

## \*\* KEY TAKEAWAY \*\*

Creating great content on a regular basis is easier than you think.

The key is to not over think it, focus on a specific topic that is of interest to the people you are sending it to and keep it simple.

Pick ONE of the shortcuts I shared with you and set aside a small block of time to get your next newsletter out the door!

You can remind your existing clients of other ways you can help them and engage new clients to invest in solutions they are already looking for!

## \*\* NEXT STEPS \*\*

Call or email us to schedule a no-obligation chat with us to learn about our “Done For You” services and let us take your email marketing program off your to-do list!



Gain Clarity. Take Action. Get Results.

# 5 Shortcuts to Creating GREAT Content When Have NO Time & Hate To Write!



Since we launched Smart Simple Marketing, by far one of the most effective marketing strategies we've used to generate revenue has been our email newsletter.

We've sent it out every week since and have never missed a single issue. Because of that, every single week we receive phone calls from prospective clients inquiring as to how we might work together to achieve their goals.

Sometimes they've only been subscribers for a few months. We've had prospective clients reach out after two years or more. But, whenever they are moved to reach out to us, they always say the same thing, "it's because you are consistent in sending your newsletter."

Believe me, as systematized as we have things, getting our newsletter out the door is a team effort. But we have created a number of shortcuts along the way that make it easier and less time consuming. That one issue, time, seems to be the biggest obstacle that holds people back.

I can't tell you how many people have said to me, "Sydni, I don't know how you do your newsletter every week. I just don't have that kind of time!" I also hear this a lot: "I hate to write" or "I don't know what to write about."

Here are **five ways you can shortcut the process of creating content** for your email newsletter:

**1) Repurpose any content you already have -** Who said you had to write something original? Breathe new life into a PowerPoint presentation, an article written about you or your company. You could even use a testimonial from a client. Re-work it to address a current concern of your ideal client and get that newsletter out the door.

**2) Use someone else's content -** You can easily hire a writer to create custom content for you (from a site like [Elance](#)) or you can use someone else's article with their permission. Getting their permission and giving them credit is key. Use a site like [EzineArticles.com](#) to find content on pretty much any subject. Reach out to the author to ask their permission and be sure to use the bio they have listed. Link back to their website in order to give credit where it is due.

**3) Record audio and have it transcribed -** This is one of my favorite shortcuts because I personally don't enjoy writing. Use a voice recorder or a service like [AudioAcrobat](#) to record your thoughts. Download the MP3 and send it off to a service like [The Admin Source](#) to have it transcribed. Keep in mind, talking for 5-10 minutes can create plenty of content for multiple platforms and you don't have to type a single word!

**4) Record a quick video -** When Wil and I spent almost three weeks in Hawaii celebrating our 10th wedding anniversary, we shot this video on ["4 Keys to A Lifestyle Focused Business"](#) for the newsletter. [We used my iPhone](#) and I simply talked about an issue that is highly relevant and interesting to our audience. You can do the same thing! (Even if you aren't on vacation and rockin' "island hair" like I was!)

**5) Create a list article -** Please stop assuming that "everyone" already knows what you know. Take the Top 3/5/7/10, mistakes, must know, tips, etc., you think your audience needs to know, add an intro paragraph, a closing paragraph and voila! You have a great piece of content ready to share with your audience.

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