



3 Content Options That You Can Create Quickly For Your Blog!

by Rodney Washington

Why I created this worksheet?

So many newbie bloggers are intimidated at the thought of creating content and that's why I developed this bonus special report. Today I will share three simple and fun ways to easily create content for your new blog. Bottom line: If you can talk, have a smart phone and have an opinion you can produce content quickly and easily. Enjoy!



1. Written Content

Written content is easy to develop if you're clear on what you'd like to share with your readers. **Not a writer?** Don't worry, you can find freelance writers to create them for you. Try using a service like <http://elance.com> or <http://guru.com> to locate freelance writers that specialize in your subject matter.

Articles no longer have to be written: today, they can be spoken. Basically all you need to do is draft an outline of your topic, think in terms of bullet points that you wish to highlight and record yourself "speaking" your article.

You can use a service like <http://AudioAcrobat.com> to record your voice for up to two hours. Using the service is as simple as using voice mail and the best thing it requires no more than a phone line.

After your call is completed the service will email you a link to the recording that you can then download and post it directly to your blog.

If you want a written transcript of your audio recording you can use a transcription service like <http://eScriptionist.com>. Just send your MP3 file that Audio Acrobat provides and they'll produce a written transcript for about a \$1.50 per minute.

So for example for a 15-minute conversation a transcription will cost you about \$23 dollars. Now you have an audio recording and a written transcript to publish on your blog. The bonus? You have a tangible product. Another option to explore is Fiverr located at: <http://fiverr.com>

2. Produce Video & Audio Content On The Fly

Today all you need is a good quality smart phone and you can easily produce audio and or video content on location. For example, let's say you're a wedding planner you could attend a bridal trade shows and interview wedding gown designers, florists or cake decorator or invitation designers for example, (with their permission of course), and record the interviews using your smart phone and publish them to your blog.

If you plan to conduct telephone based interviews I recommend <http://freeconferencing.com> as a matter of fact, I conduct many of my interviews with this service. Both you and your guest dial into a central number, you record the interview, download the MP3, edit it if necessary and upload the file to your hosting service.

Other Options:

Video Client Testimonials – ask a former or current client if they would be interested in doing a quick, informal in person interview with you (testimonials are one of the best forms of promotion). Again, all you need is an inexpensive video recorder and a willing participant.

Audio Client Testimonials – if can't arrange a face-to-face interview ask for audio testimonials. All they need to do is to dial into your Audio Acrobat account (if you have one) and leave a voice message. You can then post the MP3 file to your blog.

Editing Options:

If you use Apple Products you have two options to produce your content

Garageband and iMovie – <http://apple.com>

Other editing options Audacity – <http://audacity.sourceforge.net/>

3. Consider producing a video montage of your images

Video montages can be an engaging experience for your audience. In addition, showcasing your work using video creates an ambience for your prospects. It also lets them see what you're capable of providing them think in terms of 'visual storytelling'.

You can also develop your video with a video editing software like Apple's iMovie or it's equivalent for the PC platform –or– you can hire a professional video editor to do it for you.

Another option is unique service called Animoto. Animoto is a web– based digital video production solution. All you need to do is upload your images select an audio track from their library and Animoto does the rest. Within minutes you have a professionally produced video montage that you can post to your blog, social media site website or send by email.

Here's a quick marketing tip that will help you build your subscriber list fast using your video. The online service offers an optional upgrade to a professional content producers like photographers for example. The beauty of this upgrade plan allows you can add an optional data collection form to display at the end of your video. This is perfect opportunity to engage your audience and build your email list at the same time.

Generate Content For Your Blog Quickly

Checklist:

- ❑ If you want to provide written content on your blog but you don't like to write it, draft an outline of your topic and give it to your assistant to flesh out the article.
- ❑ Record your article and offer it as an audio article, set up an account with AudioAcrobat.com. You'll be provided with a dial in number where you speak your article over the telephone. You'll be sent a link to download the MP3 of your recording and then post it to your blog.
- ❑ Another option: record it directly on your computer. If you have Apple iTunes import the audio into the program and convert it to MP3 format and post to your blog.
- ❑ If you prefer video content, you can produce high quality photography, HD video and audio content that you can import directly into your computer with a USB port. You can post these videos directly to your blog.
- ❑ If you don't want to deal with the video camera, you can convert your photographs into a slide show presentation using a service like <http://Animoto.com>.
- ❑ Interview leaders in your specialty and/or service providers that your client would naturally use. You can record the interview over the telephone with <http://AudioAcrobat.com> and post the MP3 to your blog.

Let's stay in touch!

Would you like more tips, tools and strategies to grow your business and create additional sources of income from your core expertise?

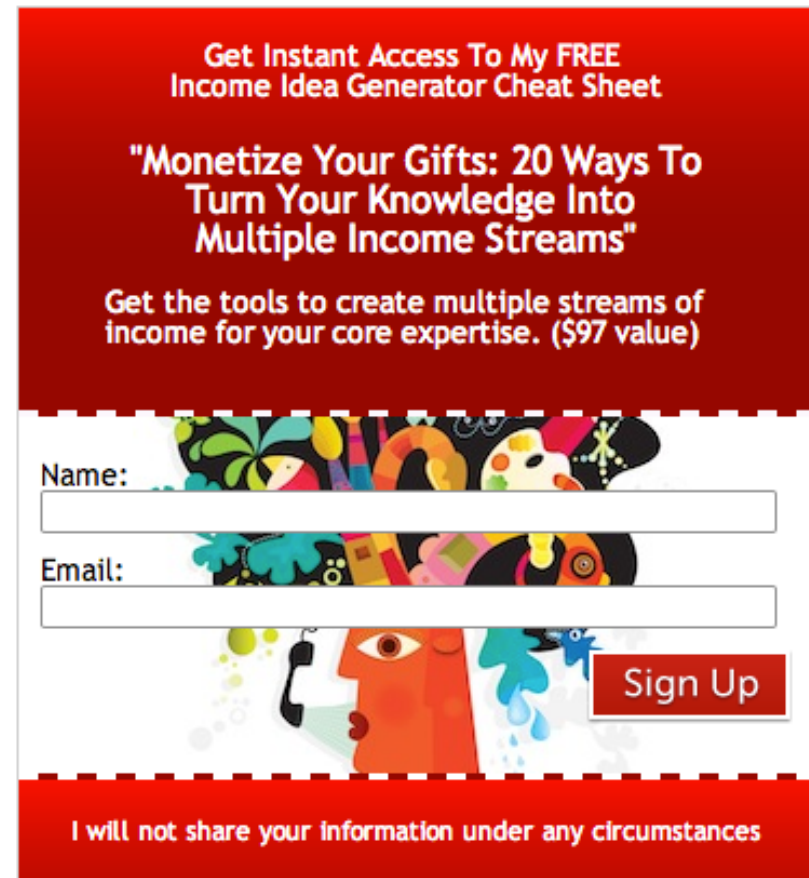
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Look forward to connecting with you!

Rodney



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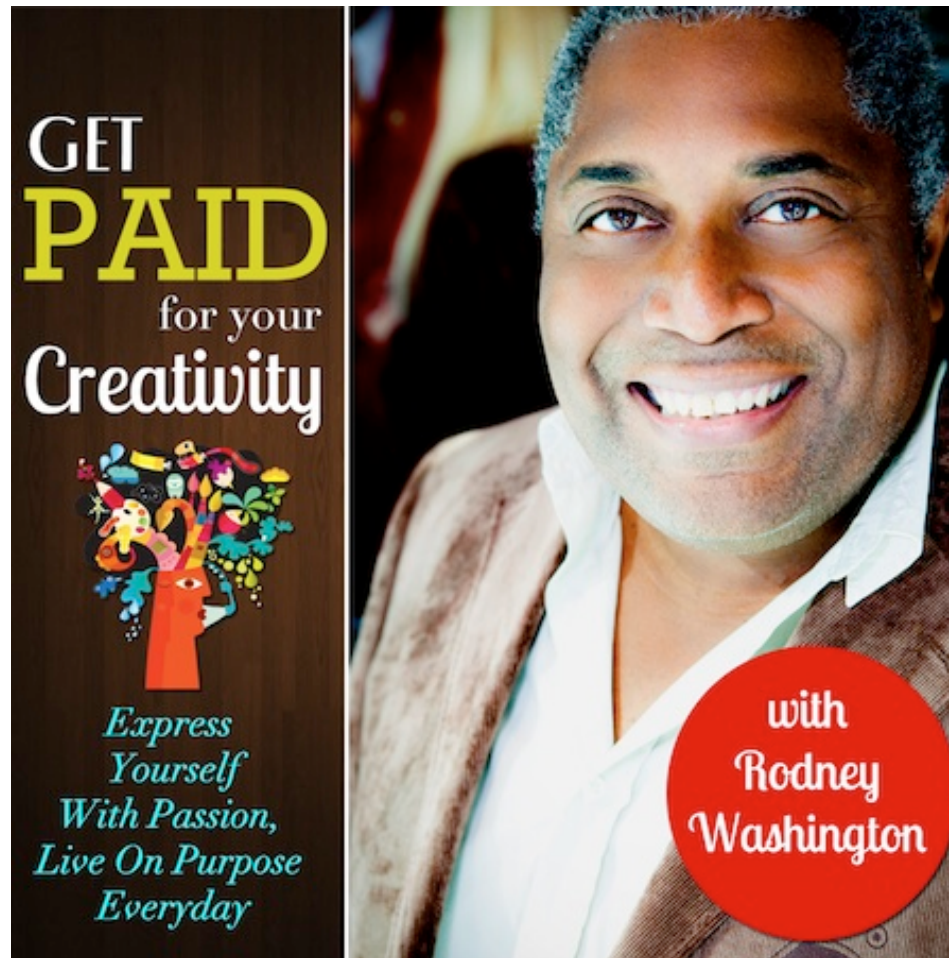
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