



3 *Top Content Creation Hacks*

YOUR CREATIVITY CHEAT SHEET

For Course Creators & Bloggers

to grow your email list



Truly understand your audience

- **RESEARCH, RESEARCH, RESEARCH**

- Have you analysed your audience struggles?
- Have you looked at social media, Facebook groups, YouTube, podcasts and blogs to understand the top 3 pain points of your target audience?
- Do you understand their goals, what they want to achieve?
- Have you identified their ultimate dreams?
- If 'no', spend enough time finding the answers.

- **CREATE CONTENT FOR DIFFERENT LEVELS OF KNOWLEDGE IN YOUR AUDIENCE**

- Define what level of skills your content is for and adapt your content to different levels of understanding.
- Maintain an eye on new features, apps or techniques for your audience.

- **DEFINE YOUR CONTENT PILLARS & PLAN**

- Define 4-5 types of subject for your content that you know about, you love & the solutions to your audience struggles.

- **CONTINUE LEARNING ABOUT YOUR AUDIENCE**

- Leverage your audience to know what works best for them:
- Use CTAs to ask what they want to see more.
- Pay attention to your audience comments.
- Check your metrics: what is working best.

Leverage trends wisely

• CURIOSITY IS YOUR BEST FRIEND

- Consume different types of content yourself.
- Follow other leading content creators in your niche.
- Follow newcomers & smaller accounts. Engage with them.
- Follow other niches related to yours.
- BE CURIOUS.

• BE YOU

Once you identify a new trend:

- Don't copycat.
- Create your own approach to the trend.
- Identify the gaps and where you can bring your unique value.
- Be you. Don't jump on a trend for the trend sake.

• USE EASY & TRENDY SOURCES FOR FRESH DIGITAL CONTENT CREATION

• BE CONSISTENT: DON'T CONFUSE YOUR AUDIENCE

When leveraging trends in your digital content creation:

- Understand what has been overly covered and move on.
- It is ok to cover key trendy content.
- Don't jump from trend to trend for the sake of it.
- Be consistent with your content pillars.
- Review and adapt your content pillars annually.

Help your brain be creative (part 1)



- **YOUR MINDSET IS YOUR BEST FRIEND**

Beyond the positive mindset exercises (affirmations, meditation, journaling, goal tracking and so on), reinforce the following:

- Creativity applies to any subject.
- Creativity is a skill you can learn.
- Creativity can be hard work, that's ok.
- Creativity is also about generating value.

- **CAPTURE IDEAS ANYTIME, ANYWHERE**

- Be ready to capture your content ideas wherever and whenever they come.
- These days the easiest tends to be in your mobile.

- **GET YOUR BRAIN IN THE RIGHT ENVIRONMENT**

- To help your brain establish creative connections:
 - Change your environment.
 - Don't push your brain to think hard on the creation.
 - Distract yourself with other things.
- Engage in a repetitive, potentially boring activity that distracts and liberates your brain. The connections to your creative brain side will be more likely to happen.

- **USE QUESTIONS TO TRIGGER CREATIVITY**

- To foster your creativity in your brain explore possibilities and ideas by asking yourself open questions ("what if", "how"...).



Help your brain be creative (part 2)

- **MAKE ROOM FOR MISTAKES**

- When you explore possibilities and you ask yourself questions, don't be judgemental.
- Learn to accept that mistakes are inevitable and ok.

- **HELP YOUR BRAIN MAKE CONNECTIONS WITH MIND MAPS**

- Mind maps trigger connections in your brain for new ideas.
- Use mind maps for your digital content creation outlines.

- **DEFINE YOUR DIGITAL CONTENT CREATION WORKFLOW & BATCH IT**

- Simplify your digital content creation by defining your workflow and batching your content

Batching your digital content creation will:

- make you super productive
- eliminate the stress and pressure to create too often.

- **FOSTER CURIOSITY & FACE ADVERSITY EASIER**

- Create an environment that encourages curiosity.
- Allow yourself time to be curious in your scheduled time.
- Be mindful that time pressures can kill curiosity.

A curious mindset performs better & faces adversity easier!

Your bonus tip:

Help yourself.

With digital content creation, you can overcomplicate your life. Make it easier for you.

From time to time, alternate brand new original pieces of content with:

1

WRITE A REVIEW

about some else's content (books, videos, courses, podcast...).

2

CREATE A COMPILATION

with links to great content from others about a specific subject.

- This is a great way quickly generate content.
- It also creates an opportunity for you to generate good engagement with other entrepreneurs.

3

DO A Q&A WITH YOUR AUDIENCE

4

REPURPOSE YOUR CONTENT TO MAXIMISE YOUR REACH



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The Ultimate Insta Reels Tutorial To Explode Your Instagram Reach & Engagement The Easy Way.



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1. **Ensure your audience is engaged** & excited until the end.
2. **Build trust** delivering value to your audience.
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