

# Episode No. 110 How To Plan + Produce Your Content For The M...

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## SUMMARY KEYWORDS

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## SPEAKERS

Jessica Lauren

**J** Jessica Lauren 00:00  
Hello, and welcome to the Sunday jumpstart podcast, a weekly podcast helping cool getters, just excuses, do the work and make this happen. My name is Jessica Lauren, and you are listening to episode number 110 Hey y'all. Hey, welcome back to this week's episode of Ask j. s podcast Happy Sunday. I hope that you are doing well that you are relaxing, rejuvenate and doing all the things that makes your heart feel good on a Sunday. So what are we talking about today? Well, today we are continuing our creating content series. That's where we're spending the next couple weeks just breaking down. How the heck do you make good content that keeps your audience coming back for more. So today we're talking about how to plan and produce your content for the entire month right now you might be thinking to yourself, Jessica, don't nobody me help with that this easy. I got this. I'm a content master. Right? That's cool for you. Right? This is for my people that need to produce content on a regular basis, right, I'm talking about my YouTubers that create three videos a week, podcasters bloggers, if you are a coach, and you're always trying to get the word out on your services, so you're maybe doing Instagram lives all the time. This pretty much affects anybody that has a side hustle, a main hustle, you know, you're an entertainer, whatever the case may be coming up with content on a regular basis is super hard, unless you have some type of content strategy. So that's what we're talking about today. How to build up your content calendar, how to stick to it so that you are you know, delivering what you promised to yourself and to your

audience, how to know what the heck you're gonna say to your audience and all that jazz. Make sure that if you haven't listened to episode number 109, where we talk about how to come up with good ideas on a regular go back and listen to that first and then today we're gonna talk about like how to actually make that plan come to life so that you can hit publish on your have your audience keep coming back for more blogs, more podcast episodes, more YouTube videos, and how to get your customers to keep on buying from you. So I'm super excited about today's episode, we jump into the nitty gritty of today's episode I just want to spend a quick second saying thank you to you. Thank you so much for supporting the show by sharing you know episodes on Instagram telling your friends your mama all them about the show. And especially for leaving a rate and review in Apple podcast. Y'all don't understand how much that helps get our make ish happen message out there. Today's rate and review comes from soulful Sunday she says Jessica brings nothing but Joy to the world. Her honesty, her enthusiasm and her positivity. Make every aspect of this podcast one of my favorite ways to start Sunday mornings, no matter if you're looking to simply achieve your personal goals. start your own business or just trying to be the best version of yourself an hour with Jessica will make you feel like it's all possible. Listen, thank you so much. That means the whole world to me. I'm so grateful. That mean just running my mouth helps encourage you and keeps you going on your Sunday mornings y'all. Thank you so much for leaving rate and reviews like this, y'all. It really does change the game for me in my business. So if you can do me a favor right now and press pause Yes, I'm giving you permission to stop the show. Go on its Apple podcasts and leave a five star Yes, I'm asking for bad stars. And just leave a review telling me what episode resonated with you. Please leave your name or maybe your Instagram handle so I can be sure to shout you out in the show. Now, if you don't listen on Apple podcast, email episodes to a friend texted to a friend. You know, upload it on Instagram when you're listening to it and tag at the Sunday jumpstart. That all helps. Okay, now that we have official s j. s pack as a business all buttoned up. Let's hop on into this week's episode episode number 110. How to Plan produce and publish your content for the entire month. All right, so let's get into this business. Okay, so first things first. I like to try to plan my content an entire season ahead. Does it always work out like that? Absolutely not. But I like to try to do that and the reason why is two reasons. Number one, most brands Businesses etc are already a season or two ahead of you and ahead of real life. For instance, it is now February target is probably already working on their summer campaigns, right. So for all of them are already just a few steps ahead of the game. Even if you aren't, you know, targeting your content so that you work with a big brand, even smaller businesses, they've already laid out their entire budget for the entire year, right. So they're, again, just focusing on what's coming up next. Nothing sucks more than to work in real time, please ask me how I know. Because I've been having to struggle with that. For years, when ever I take some time out to get two weeks ahead of game three weeks, four weeks ahead of the game. I just land better partnerships, and I'm in a better mental

headspace. So number one, if you are brand new to the game, right, if you're a new podcaster, new blogger, vlogger, new business person, whatever you want to call yourself new artists, I would say try to build up a content Arsenal, that's a few months ahead of the game a few weeks, six to eight weeks ahead of the game, right? So that you're not burned out. And so that you're kind of on the same schedule as most businesses, right. So when you finally produce your content, or whatever the case may be, you can say, Hey, this is what I'm doing for the spring target or your target is my dream bring it to work with so they always gonna be the example. Here's what I'm doing. Let's get on the same page, right? So that's why you want to be a season ahead on a business standpoint, but from a self care point of view. I hate working in real time. today. It is Sunday seventh, and I am working on Sunday, February 14. Episode, right? That is huge for me. Because every week, I'm like, my goal is just to record on Wednesday. So to be ready for Sunday, right? But for February, I was like no. Now that I'm working a full time job, I only get Sundays on Mondays off. So my goal for today and tomorrow is to get not only Valentine's Day episode out, but also to 21st. So that you know maybe on Wednesday, I could focus on doing the 28th episode and then doing marches episode you get I'm saying, I am tired of working in real time, because it's so much pressure and stress, it does not feel good. I think it did feel good. Like my first couple years, I was like, Well, I'm busy, I'm working. But now that I am juggling, you know, just a commute I live about, you know, 35 to 50 minutes away from the city, depending on traffic now, I'm working a full time job. You know, it's just like a lot going on. So, for me, trying to get ahead of the game helps out my mental space y'all saw in 2020. If you were listening back then I didn't do nearly as many episodes as I did in the history of the show. Granted, it was a pandemic, but it was just like, I could not catch my breath because I was on this content. hamster wheel. Do not get on the hamster wheel. Okay, try to plan your stuff out in advance. So if you're like Jessica, I already make content. I'm already you know, kind of in the trenches. Again, this is an ideal situation, I would want you to you know, try to plan your stuff out four to eight weeks in advance. But if you can't wish you could also do is just be like, you know what? Next week, I'm not hitting publish on any new content, I'm definitely going to circulate my old content. And I did a whole episode of a whole quick tip about 1012 minutes long about using Meet Edgar that is a software that will shuffle out and circulate your old content out to Twitter out to Pinterest, Facebook, or even Instagram and LinkedIn so that even while you're taking a secret break, people still think you're out there working because your content is floating around to give you a break to catch up. So even if you want to take one week off to work on next week's work, do that. So I wanted to say that first if you're in a position where you don't have to hit Publish literally on something next week, I would prefer for you to just get a couple couple of weeks under your belt ahead of the game so that you have this Arsenal to fall back on. So that you have I just call it my creative vault creative Arsenal, whatever so that on days when I'm not feeling too high, you know, I can always go into the vault like Well, here goes something I already pre recorded. Bam, boom. So I just wanted to say that

try your hardest to get ahead of the game. But in the same token, if you've been pussyfooting around or you're notorious for putting things off, you know, just just go ahead and start doing the work now but Maybe take a week off eventually to get a little bit ahead of the game. So I wanted to put that disclaimer out there first. Now, when it comes to creating your content, the first thing you want to do is tap into your Why? Why are you creating this content? You know what I mean? So that's when you want to grab your planner, grab your journals, log on to Pinterest, look at your vision board and see is what I'm doing today. aligning with what I really want to make happen in my life. Is it aligning with how I how I want to feel, maybe for you, your goal was, you know what, I'm tired of feeling burned out this year. This year, I want to work with ease. I want to try easier, right? So Oh, you might have been like, Okay, I'm gonna make 16 Instagram posts that go out twice a day, I'ma write fab blog posts and do 20 tic tocs. But if you go back and just take a few minutes and see, actually, my goal was to work from a space of ease, then you know, okay, I can't do all that this month, right? So you can prioritize what needs to come first? Maybe your why is to you know what, I want to be a public speaker, that's always been a dream of mine. How can I start? Well, maybe the best way to start is to start with the podcast. Right? So now you have your word. Okay, I gotta make a podcast. Maybe your goal is just to show more show your services and what you created on social media. So maybe your focus is there. Whatever it is, start first with your Why is your why making passive income is your why to quit your full time job is your why to just build community and find new friends. Is your why just strictly hobby based. You just want to show express yourself and be creative. What is your Why always start there? And the where and the who and the what will always follow but you have to start at your why. What are your revenue goals? How many more followers do you want to get? Who do you want to collab with? And why do you want to collab with that person? Right? If you want to get your name out there more, should you be pitching to other vloggers? Get back to that, why. And then once you've discovered your why it helps you prioritize what you need to be focusing on next. Right? So let's say for instance, that you are a coach, right? And your goal is like, you know what, I just want to book three more clients this month. Why? Well, because that'll give me you know, 5000 additional dollars for my, you know, business. And also I really just want to help three more creative entrepreneurs, launch their businesses, right. Okay, cool. So that's your word. That's who so maybe on the content side, you can be like, you know, what, I'm gonna do Instagram, live every Monday so that people, you know, see me I'm on their radar. You know, on Tuesdays, I'm gonna write a blog post talking about, you know, why group coaching is awesome. Or, you know, the next blows blog posts can be when to know unique coaching, or you know, how to make an investment in your business. Right? So that could be your Tuesday situation for your blog. And then maybe on Thursday, you write a newsletter, maybe that has a testimonial from one of your coaching clients on air, right? So once you've tapped into that, why, then you can figure out okay, what type of content Do I need to be doing? And then from there,

you can figure out who the heck are you talking to? So for me, for instance, right? I feel like and this happened, so unintentionally, right? But I feel like December in January was kind of friendship focused here on the podcast. I didn't necessarily mean it to be, but that was something that I was dealing with in my own life. So for the month of December and January, I was talking to my goal getters, that perhaps are going through a friendship breakup, or you know, trying to set more boundaries in their relationships, or who don't speak up for themselves. You know, I did a whole episode about how to have tough conversations, whether or not being nice is good enough, is is doing more harm than good. I did a quick tip on how to use your reminders as your emotional guide. Right? I didn't necessarily mean to do that. Because in January, I was like, Listen, let's ease on into January, I'm going to be honest, I wasn't in a content strat strategic mode. I just was like, Listen, I got a lot going on steel, my head is still in the clouds. Let me just speak from the heart. And that wound up being a friendship relationship boundary type thing, right? But now that we're in February, and I told y'all who I was talking to, I was talking to my girl gators that might have been having some conflict in their relationships, right? But February came around. And I was like, Hmm, I really want to focus on the how, how do we do the work? Right? We we've been doing a lot of mindset work here on the podcast, but I actually want to do something where you can take action. Okay, cool. Let's talk about content. So I shifted gears. And now I'm talking to my audience, that are content creators that are entrepreneurs that are making content on a consistent basis, right. So as soon as you know your why, then you know who you're talking to. And from there, I know, okay, these you know, next six weeks, these are the topics we're cover, right? Here's the people I can ask to collab and come on and show an interview, because this area might be their area of expertise, and know what kind of Instagram content to come up with. For instance, for this episode, I'm creating a Trello tutorial to walk you through how I make a content calendar. Right? So all of these ideas came to me, just from me simply shifting gears on who the heck I was talking to, right. So when you're, you know, thinking about your content, focus on the why, right? And then figure out who? And what what are you going to say? Is it is it live? Is it in reels? Is it on tik tok? Is it gonna be a YouTube long form? situation? Do you want to hop on somebody else's podcast, figure that stuff out first, right, then you'll figure out who you're talking to what you want to talk about, right? And where you want to show up. So then after you kind of figure it out that nitty gritty to comb it out a little bit more, you want to start asking yourself these type of questions, right? what problem are you going to solve for your audience? Right? When you're trying to think like, okay, where do I even start with this article? Where do I What do I, what do I do? Ask yourself? Is there a problem that my audience is suffering from, that I can solve? Well, here's a prime example. We all know that in January, all of us are running on that. It's a new year. Hi, you know, hi, going on. And I want to work out I want to do this, we are all so geeked in February, but historically, the minute February hits, we're all burned out, right? That's just a global phenomenon. Right? So maybe February, your focus on your content

can be about how to avoid burnout, how to stay motivated, when you aren't seeing results, how to keep the inspiration, you know, how to keep discipline in the forefront and not focus so much on inspiration that can give you a lot of ideas? Or what problem are you solving for your audience? What do you want to bring awareness to right? What are some new causes that you're you've been really interested in? What are some new phenomenon that you want to support? Whatever the case may be, what do you want to bring more awareness to perhaps that's Black Lives Matters, perhaps that's, you know, stuff that's going on in Planned Parenthood or in the government. Or it can be simple stuff like child I want to bring awareness to the sale, that fab letters got or Navy got out, whatever is, you know, it doesn't have to be super deep. It can be Hey, I just want you to know, I'm, I'm baking these macadamia cherry cookies for Valentine's Day, boom, we're going newsletter, you know, what do you want to bring awareness to Whom do you want to talk to again, I sometimes I'm talking to my entrepreneurs, sometimes I'm talking to my people that are more focused on mindset stuff. Sometimes I'm talking to my content creators. And that's okay to shift gears because all of it ties in to my goal of helping goal gears, dis excuses, do the work and make it happen. So this month is more focused on action oriented stuff. Last month was on mindset. But both of those go hand in hand when you are trying to achieve a goal, run a business or do your own thing, right. Another cool thing to think about is what holidays or national observances are coming up. So perhaps if you're a food blogger or a chef, or you know you do YouTube videos about food, maybe I don't know, Ramadan might be coming up, maybe you could do some content that's focused on you know, that type of diet, you know what I mean? Or if you're a food blogger, and what's another holiday that has like restrictive eating out? Oh, no, but you know what I'm saying figure out take a calendar out what's going on in March, okay, St. Patrick's Day, okay, maybe I can do something great. Okay, March, maybe it's Mental Health Awareness Day, maybe I could do a whole meditation challenge. Start thinking about that type of stuff. Right. If you're a fashion blogger, we know Valentine's Day is right around the corner. Maybe now you know, you could have been doing content, you know, to cue. date from home ideas during a pandemic six outfits you know, for Valentine's Day, if you want to be sexy, sporty, you know, Scary Spice, whatever. A really good resource for looking at national holidays and those fun observances like waffle day here. Writing day, you know, post the day you can check out plan Ali? Yes, they are a software that helps you plan out your Instagram content, but they also have a really valuable blog that shares so much like they share so many gems and they have a ton of downloadables. They have pads and calendars, all that jazz. But every quarter, they come out with a list of just the national holidays, I always, you know, reference that what's going on in the world. Some of that stuff is silly. But you'd be surprised. So let's say it's national handwriting month, right? You see, let's say this is February. Now you see that in April, national handwriting Day is coming up, right? Because you've been proactive. And because you're ahead of the game, you can send out a pitch too big to pilot to Mooji, to who have Paper Mate, and say, Hey, I

don't know if you guys noticed, but April is handwriting de, I'm such a friend of MUJI pens. I would love to see how to collaborate with you. I could do you know, a free calligraphy lesson on my thing and shout you guys out right? So be ahead of the game by really checking out what's going on in in the world. Right? Another great resource is magazines, books, TV shows, check out what's trending, we talked about that in Episode 109, about creating cool ideas on the regular. But just be ahead of the game. Ask yourselves those questions. And I promise you, you'll really come up with some really good content ideas. Okay, so now that you've figured out your who, what, why, where and all that time, it is time for you to figure out when What the heck is your posting schedule going to be. So what I like to do is I like to grab my notebook, and I write out my content in different categories, right? So for our right podcast, full length episodes, podcast, quick tip episodes, I might do newsletter. And I'll do the blog, right. And so I'll just freestyle. Yes, I use Trello. Again, be sure to go to the Sunday jumpstart comm and click on episode number 110. Because I'm doing a tutorial on Trello and my content calendar and how it really keeps me on track. So be sure to check that out after today's episode. Even though I use Trello. I still write everything down. It helps me remember it. It helps me committed to memory, it helps. I think once you write something down, it's set in stone. And you're just like, okay, it's written. So you know, if it's written, it's done, right. So I always brainstorm or my map or list my butt off in my notebook, but I sectioned it out. And I know, every month I have to do for for length episodes for quick tip episodes. So let's say that you come up with this content idea to I don't know. Let's just say self care, right? So you would write, okay, this is how I want to talk about self care on Instagram, right? I want to do a quick little reel about my morning routine. Okay, cool. That's one piece of content. Then maybe your next thing is a newsletter about how you know kombucha helps elevate your serotonin levels and makes you feel happier. Okay, cool. newsletter done. So you've covered Instagram, you've done your newsletter. And then let's say you want to do a blog post about just like the next all natural nail polish that he knows doesn't have chemicals in it. I don't know. I'm sorry. When my examples. They said today, but just follow me after you've written it down, then you need to figure out okay, what is this schedule going to be? Can I really commit to publishing three pieces of content in a week? If you can, if your schedule allows for it? Go for it. Right? Especially because those different types of content require a different type of energy. For me, writing blog posts used to take two to five hours. I'm a slow writer, I'm insecure about my writing. And that's essentially why I started the podcast because I felt like I could express my ideas better if I was speaking it right. So for me, it will take our day to write something but maybe for you, it only takes you know, a couple hours. Okay, I can truly commit a couple hours to writing this blog post. Okay, cool. How long would it do take you to create this reel? You know what that reel is only gonna take 30 minutes. Okay, cool. For your newsletter, how long is it gonna take you to write that? I say about two hours. Okay, cool. So it sounds like you can commit to creating these three piece of pieces of content for the week, your next step and be honest about that.

You have to be honest about how long it will take you because if you are not honest about it, you will put on One more work than you can actually handle. Please consider your job, please consider pandemic fatigue. Please consider your loved ones that you're taking care of the time you spend commuting, the time, you know it takes to just do split along your fall, the time it takes for you to do your hair, take all of that into consideration, the time it takes me to sit down over your computer. Remember, you ain't order something from Amazon, let me play on Amazon for 15 minutes. Oh, my glasses dirty. Let me get up and walk to take audience consideration. So that you're not saying Oh, yeah, I could do all of that. Girl. If you can't, that's okay. Nobody knows your schedule. But you please don't put on more work than you can bear. Right. So if three pieces of content is truly what you can do, then I want you to put deadlines on it right deadlines of when it will finish when you're finished it when you have to turn it into yourself and give it a published date. Right. So if a post is going out on Monday, I want to have it done on Saturday to give me enough time to have any aha moments. Or you know what I don't like those pictures I took. Let me take some more pictures, you just want to give yourself enough space, I like to give myself a two day ahead deadline if I can manage it, right. So give yourself a deadline on when the work needs to be finished, right. Write it in your calendar, write it in your planner and schedule it in Google Calendar. And then you want to also schedule your published date. Again, be sure to check out my Trello tutorial, see how I have it all set up. I have it set where it's like, Okay, this podcast is in progress. Here's this checklist, then I can move it to done. It's just really, really cool. And it's such a good visual way to see the timeline of how your work is moving. And it also has activity trackers, it tells you how long it takes you to do this episode. So so far, I'm just going to click on Trello. Really quickly, I'm looking at my activity tracker, I am approaching one hour and 55 minutes for this episode. That's I'm writing out the outline. I had already researched it and did all of that from and from me sitting down and doing it now I made coffee. You know, my friend Gabby, she called me and I talked to her for a second. So against cash, all that stuff. So first things first, give yourself your own deadlines, and then write out the published date. Right? Okay, so and again, you're just working so that you can give yourself some leeway. If you can help it Give yourself a couple of days ahead of time, so that you can proofread it go back at anything, whatever the case may be. So once you've you know committed to it, make sure that it's in Google calendar or Trello, just somewhere electronically, and set it up so that you get an email you get a notification so it keeps your butt on track, right? And remember, how long does it actually take you for you to write up the story to do the photoshoot to record the podcast Be honest about that so that you can be like, you know what I said I wanted to record three podcast episodes this week. But it literally takes me six hours and I only have an extra eight hours this week to really in a free time. Let me scale back and say I can only do you know one episode. So there is that? Okay, so at this point of the game, we've connected with our y figured out who we don't talk to we know where we don't show up whether that's Instagram, YouTube, a blog or podcast wherever



the case may be. We've done all that work. We've even got our our brainstorming or we've set out some ideas. We've given ourselves, deadlines and publication dates. We watched Jessica's tutorial on Trello all as well. But how the heck do you actually do the work? Right? Because here's the thing, when we think about content, we're like, oh, all I got to do is record a podcast episode, right? But there is research that goes into it. There is an outline that goes into it. Editing takes all day. If your mouth is dry, you might have to stop, go get some water. If your mouth is too wet, you got to edit out all your slurps it's a lot more work than we give credit to. And a lot of times if we try to sit down and knock everything out in one day, it can cause burnout or you can get over it pretty well. They say and I will link it in the show notes where exactly the study is actually I know it's where it's from duh. I just finished listening to laziness does not exist. That is by Dr. Devin price. And the their whole thing is like laziness is completely made up. We weren't built To work and be obsessed with productivity 24 seven, all that hustle grind stuff is like does not align with our spiritual spirituality, our physicality, none of that. But in the book that we're talking about how, honestly, we can only focus for two to four hours, tops in a day. So it's like, whoa, wait a minute, how do I get all this stuff done? How can I maximize my time? For me what I found that works, the best is batching. My days, okay, I did a whole episode back in the day. I think this back in 2017. It was, it's called batch, please. And it's all about how to batch your work. And batching is, basically you're lumping all like tasks together for one day, or for one segment of time. So for instance, let's say you're like, I keep going back to the blog or podcast, because that's currently on my mind. But you can literally do this with anything you could do with meal prepping, you can do it with ironing your clothes, whatever the case may be, you can literally use this in real life as well. But let's say you're a blogger, because that's all I got on my mind right now. And you know, okay, I gave myself a deadline of February 14, I need to be finished writing the post in its entirety, needs to be complete. Okay, cool. And the publication date is February 16. Okay, Today is February 8. Alright, so what I'm going to do on Monday, I'm gonna do our the photoshoots, or the video recording. And that's it. Monday is photography slash video day, right? Tuesday, is then editing day or maybe Monday morning is the shoot Monday after noon, is editing. So you don't have to necessarily just batch things on Monday, Tuesday, Wednesday, Thursday, it could be also batch things for am and pm right. So again, let's go back to this example. Okay, Monday is photo shoot video shoot day, Tuesday is editing day, Wednesday, I'm actually writing the post right? Thursday. I'm proofreading it and I'm making social media content from that post Friday is when I hit Publish Saturday might be when I sit down and you know, go over my analytics and do some admin work work on pitches, right. So batching takes the guesswork out of where the heck do I start? Right? So you want to start there and batch your work. So that when you wake up on Monday morning, right? You already know, at you know what Monday is admin day, okay? What tasks fall under admin, okay, that's answering emails. That is, I guess, sending out pitches. That's responding to comments and DMS, right? And you don't want to overload your

batch day, right? Do the work that will propel you further in your goal Chase, right. A lot of us do this thing. And it's called productive procrastination. That's when we focus a lot on this, you know, that that work that makes you feel like you do you doing something, but really is not moving the needle forward? In your business is like, Oh, yeah, let me check all my emails and make sure I get back down to inbox zero, right? Is that necessarily going to push you farther to closer to your dreams, not necessarily, but doesn't make you feel busy and help you to avoid the work that we'll aka are photoshoots aka you finishing that book, aka you hit and publish, aka, you know, you get in, you know, the the paper backfill stationary company, you know, like whatever the case may be, make sure you don't get stuck in that productive procrastination sphere, right? Because that thing will trick you into thinking you're busy, but you're not right. So you batch your work or you batch segments of the day. I've been doing that a lot lately. Um, I used to batch my work when I was a freelancer because I had so much free time on my hand. Now I'm like, Listen, before work, we, you know, try to record real quick and then afterwards, I'ma write the blog post. That way it takes out any of the guesswork right. Another thing you want to do that will help you do the work is to focus on just one thing at a time, right? It's so easy to be like, Alright, I'm going to sit down and write these first 300 words of this manuscript of the screenplay, any light but wait a minute, Instagram is calling. I need to post something right? Just focus on one thing, I did a whole real speaking of Instagram over you know about the Pomodoro Technique and how basically you set a timer for 25 minutes you focus on one thing, only that thing if something else pops up, you just hurry up and jot it down but you get back to focusing on that thing. Once the 25 minute timer is over. You stand up, stretch, sit back down, focus on that one task again, for 25 minutes. That is a way to help you get in deep focus. To be like, Listen is only in one short amount of time, I can't focus on nothing else. Check out that real is a fun one. And it shows you how it's done and what app I use to do that. So focus on one thing bhature work. But the main thing is, do not and I repeat, put on more content. And you can actually do I've done that mistake. For no real jewelry, I used to write three blog posts a week, one newsletter, five Instagram posts with captions. And I think I was trying to dabble in YouTube, your girl was tired, angry. Firstly, you know, with those that I loved, just because I was burned out, it was too much. Now, I do the two podcasts a week that I can do, because after I record this full length episode, I'm gonna just press you know, stop export. And then I'm gonna sit down and record the Quick Tip for this week. Right? That's done. Then, as far as the newsletter is concerned, I write one of those a week. And it's really short. In a blog, I have decided, you know, what I love the blog is still does this thing. But I'm a blog a lot less, maybe twice a month, I'm at a space now where I'm okay with doing that, right. So please be sure that you don't bite off more than you can chew. Now when it comes to creating your content, right, we talked about the work. Don't be afraid to get inspiration from Pinterest. I talked a lot about that in episode one on our creative vision board. A lot of times after I've, you know, recorded the podcast I want to Pinterest and be like, Huh? What are some aesthetic

pictures that can go really well with this? Right? So this episode is about creating content, then I might look up like, picture, you know, photoshoots of girls reading or I don't know, something like that, and I'll get ideas and then I'll go off and do my photo shoot, you know what I mean? Go get your props ahead of time, go to Target and looking at Dallas spot, get some cute little props for your photoshoots we'll grab some magazines so you can take some flatlays you know, you also want to spend some time creating supplemental work think of what work has support the work that you're already doing. So for this episode, for instance, I'm like you know what, cool, we got an episode but how can I really elevate this one piece of content and really be of service to my people, bam, I could do a channel tutorial channel change the game for me, because it's such a visual software, whereas Asana, I kind of wasn't committed to my work. Travel, I look girl, let's be super creative. So that's another way that I want to support my people. So think of content, not just in you know, the the traditional ways you're doing things Think of how you can also create supplemental content to help and it doesn't have to be a tutorial long drawn, I think it can be your it lives, your Instagram stories, a quick tic tac, all of that are pieces of content that helps tell your brand story that helps get more eyes on your work that helps book those customers, right. So let's not skimp out on the content. Alright guys. And then after that, all you got to do is hit publish, you got to hit publish, and then you got to promote it. And we'll talk about that more in a future episode. Y'all. Thank you so much for listening to today's episode. I hope that it encouraged you to go out there and make that content. plan it all out again, the Sunday jumpstart.com Click on episode number 110 to get that tutorial, and to click on anything that I've referenced in today's episode, like that whole Meet Edgar situation, the batch please. Episode. If you want to check those out, just go to the website. If you want to hang out with me outside of this podcast. Be sure to follow along on the Sunday jump start over on Instagram. That is our handle. Thank you so much for tuning in. Please leave a rating and review in Apple podcast. Is there anything else I could think of? No. That's it. I'll be back here this Wednesday with a quick tip. And the quick tip this week is about creating workflows and why is so important. And if you do not create a workflow, how you will make a big mistake like I did a couple weeks ago so be sure to tune in to that on Wednesday. It is a super short 10 minute episode. Alright y'all, I love you. I'm praying for you. I'm rooting for you. Have a good week and I will holla at you later.