

## Ideas for Content to Create

Use the following list of content ideas as a starting point for your own brainstorming of content to create. We've added some time estimates for planning how long it will take to create each type of content.

These are very rough estimates that will vary based on your skillset, how long the content is, and how much knowledge you already have on the subject vs. research required.

Content Ideas	Description/Components	Key Tasks/ Creation Time
<b>Short Reports</b>	7 to 10 pages solve a specific problem; Written report, opt-in page, follow-up emails	Research, writing, formatting, graphics, set-up: 1 to 2 days
<b>Webinars &amp; Teleseminars</b>	30-60 minutes; Script, slides, handouts, poll or discussion questions, registration page, pre and post emails	Research, outline, script, handouts, slides (webinars), graphics, emails, set-up: 1.5 to 2.5 days
<b>Email Series</b>	5 to 10 emails on a specific topic; 250 to 350 words each, downloads (optional)	Outline, write, schedule: 1 to 1.5 days
<b>Live Workshops</b>	3 to 7 hour training; Course book, workbook, activities, slides, script, handouts, follow-up content, sales and marketing materials	Research, outline, design, write, script, create slides and handouts, write emails, set-up, promote: 2 weeks to 2 months
<b>Live Presentations</b>	1 to 2 hour presentation; slides, notes, handouts	Research, outline, write notes, create slides and handouts: 1 to 2 days

<b>Podcast Interviews</b>	30 to 60 minutes; Interview questions, your own input, marketing materials	Get guest, outline questions, draft own answers: 2 to 4 hours
<b>Video Tutorials</b>	How-To videos or courses: 3 to 7 minute videos with step-by-step demo	Outline steps, script, create slides, record, produce, promote: 2 to 6 hours
<b>Syndicated Articles</b>	600 to 1,000 word article for distribution	Research, write, promote: 1 day
<b>Blog Posts</b>	500 to 700 word post for blog or guest blogs	Research, write, publish, promote: 2 to 3 hours
<b>Tip Sheets</b>	List of 'X Top Tips'; 1 to 2 pages, formatted neatly	Research, write, format: 1 to 2 hours
<b>Checklists</b>	Checklist of tasks to complete; 1 to 5 pages, formatted neatly	Research, write, format: 3 to 4 hours
<b>Infographics</b>	1 page graphic summary of information or statistics; Design, graphics, information	Research, write, design: 4 to 8 hours
<b>Social Media Posts</b>	Short, enticing posts on social sites for engagement or promotion; Post content, images, video	Write, create images, curate content, schedule: 1 hour daily
<b>Templates (and sample templates)</b>	'Fill in the blanks' document, spreadsheet, slide, tool, etc; Layout and key fields to fill in	Research, outline, design, create, format, fill in sample: 2 to 8 hours
<b>Case Studies</b>	Example from the real world or hypothetical; Story, lessons learned, sources	Research, write, get images: 4 to 8 hours

<b>White Papers &amp; eBooks</b>	Document that delves deeper into one topic; Research sources, report, statistics	Research, outline, write, format: 2 to 3 days
<b>Quizzes (with answers provided from content)</b>	Set of questions to help evaluate or solve a problem; Series of questions, answers for each	Research, outline, write possible answers, write meaning of answers, format: 1 day
<b>FAQs</b>	List of frequently asked questions on a topic; List of questions, answers	Research, outline, write answers, format: 1+ days

## Content Brainstorming

*Use this page to list additional content ideas of your own and how much time you think it will take you to create each. As you get more involved in publishing content, you may also want to use the Idea Bank tab in the Content Planning Template to keep track of ideas. Or use another spreadsheet or online tool, such as Evernote.*

Topic	Purpose	Content Format	Time Required