weekly Ideas Session

Do you find that there is a particular day of the week or the month where you're usually motivated and inspired? For example, after the weekend, many entrepreneurs are ready to get back to work. Monday and Tuesday are often exciting and motivating days. By the end of the week things can wind down. Identify your best time to brainstorm and capitalize on your energy by scheduling a brainstorming session.

### When brainstorming:

- **Set Aside A Moderate Amount Of Time.** An hour or two is probably long enough to brainstorm. Your mind will start to wander and you'll stop being productive. Don't worry, once you've started the creative process, more ideas will come to you throughout your day.
- **Go To An Inspiring Location To Brainstorm.** Imagine trying to brainstorm content ideas as children are running circles around you as you sit at the kitchen table. Not very productive.



Instead, find a peaceful place where you feel inspired. Put on some music if it's not distracting; kick your feet back and begin thinking about the various types of content you can create to help your audience.

- **Review Analytics.** Great ideas are often inspired by past successes. Look at the content that received the best comments, links, and feedback. Review your analytics to find your most popular articles or posts and brainstorm more ideas on the topics.
- **Use Creativity Tools.** There are many different brainstorming tools to consider. For example, mind mapping is quite popular. You can also use a vision board or even creative prompts. You can create your own brainstorming tools, too. For example, you might create a series of flash cards that ask questions like: What problem is my ideal customer facing today?
- **Identify Inspiration.** Are there certain blogs, magazines, or websites that frequently inspire you? If so, organize them into a folder on your search engine toolbar. Create a folder to make them easy to access. And yes, your competition may be a key source of content inspiration.

### #3 Broaden Your Horizons

One of the reasons it can become tricky to brainstorm ideas is because people get stuck in a rut. They create the same type of content over and over again. Remember you can create:

- Audio
- Video
- Lists
- Tips
- Content series
- Worksheets
- Editorials
- Q&A
- Interviews