



21 CONTENT IDEAS

That Will Keep Your Audience
Coming Back For More!

THE 5 EASIEST WAYS

**TO CREATE
CONTENT**

Even If You're
Brand New



1

BE THE REPORTER

No matter what your experience level you are more than capable of calling it like you see it and reporting what it is you learn in your home business journey

2

CONDUCT AN INTERVIEW

One of the easiest and most consumed forms of content. Whether it be on audio, video, live interviews are a great way to create valuable content. The person being interviewed can be an up and coming business owner who has enjoyed an accomplishment, or an industry veteran with years of wisdom to share.

3

BOOK SUMMARY OR REVIEW

We've all heard of Cliffs Notes. The reason they exist is because many people just want to get to the meat of things when it comes to consuming content. When you're done with a book do a quick summary or review and your audience will love you for it.

4

PRODUCT, SERVICE, OR SOFTWARE REVIEWS

Not only is this a great way to provide valuable information to your audience, but it's also a great way to be found. Think about how many times you've searched for a review of something before you've purchased. Reviewing products is also a great way to land a few affiliate commissions along the way. If you're into that sort of thing ;).

5

VALUABLE RESOURCE LISTS

Whether it be a list of great books, apps, websites, or any other set of resources that your audience could enjoy, resources lists are one of the easiest ways to put together great content that your audience will love. Also a great source of affiliate revenue.

16 OTHER CONTENT IDEAS

That Your
Audience
Will Love



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HOW TO CONTENT

Everyone is always looking to learn “How To” do something, It’s pretty simple really. As you learn how to do new things that serve your business, teach others how to do what you now know.

7

EXPERT TIPS & TRICKS

You don’t need to be the world’s foremost expert on something to share expert tips and tricks. You simply need to know a bit more than your audience. Easy enough if you’re committed to constant growth.

8

DO AN EVENT RECAP

Leaders go to events plain and simple. So if you're going to go why not get the most out of the event and share the key things you experienced and learned while you're there. It shows your audience you are the real deal and go to events.

9

ANSWER "QUESTIONS OF THE WEEK" FROM YOUR AUDIENCE

Everyone has a following now matter how big or small. Finding out what their biggest questions or challenges are is the perfect way to create great content that best serves them.



10

DO A TRAINING RECAP

Not a day goes by when there aren't training calls, lives, webinars etc. that anyone can jump on and grow their knowledge and skills. Go in with the intention to come out with content!

11

REFLECT ON CONVERSATIONS

Some of the best content comes from conversations you have with coaches, prospects, clients etc.. It's always just a reminder of what people are experiencing in your marketplace and undeniably each call has at least one piece of great content in it.

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LESSONS FROM A PERSONAL EXPERIENCE

There's no better teacher than life itself. Don't be afraid to authentically share lessons learned from both your successes and your failures.

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SCREEN CAPTURE TUTORIAL

Using softwares like Camtasia, Screenflow or free services like Screencastomatic you can walk people through a simple screen capture tutorial video or even put together some slides that help you deliver your message. This is an especially great way to leverage video for those who are feeling a little camera shy.

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WHY TO CONTENT

Well we all know about “How To:” content, but what about “Why To” content. Here’s 5 Reasons Why You Should Have A Morning Routine...of Discover What Your Business Needs An Instagram Account. People will appreciate an explanation as to why they should follow your advice.

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DECLARATION CONTENT

Nothing holds you more accountable and gets your audience rallied around you like a bold public declarations. Gonna do something big? Have big goals? Go out there and declare make a declaration through your content!

16

BIGGEST MISTAKES

Typically the majority of a marketplace tends to make the same mistakes over and over. It's likely many people in your audience are guilty of it. Identifying the biggest or most common mistakes being made in your marketplace is a great way to open the door to providing a solution.

17

STEPS TO ACHIEVEMENT

Everyone loves a simple step by step plan. So think about something that those in your target audience want to achieve (however small to simple it is), and lay out X steps to achieving it. 5 Steps To Getting Bikini Ready For Summer. 7 Steps To Setting Up The Perfect Facebook Profile. You get the idea!

18

PRE PROMOTION

Anytime you've got something new coming out or you'll be promoting something and asking your audience to take action, it always helps to create pre-promotion content. This is a taste or tease leading up to what's coming. It's great to work in a little "Why To" content on this one as you're subtly building a case before you ask for a commitment.

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PROMOTIONAL CONTENT

Yes it's true! Every once in a while we ask for someone to pull out their credit card and buy. The best way to handle promotional content is to keep it valuable and educational and just let it be a more direct bridge to the next step!

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REPURPOSE CONTENT

Anytime you do a call, a video, a blog post whatever, you can always repurpose it. Audios can become videos, videos become audios, audios can be dictated and become blog posts the list goes on and on. No harm in doing work once and using it in more ways than one.

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CASE STUDY

When someone you know...a teammate, client, friend etc. accomplishes something or gets a result (no matter how modest), it presents and opportunity for you to feature them in the form of a case study. Describe their results and break down what they did....or simply interview them and have them share.