



*How to Create
A Content Bank*

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Welcome to the content bank planner!

Many times I hear from clients that they wish they knew what to post on social media. They have gotten so caught up in worrying about what it is that they supposed to post they they can't see the opportunities in front of them.

I promise that once you get started and shift your way of thinking you'll see big improvements with the ease in which you create your content. And then once you've started creating a content bank you'll be able to repurpose and recycle this content saving yourself time and headaches going forward.

At the end of this you will have a bunch of content in different categories that you can pick from on days where you say "I just have no idea what to post."

You've got an endless list of content ideas inside you.

Like for real!

You just need to get yourself organized so those ideas that are hiding inside you can come out and get put into the world! And if you are struggling with the mindset that it has all been done before, don't. You are unique and your special blend of experiences/knowledge/skills/mission are going to have you coming to the content creation table from a completely different perspective than your biz bestie, myself or any other online business owner would. You just need to be confident in yourself and start sharing it.

In this planner we are going to touch on all the different kinds of content you can create, all the possible formats the content can be created as, how to boost your bank right from the get go, tools and systems to help you stay organized, and creating a plan for adding to your bank.

Having a bank to pull from will allow you to focus on the other important parts of your business and before long you'll be surprised at how full your content bank is!

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What a Content Bank can do for your business

Having a bank of content to pull from and repurpose gives you space to breath in your content strategy. You no longer have to always be writing new stuff, maybe a tweak here and there if needed. But the best part of my content bank is that if I'm having a "I'm just not feeling it" day or week in my business, it happens to everyone. I'm not scrambling to create new content because I've already got at least 6 months worth of posts ready to freshen up and go. Maybe they will need a new graphic but maybe they won't and they can just get scheduled into your weekly content plan without the blink of an eye.

This has saved me several times when I've had weeks where I've needed to slow down because I was sick, help take care of my family and not get in the work time I though I would, or if I went on Vacation.

Not only does it help if I have to take a step back from my business but it also helps me create space to create other kinds of content. I've been able to look at my schedule and repurpose content from the past so that I'm able to create passive income products, focus on a complicated client project, or spend some time recharging my creative batteries.

Do you want to know more about creating a content strategy or repurposing your content? Let's hop on the phone and see how I can help you with your content strategy so that you can create more freedom from social media.

Types of content

So let's get one thing straight right now, content without a purpose just to fill your feed is just fluff. I don't want that for your content and you don't want that for your content. Your content should help build trust with potential clients and move them closer to purchasing your products or services. It should be condensed and strategic. It is very important to your overall strategy and your content bank because when you don't have fluff posts in your bank you know that you can pull out old posts and repurpose them while knowing that they will still be laser focused on your goals and helping you move forward.

Here is a breakdown of the major types of content you can create and share

Promotional Content

Promotional content, this kind of content is a blatant promotion of your products/services/profiles/websites. This is you putting your offers out in the world whether they are free or paid it is still a promotion. Most of the time you can tell it is a promotion if it includes a link.

- promoting free or paid services
- freebies or opt-in
- Facebook group invites
- promoting a blog post

Wisdom Content

Wisdom content is the content that hits on a pain point for your potential client and shows off your zone of genius. This strengthens the know like and trust factor with your followers and helps establish yourself as the expert. When you are clear on your message your potential clients will clearly be able to see exactly what services or products you can do to help them.

- stories from your experience
- stories from a client's experience
- tips and tricks in your area of expertise

Formatting your content

Now that you know a break down of the types of content you can start looking into the ways to present your content this would be your content formats.

People are different, what one person loves another person isn't so into. And content formats aren't immune. So always strive to create a variety of content formats so that you are hitting all the high points. I'm sure at some point you've been asked how do you learn best? Is it by doing, watching it done, taking notes, or listening? Typically you like one or two more than the others and this is why content formats are important to your content strategy.

Here are some content formats that you can choose for your content

- Video content
- graphics
- written content
- blog articles
- social media posts
- audio
- podcasts
- pdfs
- workbooks

For your content bank on your social media channels you will probably only use a few of the formats, like video/graphics/written posts.

While I say that you want to have a variety don't do something that you aren't comfortable with because your energy about it will be off and it won't serve you. For example, a lot of people, myself included, struggle with being on video. For the longest time I put it off because I knew that I didn't enjoy it but I wanted to get to the point where I could so I started slow and built up my confidence.

But if you really don't like something, find some other way to present the content that you do like. It will serve you so much better. I know some people hate to write...

Tools & Systems for your Content Bank

I would argue the most important part of your content bank is the systems and tools you put in place to use it. So in this section we are going to dive into some of the tools that you can use as well as how I organize my content and what tools I use to keep it all straight.

Organizing

Evernote

I absolutely love this note taking tool. I have it on my computer and my phone and keep several notebooks for everything from work related notes to recipes I find online. This is a great tool for storing your content bank because of the search feature. I personally use Evernote to keep track of everything but if you like Word or Excel or a Google Doc, use it because the important part of this is that it is easy for you to get to and easy for you to organize.

My favorite part of Evernote? Using the search feature not only does it search note names it searches the content as well. If I need to find a particular topic and see all the different places it appears in my Evernote it will show up when I search for it. For example, If you write up all your content and you want to repurpose a specific topic you can search all your notes to find that content.

TIP: Right click the notes you use the most and click “Add Note to Shortcuts”. This keeps the most used notes always on the top in the left hand menu so you can quickly click on them.

Scheduling

Hootsuite

I use Hootsuite to schedule all my content except for Instagram. I use another tool for that which I'll get to in a bit. But in Hootsuite one of my FAVORITE features is the ability to save drafts of all my posts. This way when I add something in I can quickly repurpose the content directly in the scheduler. I still keep a “hard” copy of all my posts just in case I decide to go away from one tool to another but this way it makes it easy to schedule.

Later

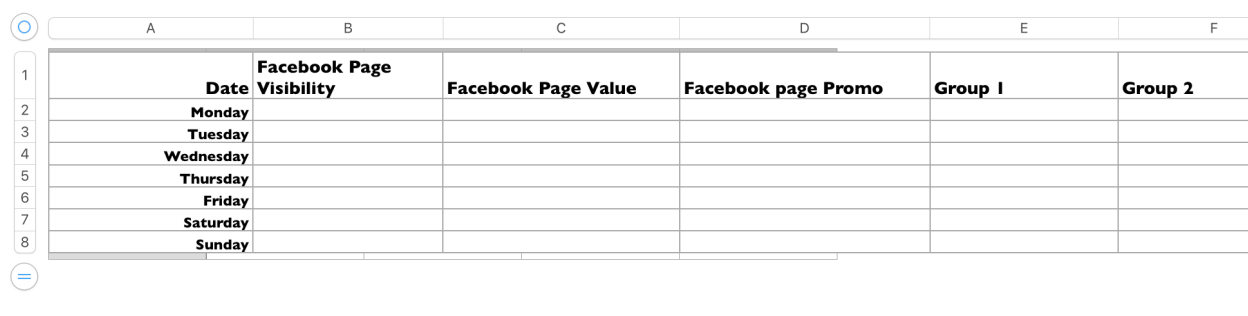
Later is my go-to platform for scheduling Instagram posts. I love that it has the drag and drop calendar but also that it saves my hashtags. Another feature that they just rolled out which I'm in love with is the ability to add a link in bio link to each post. I'm always looking for ways to cut down on the number of steps it takes to post to social media and one of the most cumbersome thing about Instagram is the fact that you can only have a single link in your bio. When you are promoting a lot of different content it can be a full time job keeping up with that link...and I was not good at it. Now I can just drop my link into each post as I'm planning it and when I post it the link is already there. It's AMAZING!

Tracking

Spread sheet

Tracking your content's engagement and likes is really important to the entire content creation process. If you don't know how a single topic did how will either know it needs updating/tweaking to get more engagement or that the topic was on fire and you should expand on it? A spread sheet will work wonders for this!

Very simply create a new spreadsheet in Drive/Numbers/Excel wherever you like to use a spreadsheet. Here is a peek at how I've organized the columns for my Facebook post tracking sheet.



	A	B	C	D	E	F
1	Date	Facebook Page Visibility	Facebook Page Value	Facebook page Promo	Group 1	Group 2
2	Monday					
3	Tuesday					
4	Wednesday					
5	Thursday					
6	Friday					
7	Saturday					
8	Sunday					

You can add in whatever social media channels you like here. I keep my Facebook page information at the front. Then dive into the groups that I post in actively and end with my Instagram posts.

Then each row gets a date Monday - Sunday and I repeat the days for the entire month. Now under each column in the correct day I write the headline snippet for every post I create. And then when I go back to track the post I write in the number of likes/comments next to the headline. That looks like this.

consistent 1/1
have a plan 6/4
strengths 1/1
go farther 4/2
collaborate 1/1

Now I know can look at how my posts are performing in each group, which days I get the most activity and which topics resonate with that group. Most of content creation is experimenting when you keep track of the engagement you are able to make educated adjustments going forward for your content. And remember it's ok to have content that under performs. This doesn't mean it was "bad" content or you didn't do a good job. This could mean that your message needed a little tweaking, it could mean that the group/platform you posted it on wasn't as active that week... think Christmas... or it could mean that something else in that group was soaking up all the attention...think group leader is in launch mode.

TIP: Review your content quarterly and make it a point to refresh the content that under performed. Maybe it needed a different graphic, maybe you need to adjust the information or ditch it all together. But your tracking efforts will pay off!

Storing your Content Bank

The biggest benefit of having a content bank is that you have a store of content that you can pull from on days when you just don't want to write something new, have no idea what you should write, or want to give yourself some space to create something different. So in this section we are going to talk about organizing and storing your content bank. I already told you I use Evernote to store everything it is so handy and I can quickly pull up posts on the go if I need to and get them out there. This comes into play when it is a promo day in a group and I'm not near my computer.

Here is a breakdown of how I organize the note structure in Evernote for my written content. (note that I have bolded the file structure components)

- **Notebook:** Social Media Content
 - **Note:** Monthly Content Plan 2017
 - Month
 - Topic (Pain point / Topic)
 - Post 1 (subtopic 1)
 - Post 2 (subtopic 2)
 - Post 3 (subtopic 3)
 - Post 4 (subtopic 4)
 - Post 5 (subtopic 5)
 - **Note:** Promo Posts
 - Product/Service/Freebie
 - Content including link & investment
 - **Note:** Quotes/Motivational
 - List of quotes/motivational sayings

I create a note for each each platform that I'm choosing to be active on. Evernote allows you to store written notes, images, and using the Web Clipper Extension you can even embed video information right along with the rest of your content.

The Web Clipper captures the following:

- image of the video
- video title
- active link
- description of the video
- date published
- number of views

While Evernote does not allow you to store the full video (you wouldn't want it to anyway since video files are HUGE and they need to be housed online somewhere) the clipper provides enough information that you can easily access your videos that are hosted online to keep everything in one spot and your content organized.

TIP: If you are just pushing your content from one platform to another (Eg. Instagram > Facebook) Then you won't need a separate Facebook note because the content won't be different. Breaking it apart this way let's me know when I go back to repurpose that the content is already "styled" for that particular platform and won't need adjusting.

If you want to keep all the posts in one spot you can create a weekly note and use a bulleted list to organize platforms and individual posts.

Another benefit from breaking it down like this is that you have a record of when you posted that specific content so you can rotate through without posting the same thing too close together. Don't get me wrong I love a calendar but I would rather simplify things by just putting the weekly topic on my editorial calendar and keeping a breakdown of the posts in a separate file so nothing gets cluttered and I can at a glance keep track of what is coming up and what might be a good launch for a particular week.

If you don't want to use Evernote to organize your content this structure will also work for Google Drive Documents or even the file system on your computer. Replace Notebook with folder and Note with document and you've got yourself a file system that will keep you organized.

Instantly boost your content bank

To create your content bank one of the best ways to get started is to get started. This part of the process is going to take a little time but I can help you kick start it.

Visit your social media posts that you've already sent out in the world and compile the best ones to a document.

So you are probably wondering what "the best ones" mean... well I can't tell you that but you can find out with a few simple questions.

Ask yourself which posts got the most engagement?

Which posts feel like they fit with where you are in your business right now?

Which posts need a little tweaking to fit with where you are?

Put all these posts into a doc, I usually like doing it in a table format that way one column can be the content and then you can use the additional columns to keep track of posting dates, engagement, graphics files, ect. Anything that will help you stay organized and see all the information at once.

Now that you've gotten a quick boost of all the posts you've already written that can work going forward it's time to write some new posts.

You may be worried that people are going to notice that you are using the same content.... I've got two thoughts on this.

1 - you're going to space out the content so unless someone is a huge fan and has a great memory they aren't going to remember or notice that you are using the same content, and if they do they are going to think that you are working smarter with your content and making it work for you.

2 - it takes multiple times for someone hearing something before it breaks through all the other noise that people consume to stick out in someone's memory. If you post once that you are a graphic designer for new coaches and never touch on it again no one is going to remember that.

Don't worry about repurposing your content it's going to give you space to create even more content when you've got the option to reuse something and give yourself a break.

When you go to repurpose, read through everything and make adjustments based on what you know know about where you are in business, who your ideal client is, and what your current offers are to keep your content in alignment with you.

Now it's time to pull out an editorial calendar, I also use Evernote for this. You can get a calendar template from Evernote by searching "Evernote Calendar Template" and choosing the result from Evernote Help & Learning. This lists out all the different calendar options. I use the monthly view for my editorial calendar.

If you don't know what it is an editorial calendar is just the subject plan you want to talk about tied to specific dates. You can use it to make sure you are creating your content and getting all the pieces together before it's time for that post to go live.

Aim to rotate through your content giving at a minimum 30 days between uses. Let's say you are promoting the same blog post a few times and you don't want all your twitter posts to be the same thing, pull out different quotes, ask a question or use 2 different headlines to attach to the link. This way you keep the content fresh in your feed while still repurposing your blog post, and not looking like a broken record.

Once you've built your content bank you can even stretch out the repurpose time to 2, 3 or 4 months.

TIP: Use your editorial calendar to help plan out your content at least a month ahead. This will give you plenty of time to review what content you have available to repurpose and identify areas in which you can create new content to fill in the gaps and keep things fresh!

Planning and Creating New Content

Another struggle with creating a content bank is taking the time to actually ADD to it! If you don't put stuff in there you won't have anything to pull out right?

Makes sense doesn't it.

Alright, so let's make a plan for planning and writing out your content to fill your bank!

- When it comes time to creating content for your content bank it is really nice to have a list of all the categories of content that you can create. If you try and keep it all in your head you will run into the same trap I did where I was creating the same content over and over and forgetting about all these other kinds of content I could be creating for my bank. So in your Evernote just make a simple note with a list that runs down the categories of content you can create. Here is a peek at mine.

Categories of Posts

1. Value content
2. Client testimonials
3. Inspirational
4. Question
5. Quote
6. Personal peek/behind the scenes
7. pitch product/service/community
8. Share a blog post
9. Freebie (opt-in)

Before I made this list I would create value posts, personal posts, and quotes.... that was it. I felt like I was struggling to keep my content creation going because I was only focusing on these categories. Now I sit down I've got a reminder that I've got testimonials/blog/post/opt-ins to also rotate in. Trust me do not overlook creating this file it will help you keep from running out of ideas.

Use the lines below to brainstorm the categories of content you can create for your social media channels.

- Make a commitment to yourself to spend a little time each week writing for your content bank, like 15 minutes in the morning on Friday. If that doesn't work schedule a bigger chunk of time one day a month. Consistently adding to your content bank is just as important as having one to begin with.

- Set a goal of a certain number of each type of posts for your writing time. Like 2 value posts 1 promo post and 1 visibility post. This will get you in the habit of creating your content and give you a great start to your content bank.

- If you are really struggling to get it done on your own then find someone to help you out. Find an accountability buddy or someone to "meet with" each month or week for a content creation jam fest.

- If you feel like you are terrible at writing and are still struggling to get the content created consider hiring someone to do it for you. Hear me out on this, take a look at what time you are spending trying to do it alone, review all the activities that you could be doing during that time, and evaluate if the cost of paying someone for a few hours of work is worth the cost.

- “Oh no I’ve got all this content but I’ve gone in a different direction in my business.” When you pull something out of the bank from let’s say 3 months ago, just take a second to look it over and make adjustments so that it is in alignment with where you are now. Just because you have made a change to your business doesn’t mean that everything you already created needs to be thrown out!

- Take your one piece of content and turn in into several formats

Hi, I'm Michaela



I am passionate about helping boss ladies, like you, position yourself as the expert in your niche.

I focus on creating authentic connections with your audiences and increasing your visibility online so that you can build the business of their dreams and design a life you are obsessed with.

If you aren't visible online, you aren't going to create the growth needed for your online business. And I'm here to tell you that you don't have to be handcuffed to your online presence to get powerfully visible for your online business.

Find me here

michaelahoffman.com

Pinterest - <http://bit.ly/2ngHo3A>

Instagram - <http://bit.ly/2o0JQac>

Facebook - <http://bit.ly/2o0CPgh>

Passion Driven Solopreneurs Community -

<http://bit.ly/PassionDriven>