



How to Create On-Going Content
When **You Don't Have Time To**

Content Distribution

The idea of a content distribution isn't a new or really revolutionary concept, but is it an extremely helpful and powerful method to get your thought-leadership and subject matter expertise out into the world.

This concept has been around for quite awhile, being made famous by marketing personalities like Gary Vaynerchuk, but we still see this method being really underused by some of the people who could benefit from it most like:

- **Small Business Owners**
- **Start Up Founders**
- **Organizational Leaders**
- **Busy Executives**



What is Content Distribution?

A content distribution strategy is the simple idea of taking one long form piece of content and then creating many more types of content in many different mediums from it.

The starting point - or long form piece of content - can be anything from a video, to podcast episode, to a webinar, or long form text article.





Benefits of Content Distribution

There are MANY different benefits to using this method of content creation.

Saves Tons of Time:

Instead of having to sit down and create tons of different smaller pieces of content, you can simply invest 1-2 hours of time recording, writing, or videoing yourself talking about the topic or idea that you want to share with your audience. By investing just 1-2 hours on the front end, you can end up creating content for an entire month, saving you tons of time and resources.

Gives a Focus:

When you have an idea, concept or thought you want to share, it's important that's created in many different ways in order to get your point across. If you have something important to say to your audience, one time and in one way won't be enough. By creating many different types of content out of one larger piece, it will automatically give your content strategy the focus it needs.

Grows Engagement:

Using this method helps people engage further because they see the idea you're communicating over and over again and in many different ways, like we discussed before. It also increases the chances of your audience actually seeing it. Rarely will one person see every single video, blog post and piece of social content around an idea. They might see it once or twice. A content distribution strategy will allow you to spread your net wider.

How to Practically Implement Content Distrubution

A content distribution strategy isn't a complicated system, it's actually rather simple. Where most people get hung up is simply starting.

Step 1 - Carve out 1-2 hours to brainstorm the idea, concept, trend or view that you want to communicate to your audience. Then, record, video or write down your thoughts and ideas around this.

TIP: Start with the type of long form content that is most comfortable to you. We highly recommend video because of all the ways it can be used, but the most important part is just to start with what you're comfortable with.

Step 2 - Getting the long form content to your internal team who can syndicate it, or getting a partner who can help with this.

TIP: Go ahead and decide before getting started with this method if you'll be utilizing internal team members for this or outsourcing. Either way, you need someone you can hand this off to that can create everything you need and get it off your plate!



How to Practically Implement Content Distrubution

Step 3 - Once your long form content is created and handed off to the team, they can begin creating it in different forms. What is created will depend on the type of long form. Let's use video for example:

- Full Length video is edited and goes to your YouTube Channel, social platforms (FB, IGTV, and LinkedIn especially), a landing page, and even PPC or a promoted campaign on social.
- An eGuide can be created next from it to be downloaded. This can also live on your landing page and be promoted in a variety of places, including a pop up on your site.
- Next come blog posts - we recommend trying to create at least 4 from the content you have. A simple way to do this is to get the full length video transcribed into written text and then have your writer create blog posts from it that way with other supporting materials.
- Social content is last in the content stream. Everything from short snippets of the main video, to quote graphics pulled from the speaker, to infographics, quick tidbits, sharing the eGuide, and continuing to promote the main video.

ALL of that content - and it's a lot of content - came from one concentrated session of 1-2 hours of recording yourself talking and now is being created into all kinds of different content, carrying your message.



Getting Started

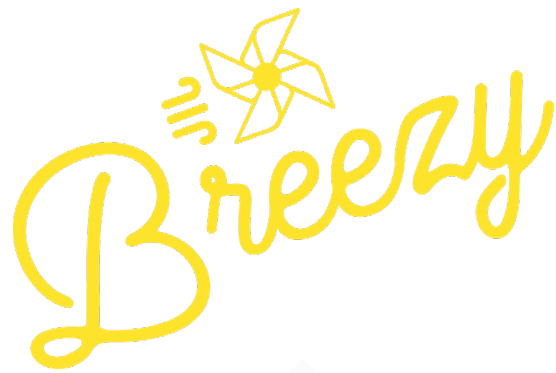
The biggest piece of advice we can give here is to simply START. Don't procrastinate, don't put it off. The time to take advantage of content creation for your business or organization is now.

We know this can be easier said than done though. That's why we started Breezy - to help busy small business owners, executives, start up founders, and thought-leaders get all of that subject matter expertise and experience out of their heads and into the world.

If you're just not sure what to start and need some advice, we can help with that. If you're ready to dive into a content distribution strategy but don't have the internal team to make it happen, we can help there too.

Schedule a free virtual content strategy to get started today. <https://breezycontent.com/>





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