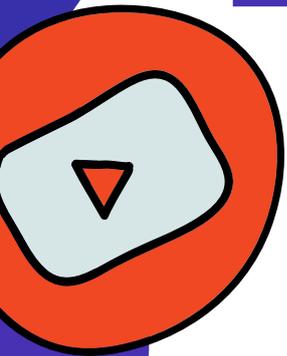


THE ULTIMATE CHECKLIST

FOR

GETTING ALL YOUR CONTENT DONE



Written by Robin Bates at Coaching for Geeks



1 KNOW WHAT YOU WANT

First things first. What do you want to achieve with your content? Do you want to grow an army of fans who'll like, subscribe, and share? Do you want to grow your authority in a niche? Do you want to become an instainfluencer or build a mighty TikTok audience?

Yes, I have completed this

2 HAVE A STRATEGY

How are you going to get what you want? Develop a strategy based on who your target audience is and what they engage with and respond to. Look at how many times per day you need to post and what successful people have already done. You can book a free 1-2-1 Strategy Session with Coaching for Geeks to help you.

Yes, I have completed this

3 SET ASIDE SOME TIME

Successful creators set aside non negotiable time for planning and creating. Put it in your diary and block the time out. Content doesn't create itself, and giving yourself time and permission to be creative, to do the things that will move your business/channel/other thing forward, is a big step in moving from a hobby to a successful business

Yes, I have completed this



4 GET YOUR IDEAS OUT

People struggle when they're out of ideas, so use some time to mind map/brainstorm everything you can think of that's related to your content. There are no silly ideas here, so get it all out. You never know what ideas it might spark. Get a big sheet of paper, or use some mind mapping software such as [Mind 42](#), and go wild!

Yes, I have completed this

5 KEEP TRACK OF ALL YOUR IDEAS

Now you have tens, maybe hundreds of ideas for content, you need to keep track of them. Get yourself a free [Trello](#) account and make a board with all your ideas. You can prioritise and plan your content, aligned with your strategy, and know which ideas have been used, and which you have to spare.

Yes, I have completed this

6 BATCH CREATE

It's time to get creating! Using your pre generated ideas, and set aside time, create similar types of content in batches. Create/use templates to save time and effort doing it from scratch every single time, and also to help create a consistent look and feel across your brand.

Yes, I have completed this



7 SCHEDULE IT

Nobody should be manually posting across all their social media. It's time consuming and inefficient. Get yourself a social media scheduling tool such as [SocialBee](#), load it up with content and leave it to run. You can reuse and repurpose across all your socials and still share your off the cuff thoughts as they come to you. Remember to repurpose and reuse your content.

Yes, I have completed this

8 REWARD YOURSELF

Well done! You just scheduled a whole bunch of content and deserve a reward. Your brain loves it when you get rewarded. The more you do it, the more it'll associate a reward with creating and scheduling content, and you'll find making this into a habit much easier. A break, some social media time, a quick game of Pokémon Unite, whatever works for you.

Yes, I have completed this

9 TRACK IT

Now your content is out in the wild (and you've celebrated/rewarded yourself) it's time to see how it does. Be sure to engage with people who interact with it to help with the ever watchful algorithms, and head over to your analytics. You'll soon see what type of content and what time of day for posting gets you the best results.

Yes, I have completed this



10 GET SOME ACCOUNTABILITY

If all this sounds like a lot of work, or if you're prone to procrastination, get some accountability in your life! It's a lot easier to let yourself down than other people, so find an accountability partner to hold you to creating that all important content, or join an accountability coaching group such as [CfG Turbo](#), and let's get things done!

Yes, I have completed this



WANT TO TAKE THINGS TO THE NEXT LEVEL?

As a reward for downloading this checklist, I'm giving you the opportunity to jump on a 1:1 strategy call where I can provide a roadmap for you to finally achieve delivering a content plan without having to sacrifice your sanity. Sound good? Click the link below to access my online scheduler.

[Book Strategy Call](#)