



INTRODUCING

Mira Dessy

NE, BCHHP

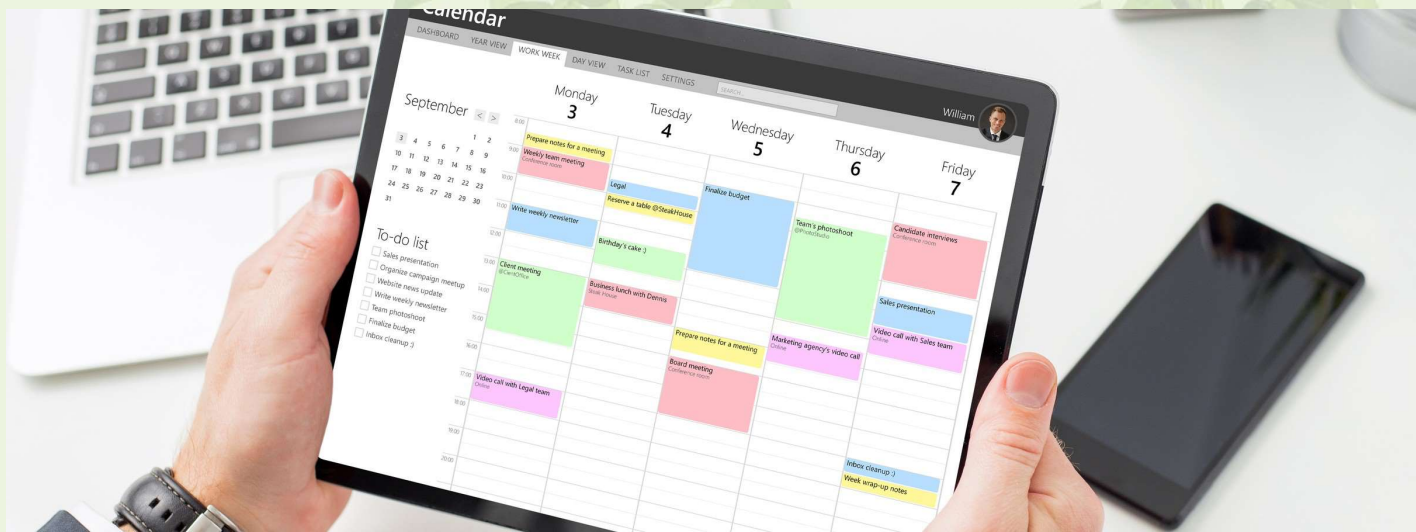


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October 11-12 • Houston, TX



Content Creation

How to stop banging your head against the desk because you can't think of what to say



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MIRA DESSY, NE THE INGREDIENT GURU

- Founder of The Ingredient Guru
- Board of Directors for the American Holistic Health Association
- Medical Advisory Board of the Turner Syndrome Society of the United States

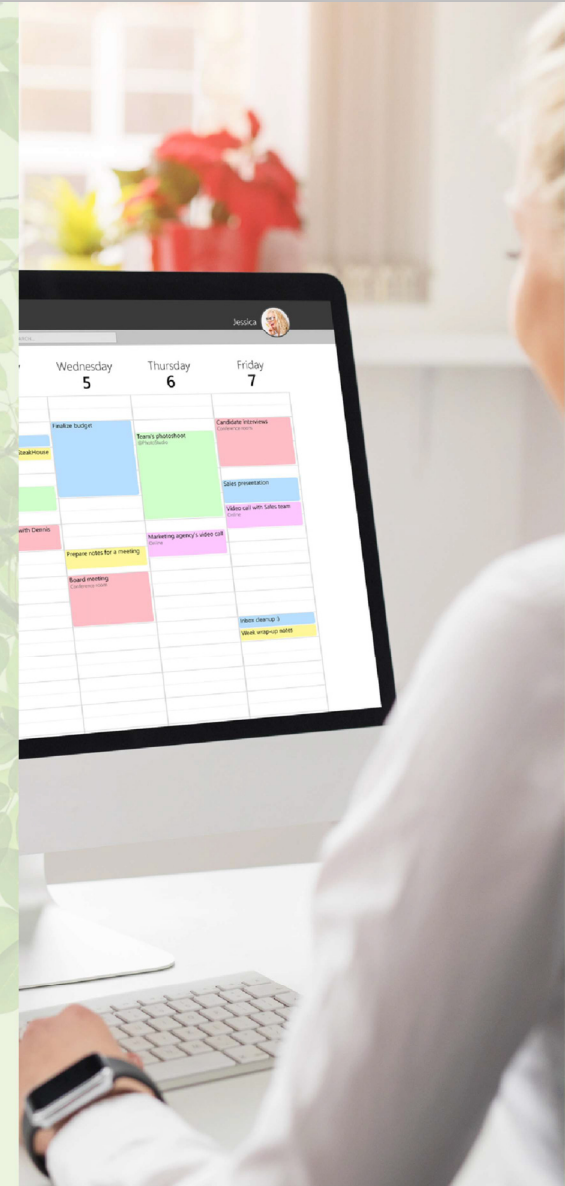


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Topics

- **Content Scheduling**
- **Creating The Content**
- **Content Example**
- **Content Calendars**
- **Content Recycling**
- **Content Cascade**



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Creating content can be a challenge.

In fact, it often seems so overwhelming that many people don't even do it.

With planning and a good strategy, however, you'll discover that you ALWAYS have something to write about.

Using these Content Guidelines, you'll be able to share your unique message without the slog.

“Content is king”

-Bill Gates

“But creating it shouldn't be a slog”

-Mira Dessy



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Why you need a content calendar

- **Reduce stress** - So you don't panic and start frantically writing Valentine's Day copy January 15 to share in February. (Especially if it's linked to some sort of sale item.)
- **So you can get the message out** - The time to WRITE that Valentine's Day copy is in November so that you can PROMOTE in January. This means your reader will have it in hand or ordered by the time Valentine's Day rolls around.
- **For Repurposing** - You don't have to keep re-creating the wheel. How much great stuff do you already have?
- **Saves Time!!** - Planning your content is a form of time batching so you can focus on one thing at a time.



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Your content calendar doesn't need to be complicated

- **Content Title/Copy:** Blog title or social media caption.
- **Platform:** Where are you putting it? Facebook, Instagram, Blog, TikTok, Membership, etc.
- **Status:** What stage is this? Planning, writing, editing, imaging, posting, etc.
- **Assets:** Link to the images or resources that accompany this item.
- **Who:** Who is doing this?
- **Due:** Put the date for the stages of the content and/or the due date depending on how you're tracking this.
- **Complete:** Important to know. Also mark if something is going to be repurposed or re-used.



Scheduling

How often do you plan to publish new content?

Come up with a schedule that makes sense for your team and its capacity.

For example, it might look something like this:

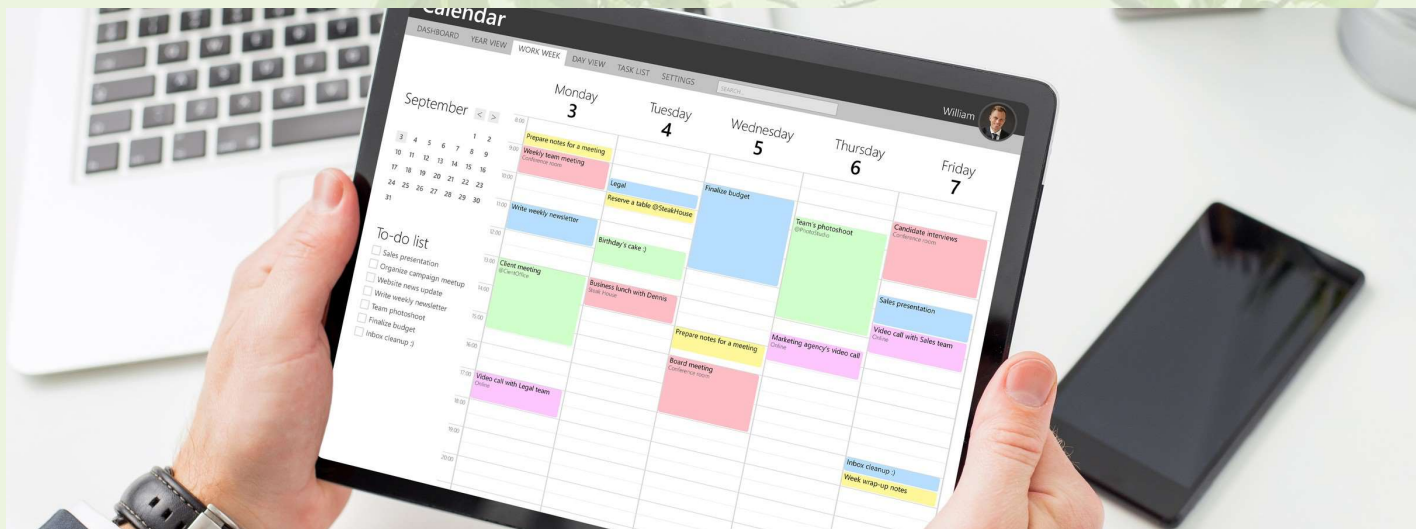
- Blog: 1x weekly
- Social Media: 1x daily to each platform
- Podcast: 1x weekly
- Email Newsletter: 1x weekly



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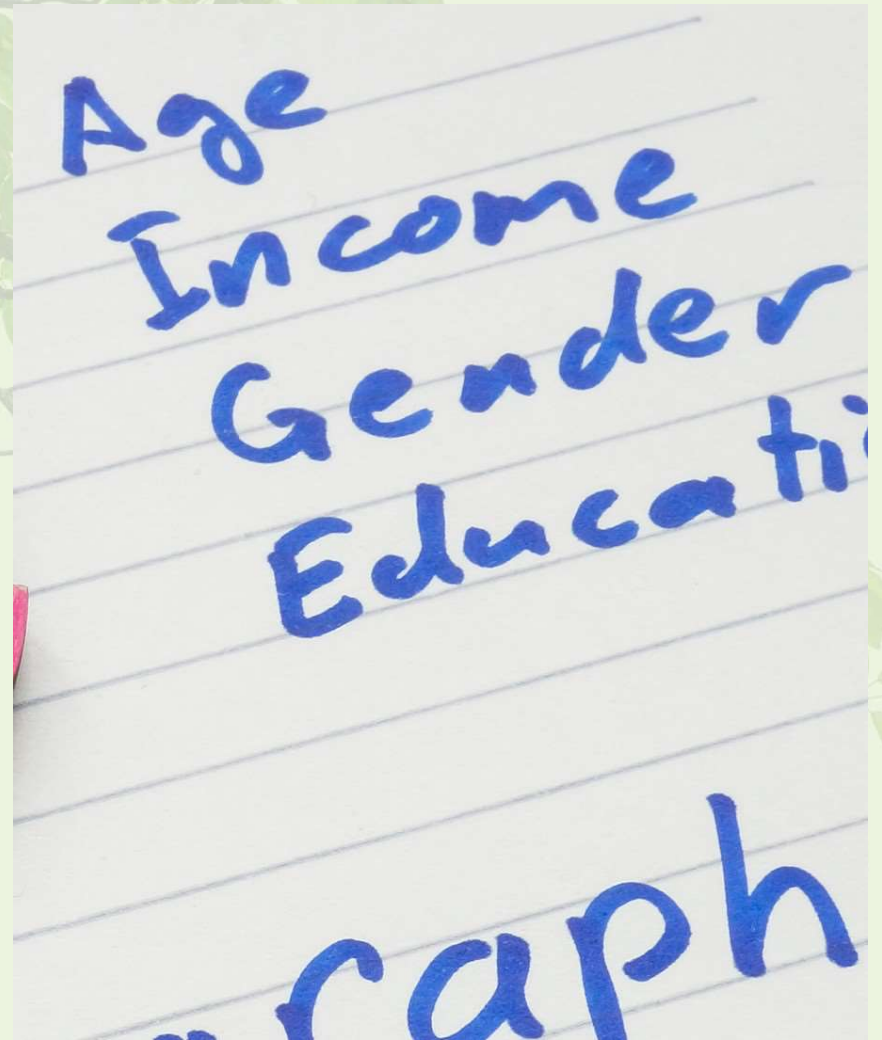
Creating the Content



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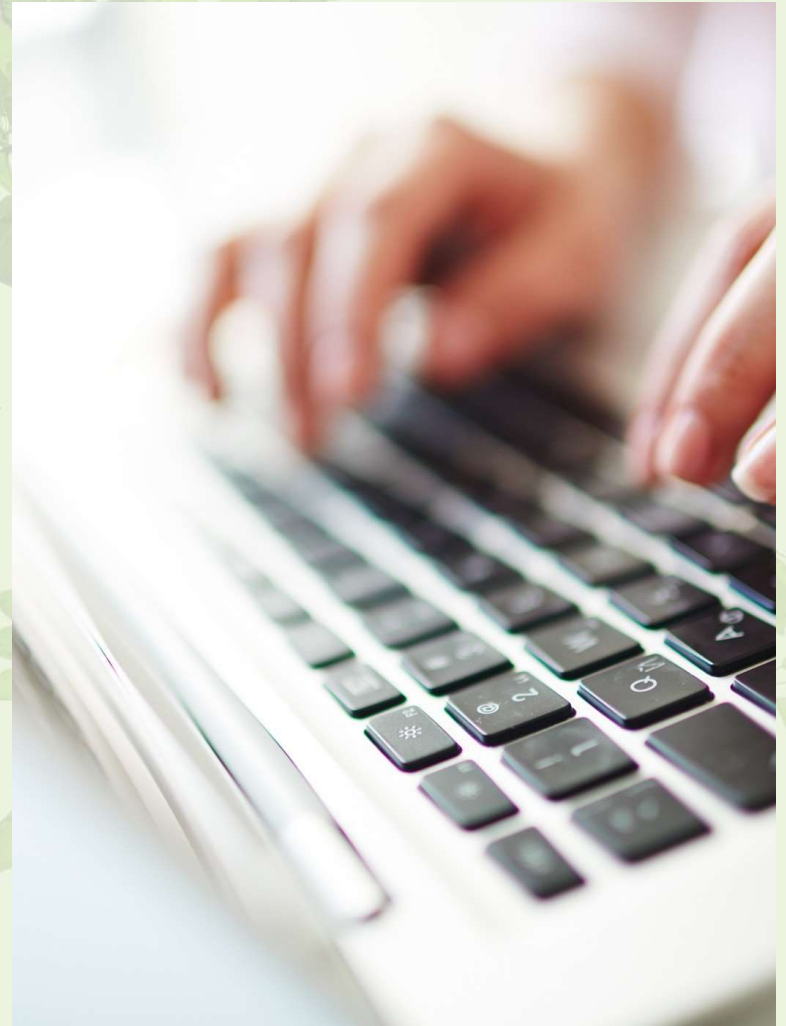
Know WHO you are
writing for and WHAT
they want to know.
You need an avatar!



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Your text should be quick
and easy to understand.
No run-on sentences, and
paragraphs shouldn't be
more than 3-5 sentences.



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Aim for a Middle School reading level for best comprehension and ease for the reader.

Do not overwhelm them with big words.

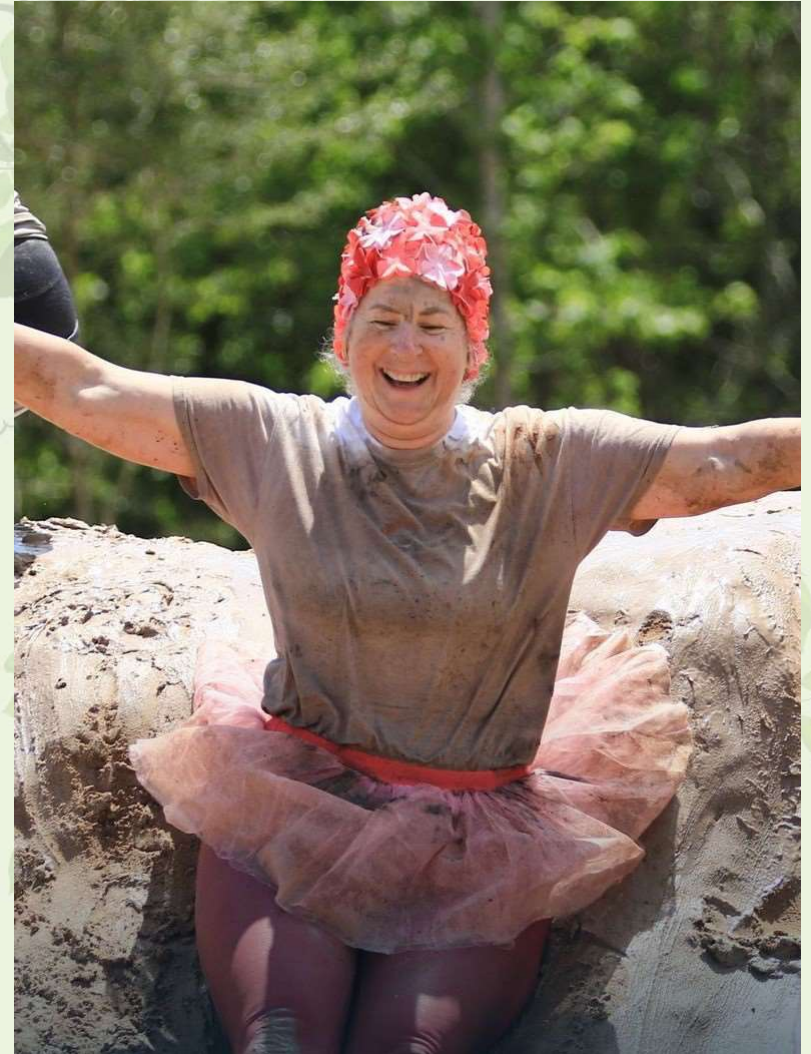


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Just be yourself!

You're not looking to
earn a Nobel prize for
literature.

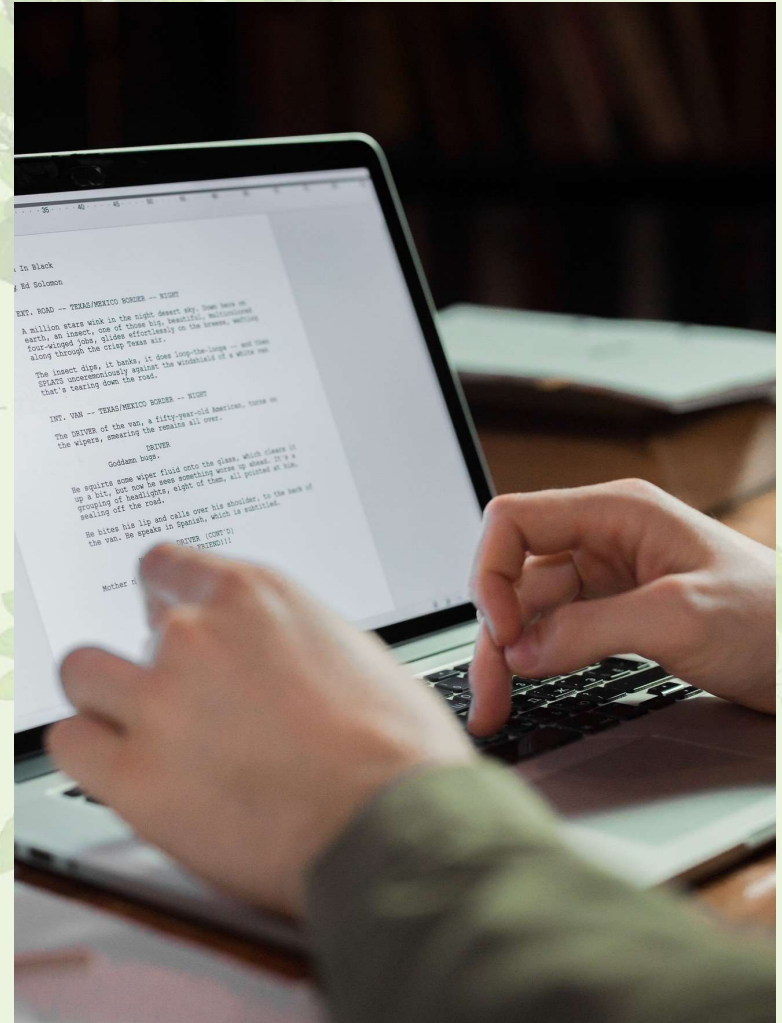


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Break up your text so it is visually more interesting.

Use bullets, numbers, block quotes, subheadings, images, text changes, etc.



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Close with a statement or
a call to action or a
summary.

Don't just come to a stop
and leave them hanging.

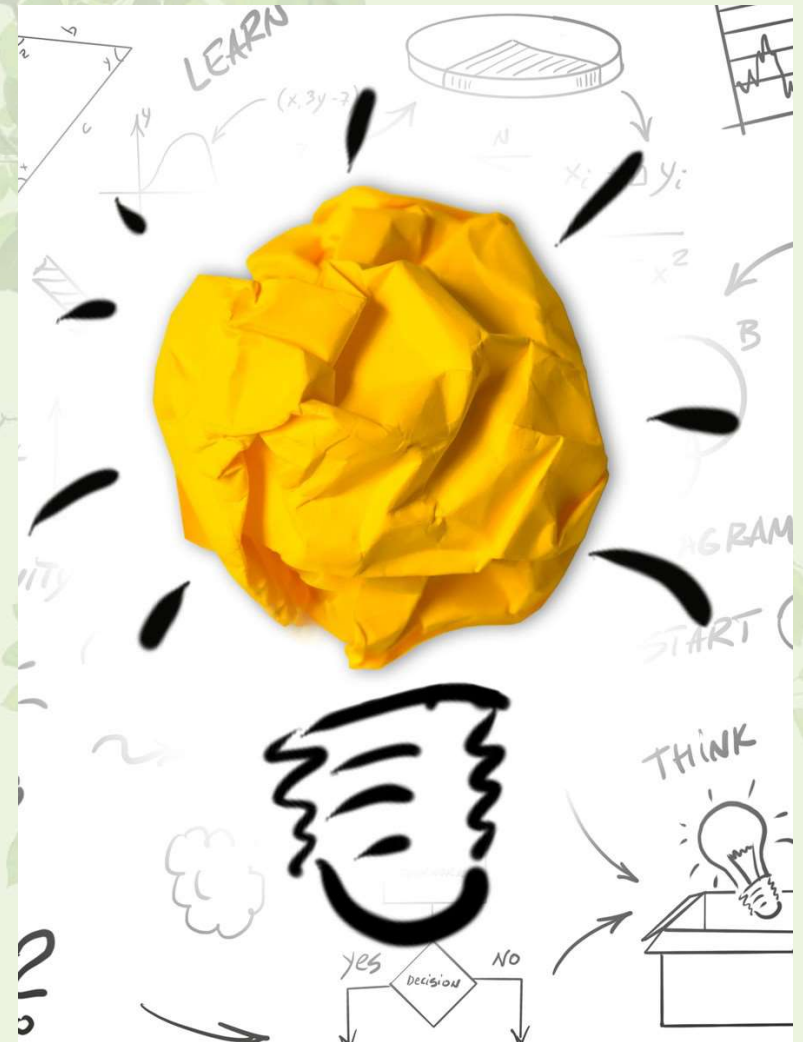


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Can your content be
turned into more than
one thing?

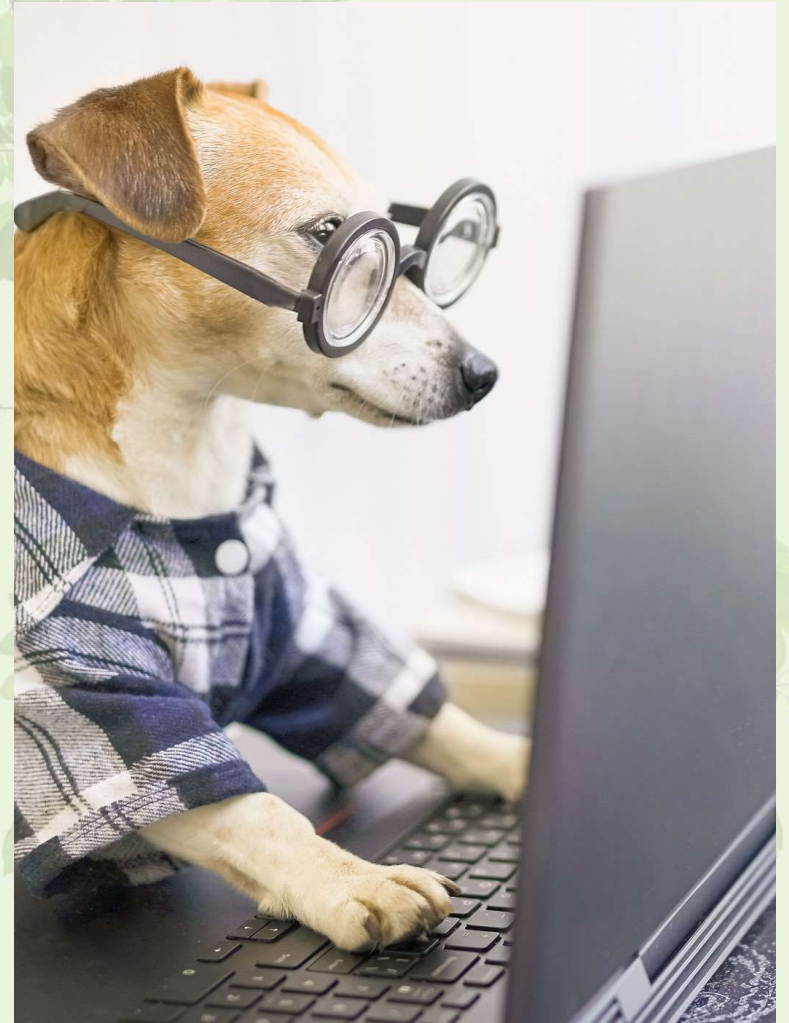
2-3 shorter linked articles
can sometimes be better
than one really long one.



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Always
WRITE DOWN
your ideas.



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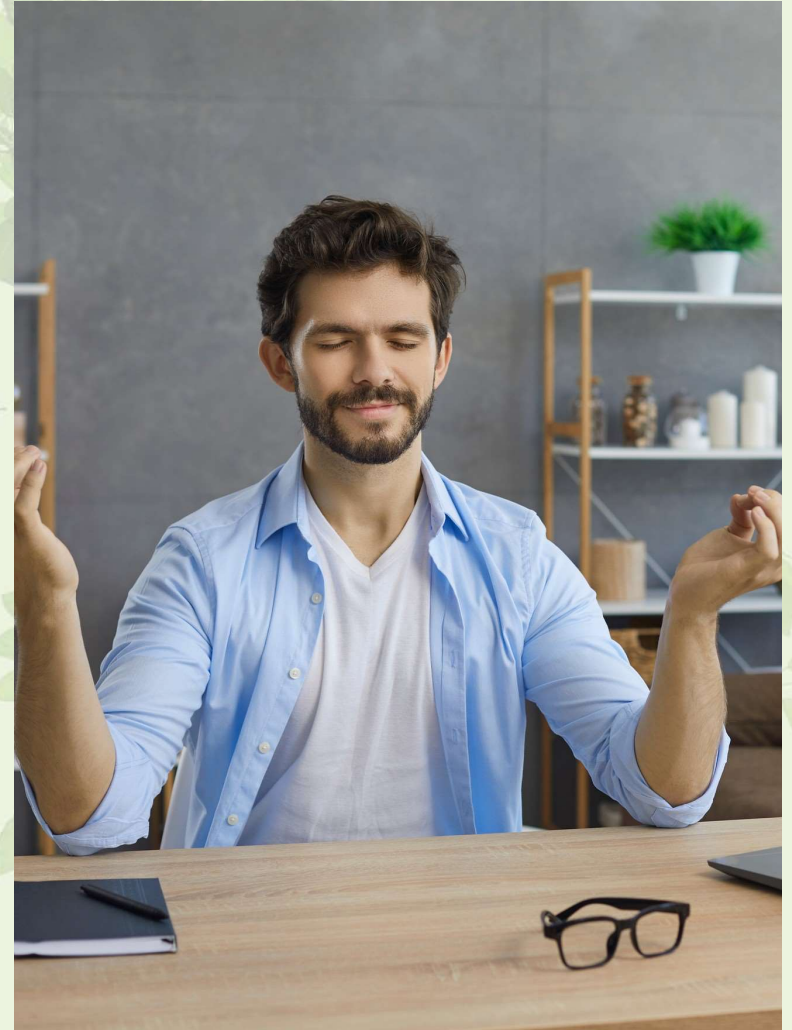
Break it down.

Writing should be:
planning | writing | editing

Don't try to do it all at once.

Set time for each task.

And **FOCUS** to get it done.

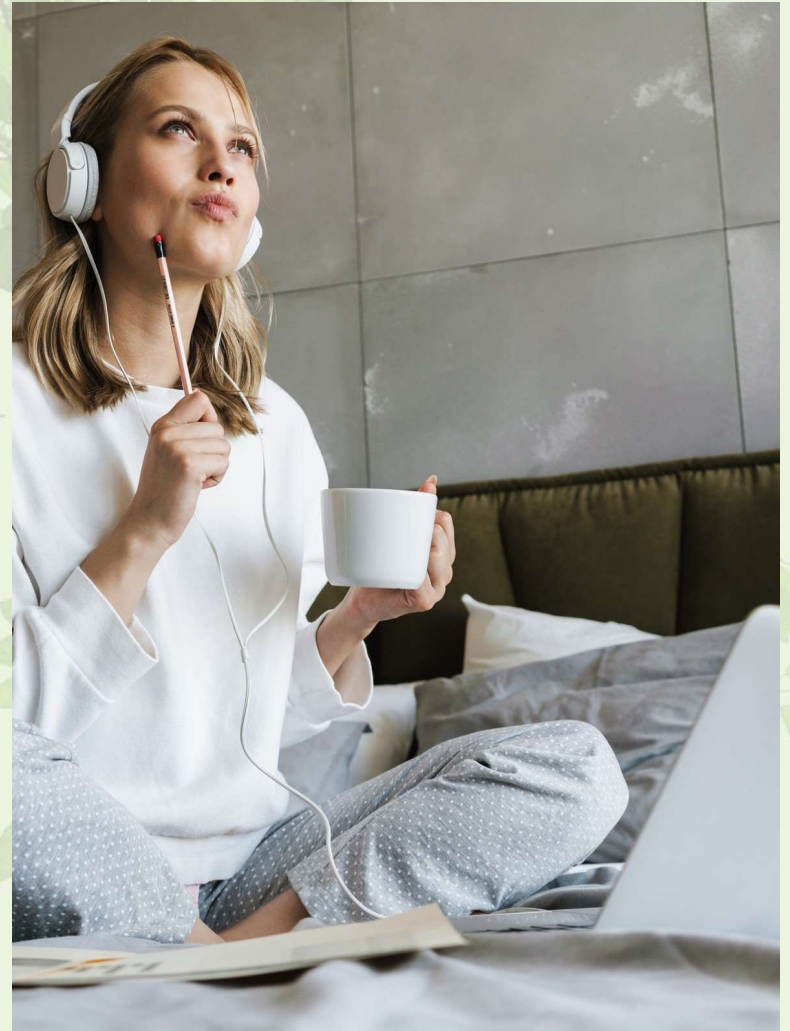


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Keep track
of what you've written.

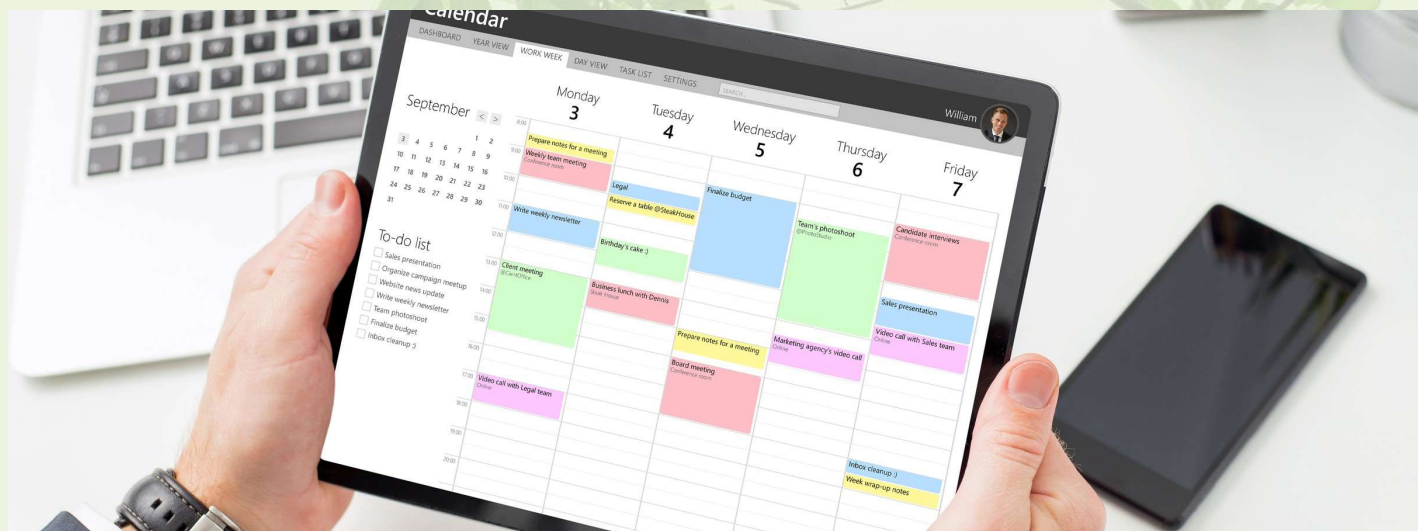
**Don't be afraid to go back
and revise things you
wrote before.**



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Content Example



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The Ingredient Guru - Content Creation Worksheet

Main Idea	
Audience	
Reason	
How will it help?	
Drill down	
Subtext	
1.	
2.	
3.	
4.	
Call To Action	



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EXAMPLE:

Main Idea	Smoothies
Audience	Breakfast skippers, pre-workout smoothie fans, morning rush people
Reason	To save time and add more nutrition to the start of their day
How will it help	Give quick tip about seasonal eating plus a recipe
Drill Down	Expanded idea: superfood smoothies Go deep: <ul style="list-style-type: none">- superfood smoothies for Fall- top # superfood smoothies- superfood smoothies for beginners Go Wide: <ul style="list-style-type: none">- # everyday tips for making smoothies- # reasons why smoothies are a good idea
Subtext	1. Superfood smoothies 2. important notes 3. recipes
CTA	subscribe to newsletter

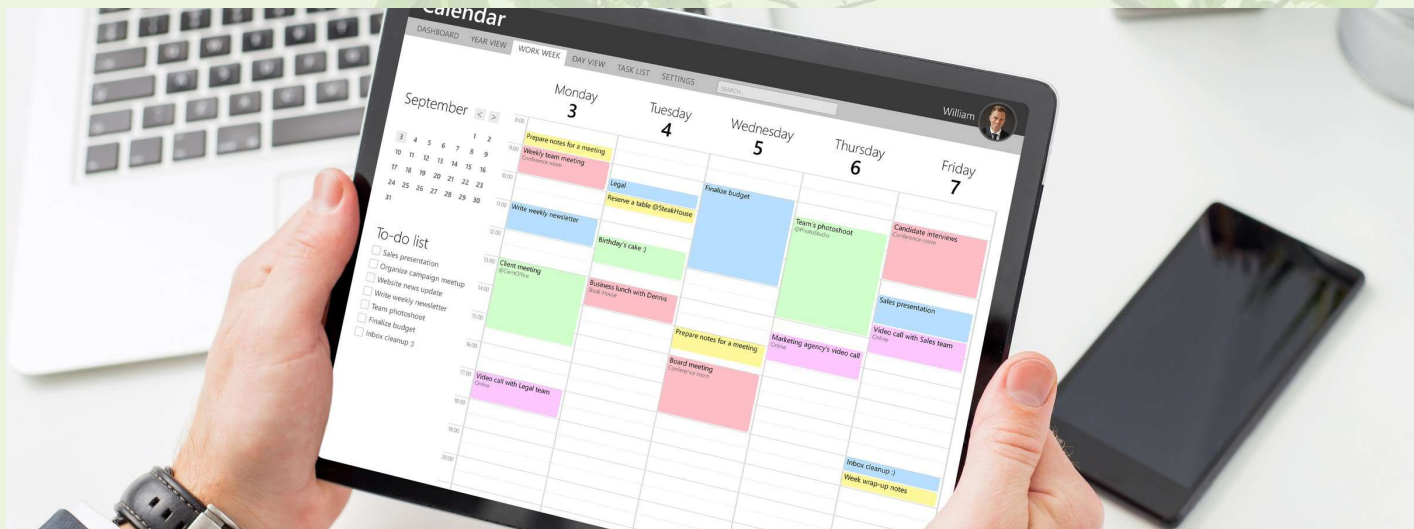


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Content Calendar Ideas

Don't always be so serious

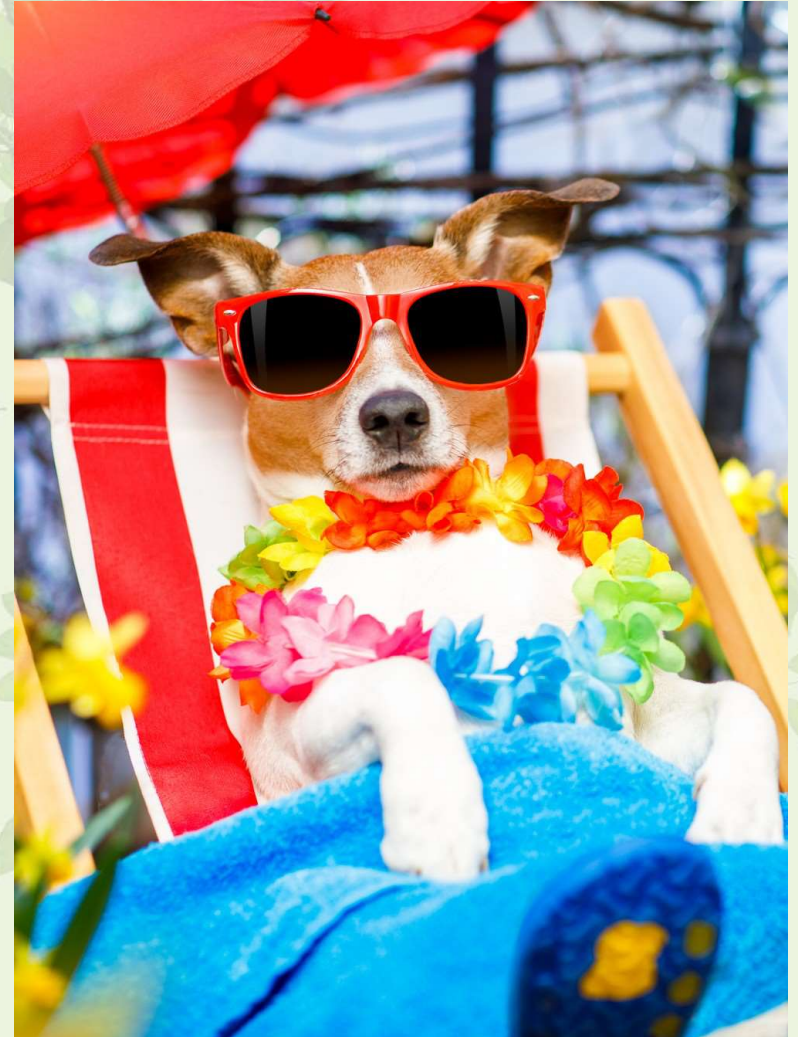


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March 26

Make Up Your Own Holiday
Day



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May 5
Towel Day



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June 13

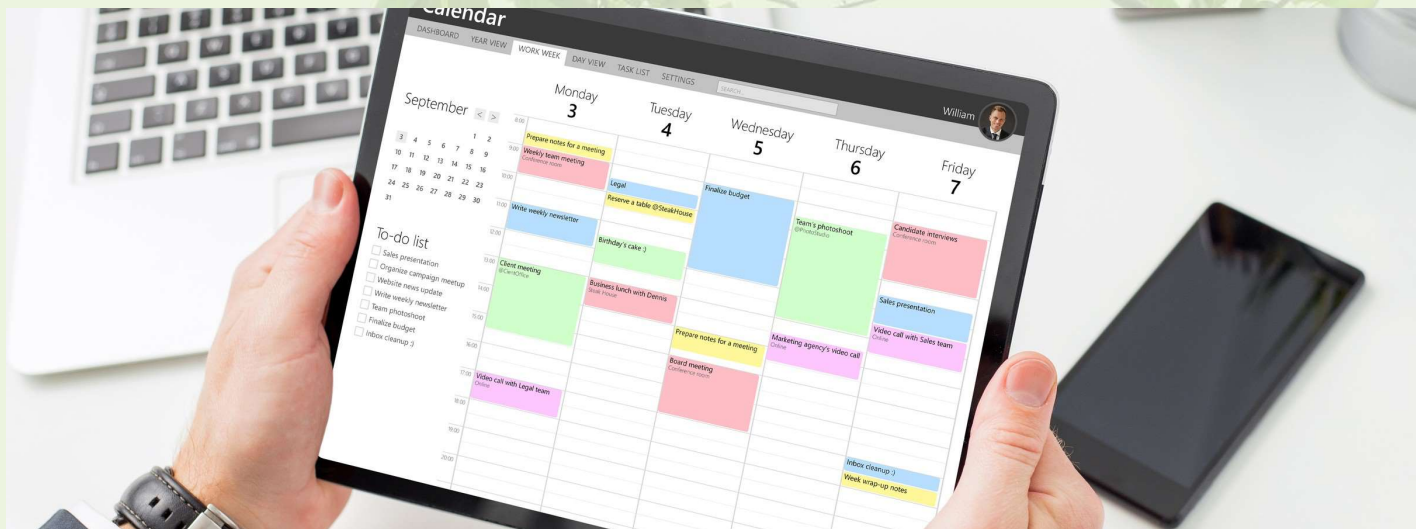
Kitchen Klutzes of America
Day



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Content Calendar Resources



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1. Seasonal ideas
2. National Health Holidays
3. Storytelling specific to your niche or market
4. Best of ideas
5. Teacher Themes
6. National Food Holidays



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Content Recycling

Know what you've got - use a content library

Tools: Trello, HootSuite, MeetEdgar, Later, etc

Reshare

- Make it look a little different
- Share it again after a certain period of time
- Share again seasonally

Repurpose

- Break up your videos into reels
- Break up your blog into social media posts
- Turn your worksheet or handout into a blog or newsletter editorial

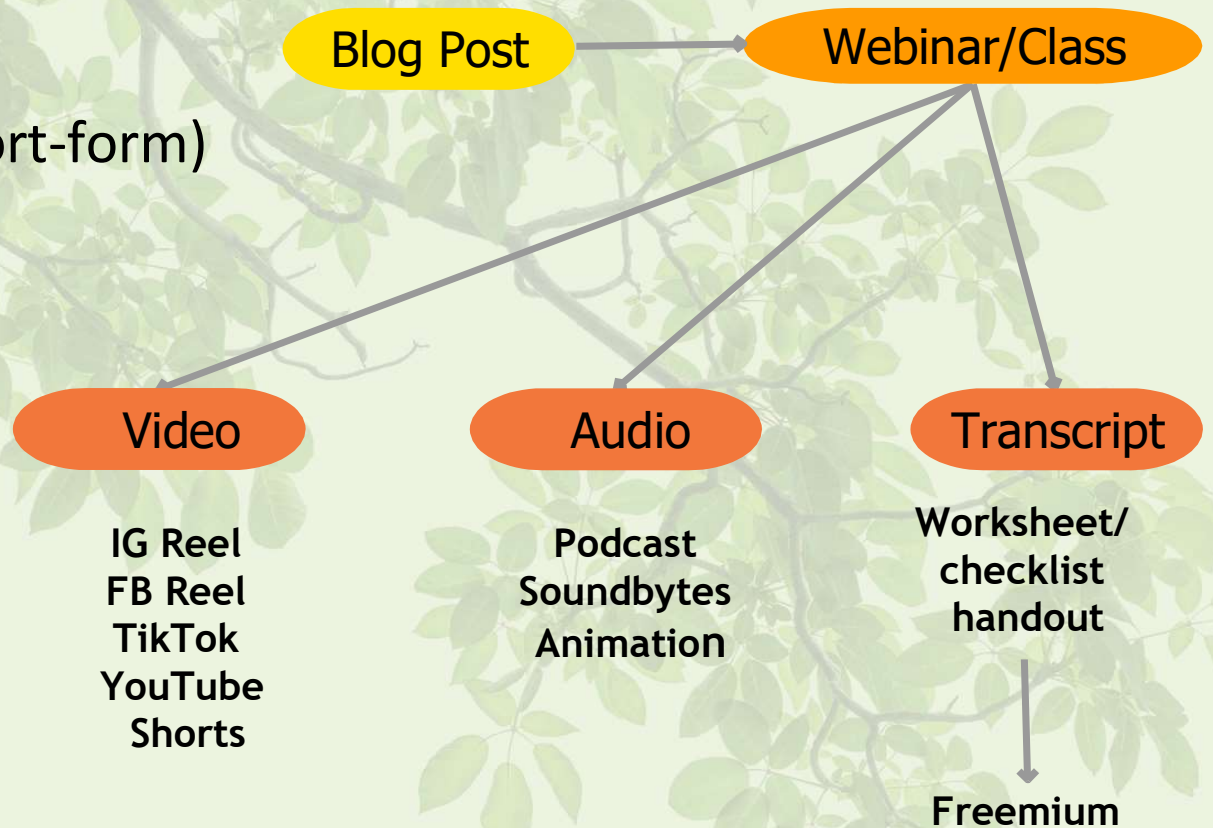


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Content Cascade

- Blog posts (long- and short-form)
- Quizzes
- Product pages
- Podcasts
- Social media posts
- Newsletters
- Contests
- Infographics
- Videos
- Webinars
- Ebooks



CONTENT PLANNING CONSULTATION

Streamline your content strategy with a consultation with Mira to amplify your brand's message and engagement!

Mira Can Support You With

- Content Calendar
- Strategy
- Social Media Content
- Newsletter and Promotional Copy
- Blog Content
- YouTube and other Video Scripts



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