

The Content Cycle

1. **Ideate:** Start anywhere. What's your story? What style of communication is most authentic to your biz? What do your customers need to know about? Where do your customers spend time online? What are content trends in your industry? Other industries? Eventually you'll start to recognize patterns. Make note of them.
2. **Sort:** Where do your ideas fit? Are they overarching concepts or do they fall into tactical specifics? Remember, **not everything should be directly about your product or service**. Give your readers the education/information/entertainment they're looking for that may not seem directly related, but has a tie back to your business offering.
3. **Schedule:** Get ready for accountability. Set deadlines, find tools, time-block. Map out when, where and how your content will go live.
4. **Create:** Feeling inspired? Capture those moments. Stick to your plan and bring your ideas to fruition. Write it down. Partner with a creative friend to make a video. Hop on Facebook Live. Snap an Insta-Story. Design that email campaign. Post the article that points to your product. This is where your ideas come to life and your story takes shape.
5. **Engage:** It's not enough to put it out into the world and let it sit. Post it on your social media pages and interact with commenters and readers. Encourage sharing. Don't forget to make sure your current customer base is reminded about the new stuff.