25 WAYS TO CRACK THE CONTENT CODE CHEATSHEET

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1 | Brainstorm content ideas based on your ideal customer's pain points and interests and keep them in a centralised spreadsheet or document that you can access at any time you get stuck.

2 | Research what content performs well for competitors and influencers in your niche. How can you put your spin on a piece of content that has already been created and give your own opinion?

3 | Map out a content calendar to plan topics and scheduling. For example, maybe Monday & Tuesday are bottom of funnel content then Wed is the middle and Thursday and Friday are a bit lighter and sit at top of funnel.

4 | Outline each piece of content before writing to organize your thoughts. This doesn't need to be comprehensive but can help you create the content quickly if you know exactly what you want to say.

5 | Craft compelling headlines or hooks that you know will catch your viewer's attention.

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6 | Hook readers from the start with something a power statement or something that you know will shock, surprise or intrigue them.

7 | Break content into scannable sections with subheads and bullets. Whether it's text on video or in your caption, make it easy to read and don't write long and super in-depth information. Bullet points work well.

8 | Optimize content for SEO with target keywords and related terms. Every platform is focusing on SEO so that it's easier for users to find the content they want so focus on that.

9 | Include useful statistics, expert perspectives and relevant links - We love opinions but also love examples and stats so don't be scared to include those in your content.

10 | Insert quotes from industry leaders to build authority. Just like stats we like to hear what industry leaders are doing.

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11 | Write conversationally to connect with your audience. Most people like to read things that feel like someone is talking to them, so don't be too formal or stiff when you're writing or sharing your content.

12 | Share personal stories and real-world examples. We love a good story, make sure you're sharing yours.

13 | Ask questions to encourage comments and shares. This or that questions work well as well as asking opinions or thoughts. Remember the more engagement you get, the more eyeballs you get too.

14 | Wrap up each post with a call-to-action. Try out different CTA's to see what works for your audience.

15 | Include visually appealing images, graphics and videos. I think this is a big one right now. Creating content that has a lot of interest and isn't us just looking at the same thing that whole time matters and works better.

16 | Don't just promote new content on social channels once. Look at how you can promote it again and again and get more out of it.

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17 | Email subscribers when you publish new content. Use the content that you're creating as email content or across platforms.

18 | Guest post if you can or collaborate with other people to get your brand out there. Think about people who have the same audience as you and see where you might be able to support each other.

19 | Repurpose content into different formats like video and podcasts. For example we have the podcast which is audio then we use the videos for snippets, take quotes for IG &/or LinkedIn posts and then email our audience. Squeeze as much out of it as you can.

20 | Check and monitor analytics to see which posts resonate the most with your audience. If you haven't looked at your analytics you're missing out. Check them every week and month to see what content is working well for you and do more of that.

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21 | Survey or interview ideal customers about desired content. If you're speaking with your clients on the regular see what they are asking and needed help with and use that in your content too. If they are struggling with something the likelihood that someone else is having the same problem is high.

22 | Block time each week to create content consistently. If you want something to become a habit then do it every day!

23 | Follow the 80/20 rule - spend more time promoting top posts.

24 | Continuously iterate and improve your content based on feedback and metrics! Keep trying new things and find what works for you too.

25 | Reward yourself for achieving key content creation milestones. You deserve it!