

24 Ways to Create More (and Better) Content...

...in Less Than an Hour



Think you don't have time to develop more (and better) content?

The fact is, you probably *do* have time. After all, we all have 168 hours in a week—but free time to improve your business's content likely comes in random bits and pieces scattered throughout the day or week.

Make those bits of time work for you! Whenever you find yourself with five minutes, half an hour, or an hour, choose a task that fits your (or your team's) availability from this checklist and get it done. We also have a handful of bonus projects you can do if you magically find yourself with a full day on your hands.

Any of these actions will help you create more of the results-grabbing content you need—and improve the *quality* of your content, too.

Yours for better content,

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If you have 5 minutes...

1 Grab an excerpt of your favorite or best-performing piece of content and schedule it to go up on your social media channels.

Set up a Google Alert for news in your industry, so when something big happens you can create content around it for your audience.

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3 Post to social media asking your industry connections what their biggest problems are. Later, you can mine the replies for content ideas.

Search for an image to accompany your next blog post.

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5 Sign up for the email newsletters of businesses whose content you admire, so you can study their emails for ideas.

Proofread a piece of content you've already created—even if it's already online. (It's never too late to fix a mistake!)

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7 Scan through your social feeds for comments or news you can build content around later.

Reach out to schedule an interview with a client who would make a good case study.

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9 Join an online industry forum or group (such as a LinkedIn group) to learn more about news and trends you can turn into content.





If you have 30 minutes...

10 Clean up the categories on your company blog. Combine any almost-duplicates, consolidate categories that have only one or two posts, etc.

Look over your content calendar and make sure you're on track. Is there anything coming up you won't have the time or resources to create? Make a note to reach out to a content professional who can do it for you.

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12 Write just the outline, lead, or conclusion for a new piece of content. Getting *anything* down, even if it's only a paragraph, will kick-start your momentum the next time you open the document.

Look through a National Day calendar ([like this one](#)). Are there any holidays coming up that are relevant to your brand, that you can create content around? (Museum Selfie Day? National Sense of Smell Day?)

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14 Got something you want to say, but it's not enough to make a full piece of content? Find an image that matches your insight, use a design platform like Canva to add your copy...and turn it into a sharable image for social media.

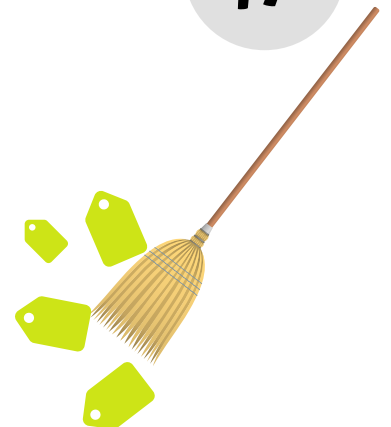
Look through your business records to find stats about your company, products, or customers that will make for good content ideas or images later.

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16 Scan your past social posts and add any you can use again to your social media content calendar. (Believe me, no one remembers that LinkedIn post you did 10 months ago.)

Take a big content project you've been procrastinating on and break it down into a list of 5-minute tasks you can complete throughout the week.

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If you have one hour...

18 Update and re-optimize an older piece of content. Update facts and stats, make sure the voice still reflects your brand, and check that the meta descriptions, alt tags, and other SEO elements are correct and in place.

Brainstorm a list of ideas for new case studies, white papers, and other content resources.

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20 Have a key employee who's moved on? Go through all your company's content; if the ex-employee's contact info appears anywhere, replace it with a current employee's information.

Create a list article—probably the quickest form of full-length content you can write, but still useful to readers. Use [these tips](#) on how to develop the most compelling listicle possible.

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22 Read through a trade magazine for your industry and analyze the topics and headlines. Use your findings to develop ideas around the hottest topics.

Write the first draft of a longer piece of content without stopping to revise, do research, or check facts. If you're missing a vital piece of information, plug in the journalistic term for missing info—*TK*—and keep going.

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24 That content draft you raced through earlier? Take an hour to edit it, check the facts, and fill in those TKs with research.





If you have all day...

25 Read a book on content writing or content marketing.

Analyze your competitors' best-performing content (most shared, most comments, etc.). Create a spreadsheet to record the H2 subheads from that content, and brainstorm how you can create new content around those subhead topics.

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27 Have coffee dates with content leaders in your area to share ideas and resources.

Develop your content calendar for the next month or two. (If you already have it done, work on the months after that.)

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29 Batch your content: Put on some music, grab a hot drink, and spend the day creating only *one* type of content. Task-switching wastes time; spending a whole day on one thing will help you build incredible momentum.

Ready to outsource some of your content? Spend the day looking at content creators' websites, online samples, and blogs...asking your industry contacts who they recommend...and scheduling calls with your top three contenders. (We recommend asking the content writers to send you raw drafts of work they've turned in to clients so you can get a true view of their quality.)

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