



MASTERCLASS

Streamlining Your Content Creation.

WITH SARAH WILLIAMS



Hey, I'm Sarah.

Owner of Rebel Office, an online platform for female entrepreneurs to learn, connect and collaborate.

Systems and helping you run your business as efficiently as possible is my jam. Because really, there are so many better things to be doing than doing things that you don't want to do and repeating tasks that don't need to be repeated.

@rebeloffice



Today, let's get organized.

AGENDA



Key Tactics.

Let's talk: how to batch effectively & the importance of centralizing your information.



Tools Overview.

Before we jump into systems, let's do a quick overview of our recommended tools so that we're on the same page.



Systems: Content Creation.

Time to show you the tips + hacks to streamline your content creation.



Systems: Streamlining Social

Let's walk you through streamlining your social media, so that content can go to work!



Systems: Automating Emails

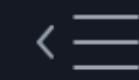
To finish things off, let's make sure your email marketing isn't adding more to your plate.

01

Centralizing Your Info.

- + Save time
- + Digital spring cleaning
- + Make room in your brain

asana



- Home
- My Tasks
- Inbox
- Portfolios

Favorites

Reports

Teams

- ▶ BUSINESS SHIT
- ▶ Monthly To-Do Lists
- ▶ CLIENTS
- ▶ CEO Sessions

ASANA TUTORIAL



- Conventions
- Process Braindump

- At a Glance
- To Do List
- My Week (Board)
- Master Plan of Action



At a Glance

List Board Timeline Calendar Progress

Created on Oct 11, 2018

Strategy



Brand



About

Logos

Mission Statement

Brand

Vision Statement

Elemen

Core Values

Platform

Ideal Client Profile

Social

02

Batching.

+ Your calendar

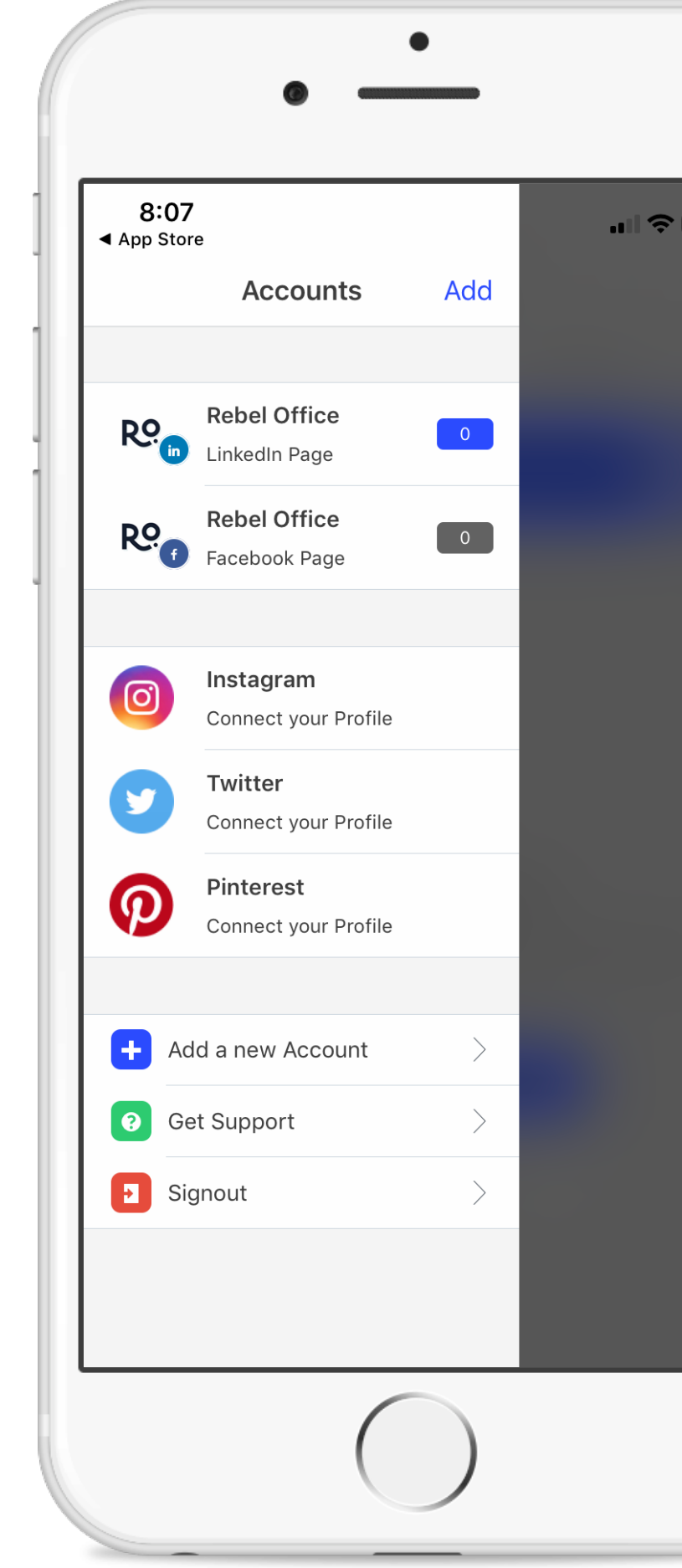
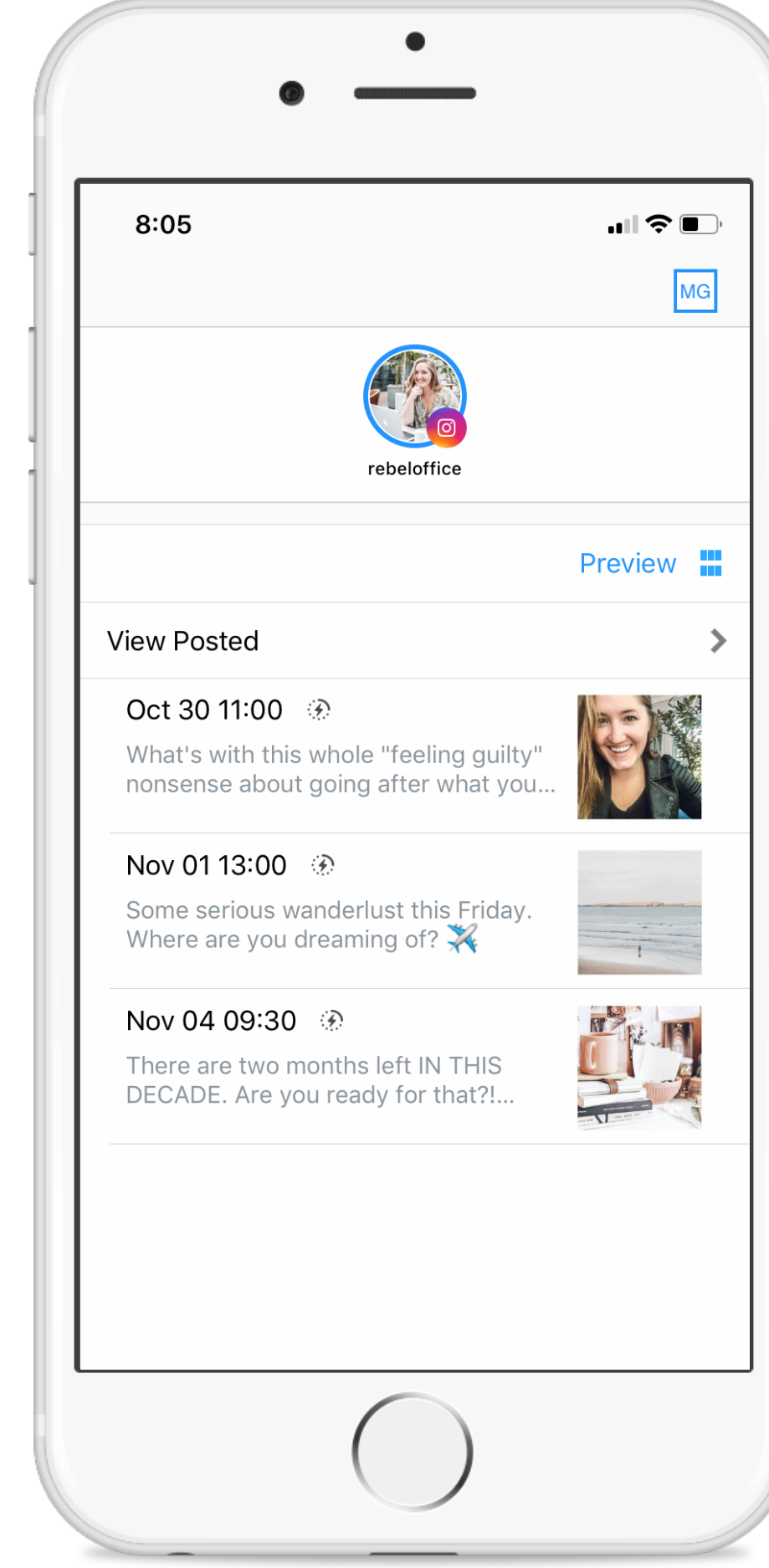
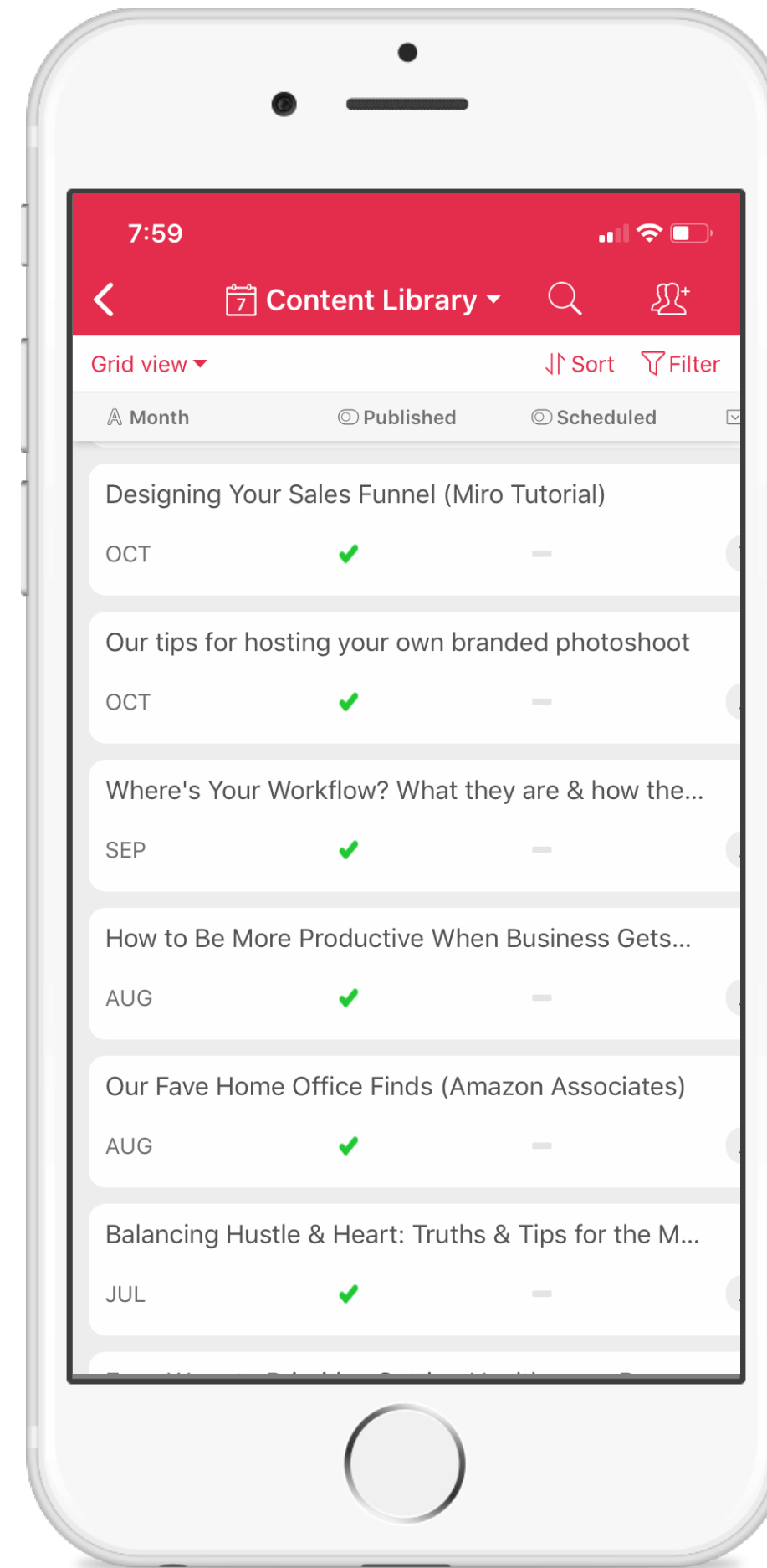
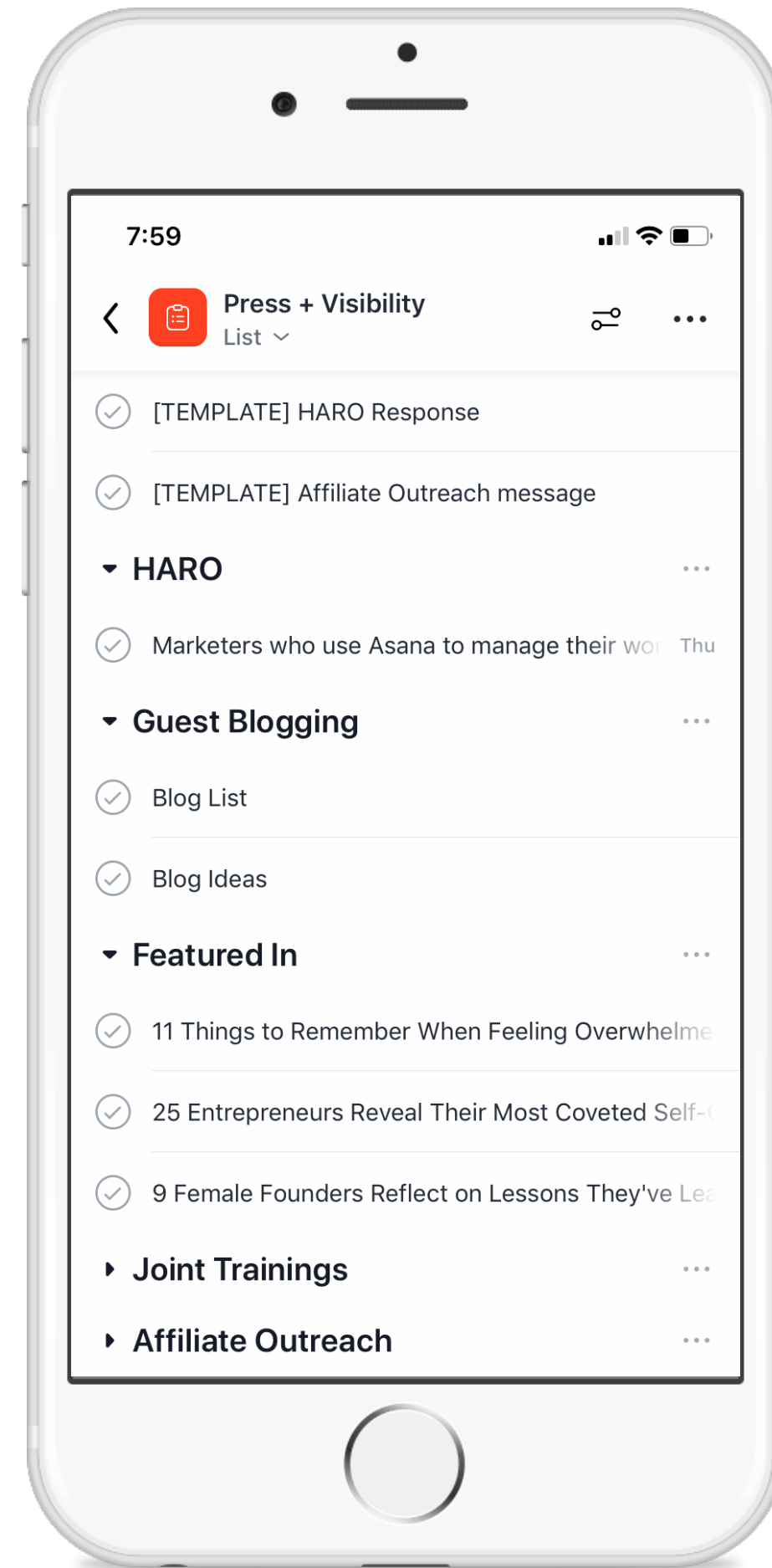
+ Your content

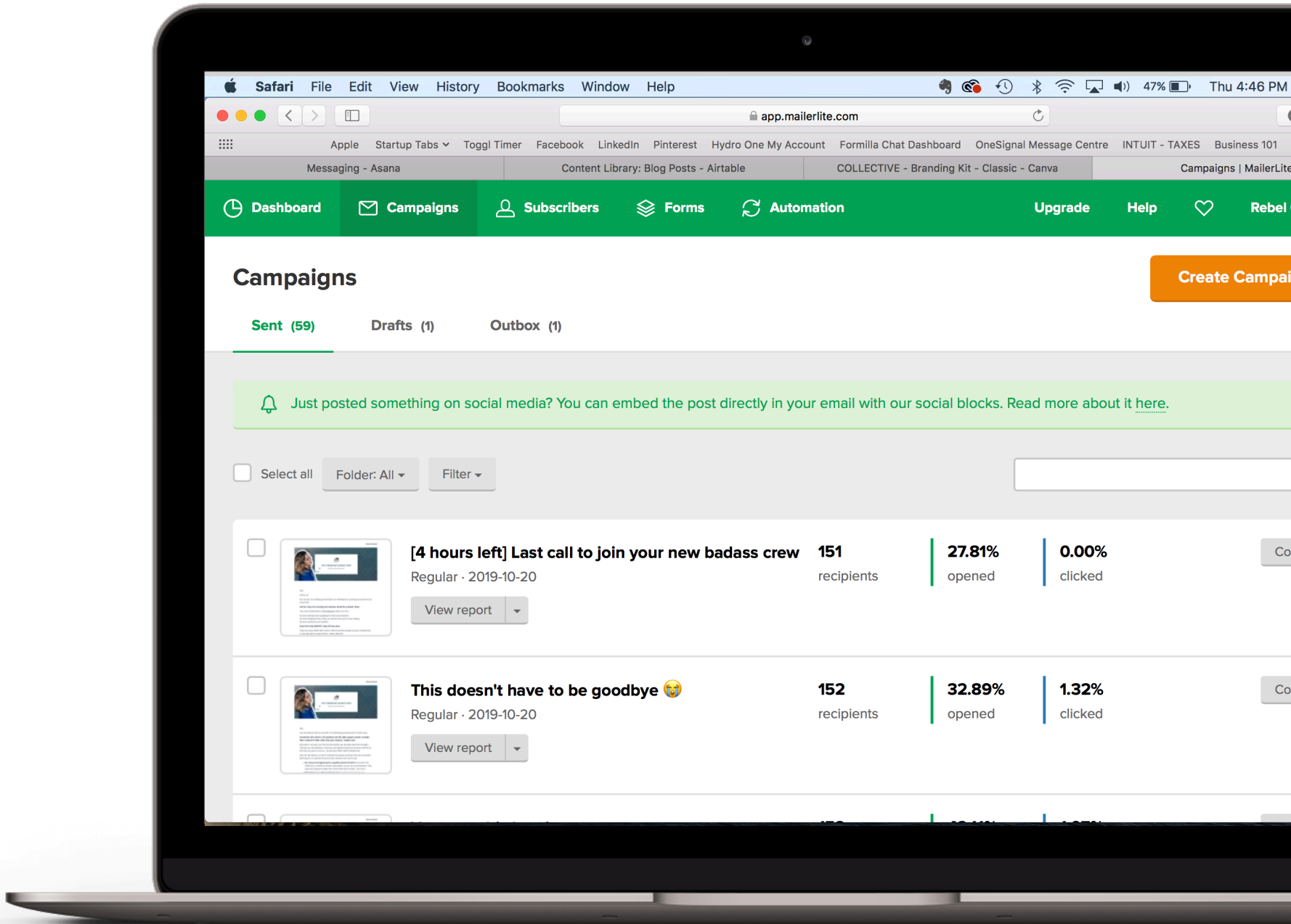
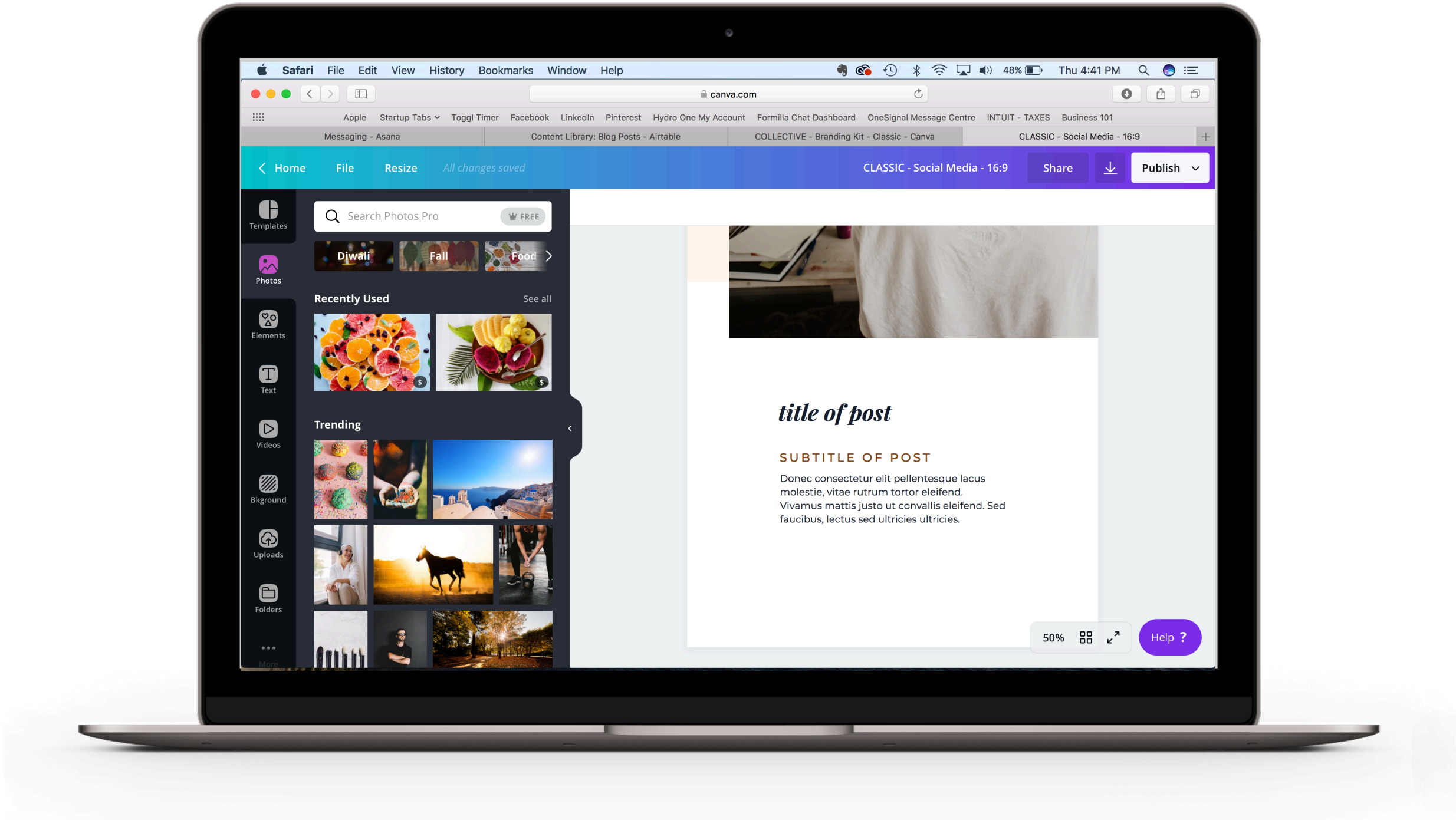
GMT-04	MON	TUE	WED
	10	11	12
7 AM	Yoga, 7am	Yoga, 7am	Yoga, 7am
8 AM	Meditate, 7:30am	Meditate, 7:30am	Meditate, 7:30am
	Shower, 8am	Shower, 8am	Shower, 8am
	Breakfast, 8:30am	Breakfast, 8:30am	Breakfast, 8:30am
9 AM	Weekly To-Do List + Emails 9 – 10am	Daily To-Do List, 9am	Daily To-Do List, 9am
10 AM	Team Check-In, 10am	Client Work 9:30am – 1pm	Client Work 9:30am – 1pm
11 AM	Client Calls 10:30am – 1pm		
12 PM			
1 PM	Lunch Break 1 – 2pm	Lunch Break 1 – 2pm	Lunch Break 1 – 2pm
2 PM	Adventure & Explore 2 – 4pm	Adventure & Explore 2 – 4pm	Adventure & Explore 2 – 4pm
3 PM			
4 PM	Client Work 4 – 6pm	Client Work 4 – 6pm	Content Creation 4 – 6pm
5 PM			
6 PM			
7 PM			

Top Tip

TO LIVE BY

Create a content plan that is consistent. Know what types of content you need to create and how often you need to create it. From there, you can build habits, processes and systems around that content creation.





Your Content.

THE PROCESS



Brainstorm



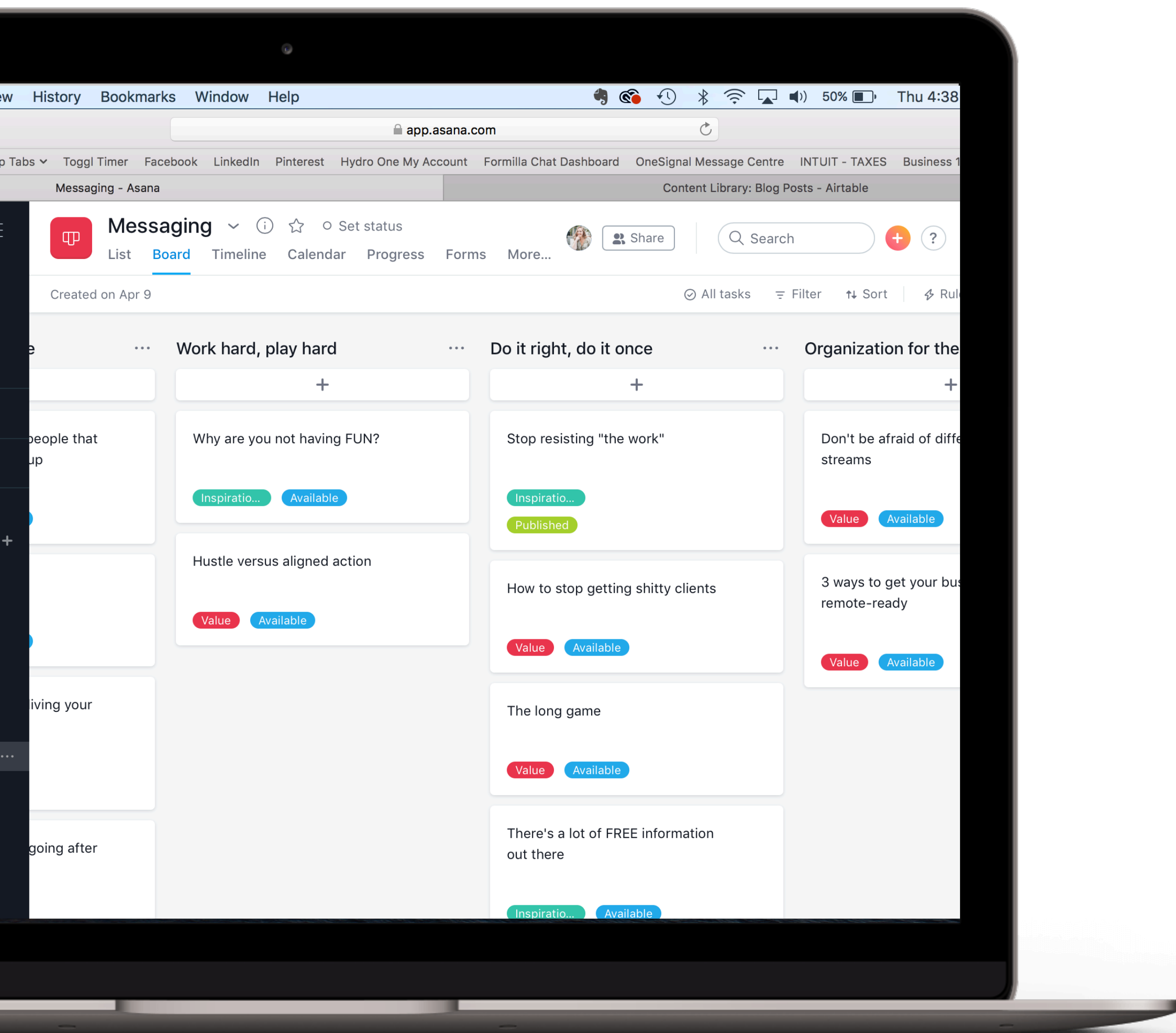
Create



Publish



Distribute

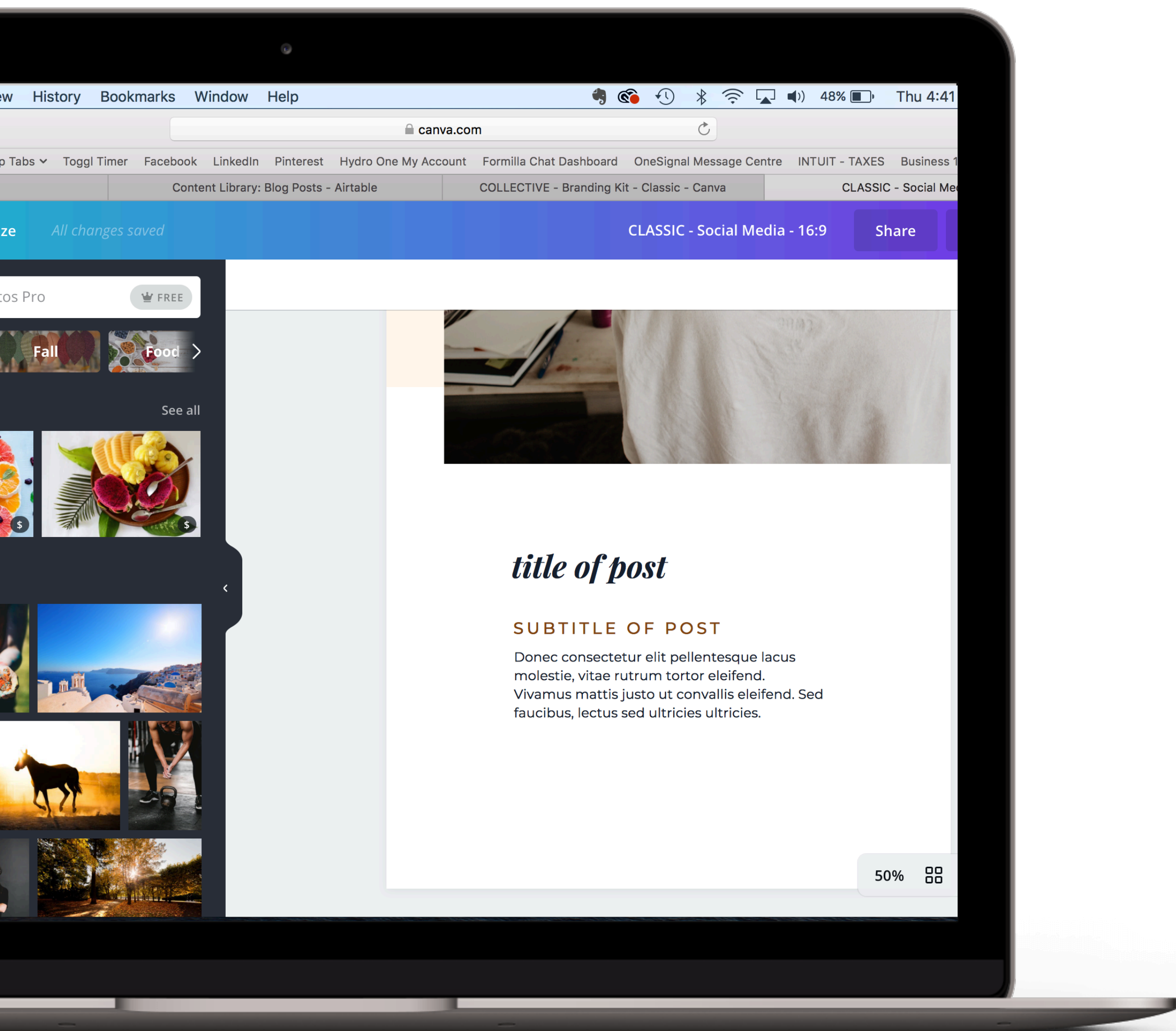


Brainstorming

COLLECTING CONTENT IDEAS

Have somewhere to drop all of your ideas
as they come to you. Make sure:

- + **It's accessible** (helloooo apps)
- + **It's organized** (know your pillars)



Creation

TEMPLATES ARE YOUR FRIEND

Keep your assets accessible.

Take the time up front to create
templates... then all you have to do is copy
& fill in the blanks!

Your Content.

THE PROCESS



Brainstorm



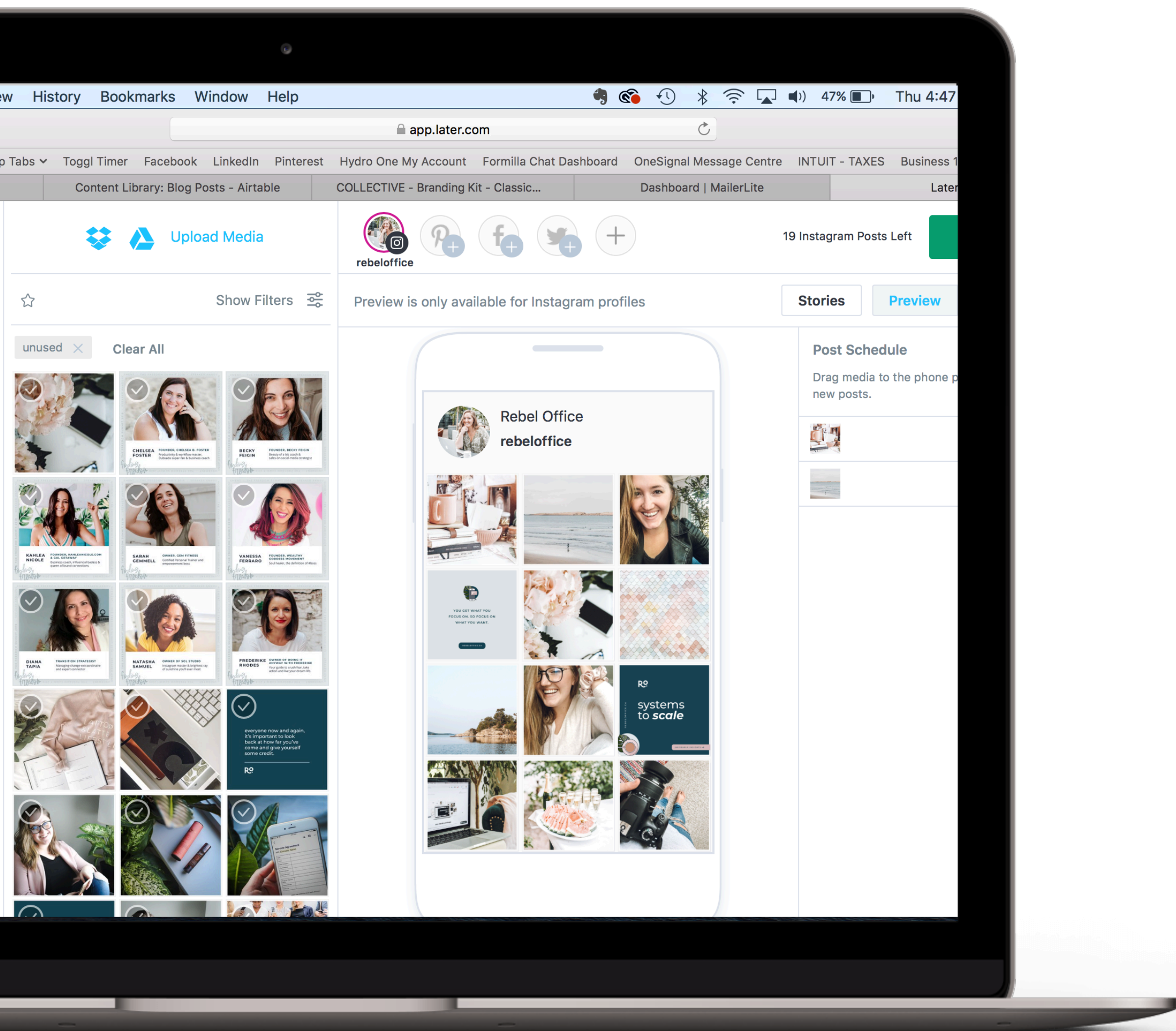
Create



Publish



Distribute

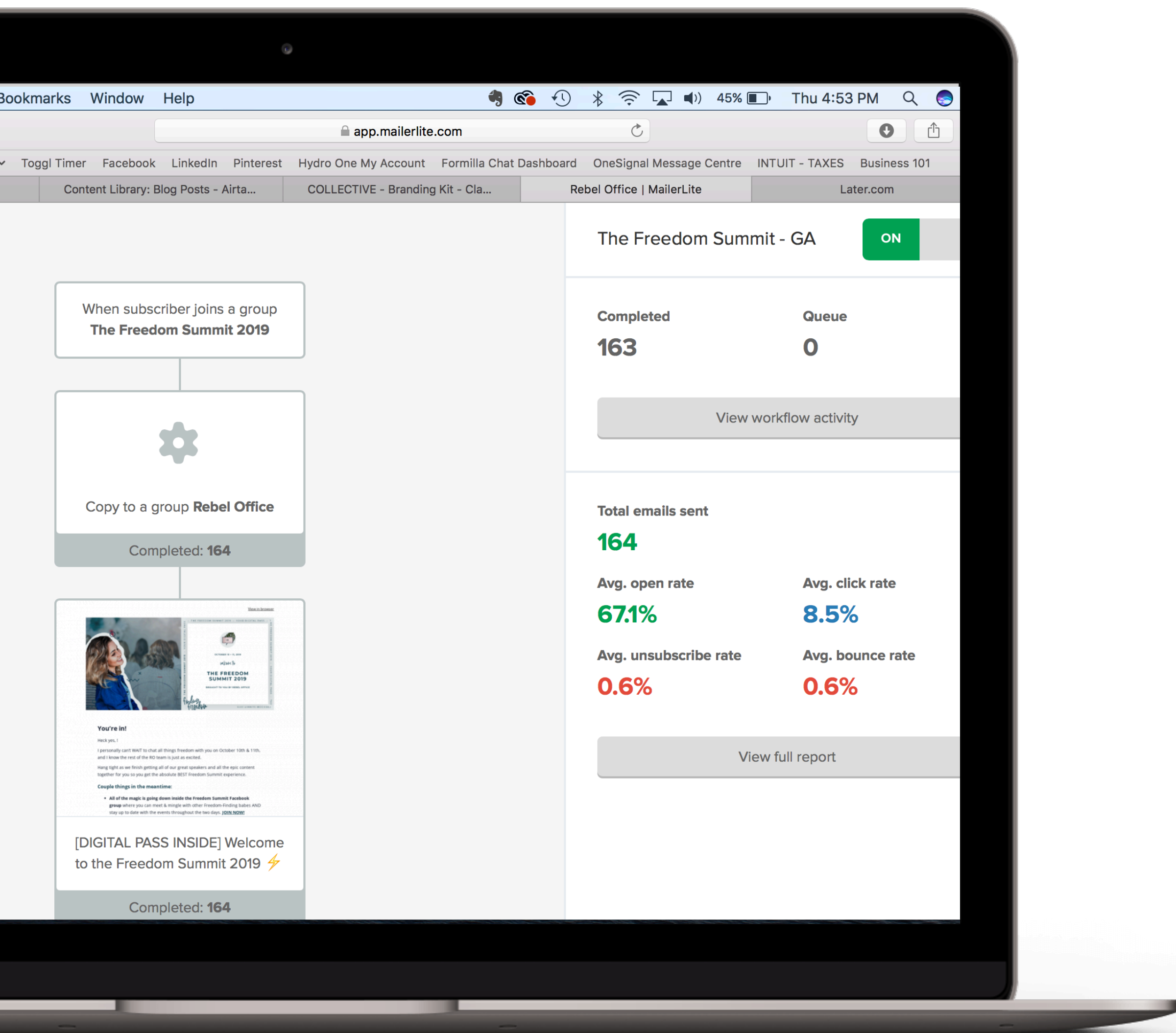


Publishing & Distributing

USE YOUR TIME
EFFECTIVELY

Schedule all of your content ahead of time.
Dedicate one day per month to setting up
your content for the rest of the month.

Use scheduling tools like Later & Buffer.



Automating Your Emails

COMMUNICATE
CONSISTENTLY

Your email service provider comes with great tools and features to plan ahead, schedule and streamline your email marketing efforts.

- + Templates
- + Schedule
- + Automate

Top Tip

TO LIVE BY

Create a content plan that is consistent. Know what types of content you need to create and how often you need to create it. From there, you can build habits, processes and systems around that content creation.