



Content Ideas

THE 10 x 10 SUPER QUICK
IDEAS HACK



Getting the ball rolling with content ideas can feel really overwhelming sometimes.

I know you guys feel the same.

From the messages, emails and updates I get, I see the content paralysis kick in and it gets harder and harder to re-start the flow, despite our best intentions.

I have a really quick method that will get you quick results in no time at all.

It's part of a larger toolkit and framework that I use, and I love sharing this one as the light bulb moments happen really quickly (and who doesn't love lightbulbs?!).

THE 10 x 10 SUPER QUICK
IDEAS HACK



THE 10 x 10 SUPER QUICK **IDEAS HACK**

To kick things off, I want you to grab a fresh notebook, or page in Evernote, and jot down under each heading 10 of the following headings.

It should take you around 15 minutes for this part, so brew up a coffee and make some time.

- 10 things you have worked on recently.
- 10 stories in the media, or in your industry news.
- 10 things you only just learned to do (or are learning).
- 10 things you have improved at in the last 5 years.
- 10 testimonials you had in the last year.
- 10 things that are unique to you and your experience.
- 10 things that your clients need help with.
- 10 things that people ask you all the time.
- 10 things you are incredibly passionate about, and could talk about for ages.
- 10 things that you do in your working day as a habit.

(tip: if you can't think of 10 of each don't worry, just make a start and do what you can).



THE 10 x 10 SUPER QUICK **IDEAS HACK**

Now, the fun begins.

Let's take each of the sections, and start to play them off against each other.

For example:

Things you have worked on versus things you are learning

What take away can you share with your audience? Do you have any before and after stories?

Or we could try:

Stories on the media versus things your clients need help with.

What is happening now that you could hook a story onto with your personal expertise? Do you have an opinion on a news item or trend that you can comment on?

Spend 10 minutes jotting down some possible combinations.



THE 10 x 10 SUPER QUICK **IDEAS HACK**

Stop when the brain freeze kicks in - we aren't about overwhelm here, just the opposite, in fact.

Ok, well done.

Don't worry about formats, word counts, styles posts or any of that stuff yet.

This is just to show you that we can overcome the rabbit in headlights idea overwhelm.