



The Limitless Women Podcast How to Create 4 Months of Content in 1 Day

Do you struggle with content creation for your marketing campaigns? Does it feel exhausting trying to keep up with the “professionals” who are somehow able to consistently market themselves with new and quality content? What if content creation didn’t have to be so hard? Listen to today’s episode to learn how to easily and painlessly create months of quality content that will drive your marketing strategy forward in only a few hours.

Want to skip ahead? Episode Highlights

[01:29] Learn what the most important tool is when creating content and *spoiler alert* it doesn't have to involve a team of people.

[02:36] Understand how to repurpose your content so that you are able to spread it across different platforms and thus ensuring you are getting the most use out of it.

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Thanks for listening to the Limitless Women Podcast. This episode is an excerpt from a video series on business tips I created for you. If you find this valuable and want to have a deeper, longer training, visit the Limitless Women YouTube Channel, subscribe and check out the rest of the series.

Today, I have the greatest video for you that I've probably ever created, which is to let you know exactly how to create four months' worth of marketing content in one day. My cameraman Lee, who is remarkable, is a little unhappy with me because I've asked him to do like this whole off-the-cuff thing. But I think it's so important for you to know that content creation is such an important part of your marketing plan, and it doesn't have to be hard. With a simple system, you can get a lot accomplished in a short period of time. So I decided to take you behind the scenes today and show you exactly how we do it and what's involved.



I want to say this to you first with a caveat. You don't have to have an entire team of people to do this with you, but you do have to have a schedule. I'm going to give you kind of the bullet points of exactly what we do. Decide to do something like this so you can take the pressure off of yourself of like, "Someday, when I get it together, I'm going to do marketing," or "I need this really complicated thing." You don't. I just thought if I like unplugged and take my shoes off and get here behind the scenes with you, you can see exactly how we do it. Hopefully, this means that you'll get to do it in your own way, in a way that's a lot easier.

Now, I'm shooting this video at the end of a pretty long shoot. We shot a lot of different content. Here's how we came up with it. Can you see this? It's so not sexy, but this is exactly how it looks. These are my scribbles. We went through and we looked at what are the questions that we get asked all the time? What we get asked a lot about is team. We get asked a lot about overwhelm. We get asked a lot about how to scale. We get asked a lot about why do you guys really believe in giving?

Prior to this, I shot a whole bunch of videos for you that you'll see dripped out as we go. Now, what happens is that these go into our calendar and they get repurposed. We're videotaping right now. I have a little microphone on here, so you'll have a really clear audio. This audio comes off of the video, and it becomes a podcast episode.

The other thing that happens that's super cool is that we take those audios and we send them to our company in India that does transcriptions for us called Cabbage Tree Solutions. We've worked with them for seven years. They're amazing. They very inexpensively, usually for like \$15 to \$30, they turn the audio into a transcription. Then we can take that transcription and we can send an email to our email list for Free Gift Friday. Get the idea? So it starts with an idea, and then it requires us just making a list. What are the pain points that women ask me about all the time? And how can I help them overcome it with little how-to videos and tips?

Then, here today, we flew to Arizona. It's our first flight. Very exciting. We flew to Arizona because we have an amazing team of friends here. Lee helped me pan around. We have a great group of friends that came to help us put together a great video production. We've been doing this for a while. You don't have to have it be fancy. You literally could be doing this with one other person probably to help you hold the camera while you do your thing. But it looks glamorous and amazing at the end because we've got great pros. So, decide what works for you there.



Now, the piece that I'll tell you is that when we do it all in one day. Now I'm going to ask Lee to look this way, so you guys can see what's going on here. These are all the outfits. You hear me and you see me in different videos, and it looks like I shot these over the course of time. But they're all happening here in real time in one place.

Lee, come with me to the bathroom. This is so sexy. Basically, what we did is we rented a hotel room that had two rooms. So we have a living room and we have our bedroom where we sleep at night. Then we have a bathroom, which is the changing room. Here's the chaos of what it looks like to get fully made up. I want you, when you're doing videos, to make sure you have professional makeup. It's one of those things. If you don't know how to put your own makeup on, have an artist come. I had an artist that came this morning that helped me put the base on, and then I'm doing touchup.

But there are clothes everywhere. It's a little messy. But what's nice is that with a simple plan, with a simple system of like here are ten topics. You can shoot two-minute videos, four-minute videos, five-minute videos. They don't have to be long. You can then take the audios of those and put those out as trainings if you'd like, as well as put your videos on YouTube. Then have them transcribed and those become your newsletters.

I think the fourth piece I wanted to tell you that we do out of today's work is that out of those newsletters, we pull little takeaways. I have all these things like Money Loves Clarity, and our one, two, three business formula. You hear me talk about these things in videos. Those things become social media posts. From one day, if you decide you want to do 16 pieces of content, if you're doing one thing per week, that's roughly 16 weeks. That will hold you for four months. Our commitment as a company, we do this. I have to get dressed up. We have the photographer. We have the makeup. We do it one time about every three months, ideally. COVID has made it a little funky this year. But we can, in three days, knock in an entire year's worth of content.

I want you to stop struggling. Use the system if it works for you. Make it easy. Trust yourself. Know that you've got great solutions to other people's problems. The world needs you and we need you to get out there and stop making it difficult. Go for it. Thanks for listening.

[Laura Gisborne] Thank you for listening to the Limitless Women Podcast. We release new episodes every week including business tips, interviews, topics from the Limitless Women Business School, and stories of Limitless Women just like you. Visit us at limitlesswomen.com to learn more.



[MC] You've been listening to The Limitless Women Podcast, with your host Laura Gisborne. Our mission is to help women business owners like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Are you a Limitless Woman? This is your personal invitation to learn how you can join our online community, grow through our business school and play with us at our live events. Go to LimitlessWomen.com for all the details. That's LimitlessWomen.com. Thanks for joining us!