

Content Creation Process

Follow my content creation process to create crazy amounts of shareable content in less than 2 hours a week!

Step 1 – Record on multiple devices

Set up your phone and computer ready to go live on Facebook.

Have iMovie recording on your computer and then go live through Facebook Live on your phone. (This is perfect for going live on Instagram too!)

Step 2 – Edit your video

Jump into iMovie and edit out the intro as this will be going up on YouTube (you can compress the video by using the Handbrake App).

Create a 1 minute snippet of the video using a really great tip you've given + use this for promotion.

Upload your main video to YouTube.

Step 3 – Mini Photo Shoot

Whilst your video is uploading to YouTube, start creating images for Instagram, inside your blog post and for promotions.

Take shots of yourself, desk and anything else you feel will fit with your content.

Olympus Pen E-PL8 is perfect for this as you can use the phone app as a remote control!

Try and get at least 3 or 4 photos.

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Step 4 – Edit Images

Using the Color Story app, edit your photo's on your phone.

Have a play around on your first go and save the settings so it's even quicker next time!

Then upload these images to DropBox or Slack.

Step 5 – Upload to Rev

Head over to Rev and upload your video to be transcribed. It only costs \$1 per audio minute which is pretty good to get a nearly ready made blog post.

Step 6 – Edit Transcription

If you have a VA, send this across to them to be edited and tidied up so it flows and makes sense.

If you're doing it yourself, read through and edit out anything that doesn't need to be in there (e.g. saying hi to people who are joining you on Facebook Live)

This text will sit under your video in your blog post.

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Step 7 – Write Newsletter + Post Intro

Write out your intro to the post and newsletter so you can send it over to your team to set up.

Step 8 – Create Images in Canva

Upload your images to Canva and create a YouTube thumbnail and a pinnable image to be used in your blog post.

(I have a template ready so only have to change the image and the text, making it even quicker!)

Step 9 – Upload to Schedugram

Also upload your images to Schedugram.

Write 4 captions into Schedugram (make sure you can recycle at least 1).

Step 10 - Schedule

Nearly finished, all you need to do is schedule your blog post and newsletter to go out the following week!

Content Creation Checklist

To Do	Done?
Edit iMovie into 1 full version	
Edit iMovie into a short snippet	
Upload to YouTube	
While video is uploading to YouTube	
Create images doing your own mini photo shoot	
Edit photo's using Color Story App	
Upload photo's to your cloud storage (e.g. DropBox)	
Once video has finished uploading to YouTube	
Upload to Rev	
Edit transcription to turn it into a Blog post	
Write newsletter + post introduction	
Grab images and upload to Canva + Schedugram	
Create a YouTube thumbnail + pinnable image in Canva	
Write Instagram captions in Schedugram	
Insert video into the top of your blog post	
Schedule video, blog post + newsletter for the following week	