

Quick Tip #26 Create A Workflow + Don't Make The Same Mistak...

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Hey, hey, it's sugar. Jessica Lauren, and I am coming to you with this week's quick tip. Today we are talking about why is so important to have a workflow. What the heck is that and why you needed me? Yeah. So before we get started, I need you to do something for me, right? Open up your app, the the podcast app, Spotify, apple, whoever you listen on. And I need you to go back to Quick Tip Number 24. It is titled create more than you consume. Now, click on details. When you say details, all it says is support the show and it's a link to a donation page. Right? There is not a show note in there. There is not a link to my contact page. The website, none of that stuff. Right. Okay. You did a favor number one. Thank you. favor number two, don't set a Sunday jumpstart.com. And, you know, click on Quick Tip Number 24. If you can find it.



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Go ahead, look, you can find the Can you there is no show notes on the website for quick tip number 24. Because I forgot to write them right. How did I forget to write them? Well, because I didn't write my workflow down for that episode. Now, I have been in the game since 2015. I had the writing content since May of 2013. It is now February 2021. And you think me being in the game for six some odd years that I would never forget to not write the show notes, right? Well, life happens, well wound up happening is is that I've switched the way I record the podcast. What I used to do was like Okay, I'm gonna record the full length episode, and in the few days later, I'm gonna record the quick tip, well, in changing that, I never wrote down that change, right?



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I use Trello. And I did a whole tutorial that you can access if you go to the Sunday jumpstart.com and click on episode 110. That's where I did this whole tutorial on how to use Trello as your content calendar. And in there is my workflow. Now what is a workflow? A workflow is simply a document that has all of your processes down right. So for me, let me read you my dog on podcast workflow. Let me pull it up. Why is my computer acting like this right now? Okay, so for my podcast checklist, it says number one, research topic and write a loose outline number two to record and edit the podcast as you go. Three, right shownotes for the website, and buzzsprout buzzsprout is my podcast host number four upload episodes buzzsprout and schedule the episode four a 3am release on Wednesdays and Sundays. Number five save all files to Google Drive. Number six, send Pam Hey, Pam, Pamela helps me out with social media. Send Pam the audio files and pictures for Instagram. The next number I forgot what number I'm on have a photoshoot for the episode. The next thing is create Pinterest graphics at graphics after that, once I published add this episode to Meet Edgar right. So in Trello, I will write Hey, this is what this episode is about. Here's the outline. Here's the pictures I want to use. Here's the vibe I'm going for. And then under that I have a podcast checklist that I can literally copy and paste to any other episode for the rest of history and just tick it off. Now a lot of times we think, oh, Greg got up and doing it forever. Well, even if you've been doing it forever, if you've changed one aspect of your workflow like I'd be it instead of recording, you know, twice a week I record everything once. I forgot a whole step and that was writing out the show notes. So in your process, spend just five minutes documenting what that process is. And let that could be for my bloggers, my bloggers, podcasters entrepreneurs, whatever processes or systems are in your business or in your content creation, write it down. And it might may seem trivial. It might seem like grow up an extra, but it really helps set the standard of excellence right? That is the only podcast episode that does not have shownotes. Now my trifling bonus lecture is already out there is glad to stay. I haven't had time to sit down and write up the show notes. I'll probably do it after I record this episode. But had I had you know really sat down and you know, just wrote up a quick outline and added my checklist. Here's the thing Trello



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aves your checklists, right? And that was so silly. I was just like, Oh, it's a quick tip quick tips, I don't really have to write an outline, I know exactly what I'm saying, it's 10 minutes long, I was just not doing my own process. And it kicked my butt in the pants. So if you don't want to be looking crazy and embarrassing, I'll snap in front of, you know, I get 1000s of downloads each week and 1000s of clicks, you know, people are like, Girl, where's your shadows, I didn't write them, because I simply didn't document my process,

somewhere, electronically, somewhere on a piece of paper.



05:37

But you want to use this every time you go through a process, it might seem so silly, but you really do want to have your workflows in place. Another reason why you want to do that is so that if God forbid, you got sick or you're on vacation doesn't have to be anything negative, you can pass the workflow over to someone else, your assistant, you're next in line, the tip person that you got from the agency, you're just like, hey, go, it's already written out by but it really does keep you accountable to doing good work all the time. So create a workflow again, if you want to see my just go to the Sunday jumpstart that comm and click on episode number 109. That's where I did this tutorial, just to show you what I'm talking about. It doesn't have to be in Trello you can put it anywhere, but just make sure that you're always kind of looking at it. Even if you hang it up on a dry erase board in front of you have it somewhere close so that you're going through and making sure that you've dotted all your i's and cross all your T's because it just helps you look professional and make sure you know it helps you make sure that you've done all the work. So yeah, thank you so much. And I'm so sorry, I know Chanel's on it I have a baby, I'm gonna get to one of these days, I just say fail fast and move forward for that one, you know, mistakes happen, I'm human. But one way to keep me on task is with a workflow. Check it out. There's also different software's for workflows.



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Stuff like dubsado stuff like honey book, those that's for more so like photographers or service based business, I use that stuff when I was a coach that will really like be like, Okay, if someone signs an inquiry form, then automatically send them this email then this email. So that's a workflow as well that you could check out I'll link it in the show notes but as far as just your process, make sure you have it documented somewhere. Alright, so thank you so much. I hope this little quick tip helps you finish your week strong and I will be back here this Sunday with a full length episode. You do not want to miss it. It is all about how to plan and promote and publish your content for the month so I'm super excited about continuing our creating content series. Alright you guys I love you praying for you rooting for you. If you want to hang out with me outside of the podcast just follow along on Instagram. The handle is at the Sunday jumpstart and be sure to leave a five star review on Apple podcasts. Until then guys, stay well and I holla at you later