

Creating Your Editorial Content Guide Transcription

Brittany Lynch: Hey, hey, Brittany Lynch here, and in this video, I'm going to talk to you about how to create your Trust Machines Editorial Content Guide. What is a Content Guide? A Content Guide is your handbook for everything editorial related to your Trust Machine. Okay? So this includes things like your top level categories. Now, a top level category are those categories that appear in your menu bar on your Trust Machine, and I'll give you some examples in just a second. Your subcategories. So for example, let's say that my gardening trust machine has three categories and that's vegetables that grow indoors, how to, and recipes. Each of those three top level categories should have subcategories that help categorize the information on our site. Not only is this useful for us to guide our direction of what we need to be focusing on every single week, it's also great for when you want to bring on a virtual assistant, or expand your team to have a clear and concise idea on paper of what your trust machine stands for.

It also includes things like post topic ideas for each of your categories. It includes information on your post frequency. So how to decide how much content you're going to create every week or every day, and when you post it. Your posting schedule. What days are you going to release your content, okay, and what times. So you want to use all of this information to build out your editorial calendar. Your editorial calendar is going to be what drives you month by month in terms of what content you need to be creating for your trust machine.

Now, in this video, I'm going to try to make it really, really easy for you so that it's absolutely no brainer, and that going through this in advance is going to help you make really clear actions every single day, and allow you to know what you need to be working on every day or every week to build your business.

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All right, now, what I always advise is to have at least two months of [00:02:00] editorial calendars complete to help you guide your efforts, so if you're in November and you're planning on launching December 1st, having December content and January content mapped out in your editorial calendar. Now, I'm going to walk you through the worksheet, your editorial content guide worksheet, to help you gather this information and create your editorial calendar, plus I'll show you one really cool tool that I use to schedule my posts and create my editorial calendar so that I'm organized and that my team stays organized, and I'll show you how you can use it, too.

All right, so let's get started. First things first is I want to show you the editorial content guide worksheet that I've created. Okay, so here we are. Your editorial content guide worksheet, and so how it works is at the very top level, what I want you to do is fill in your trust machine topic. Okay? So in this case, mine is indoor vegetable gardening. From there, you want to move onto your top level categories. Your top level categories are the categories that are in your main navigation menu.

Okay, so let me give you an example of what those look like. So I'm on a competing gardening blog right now, AWayToGarden.com, and you can see the very top, this is the top navigation bar, they have their top level categories. So in this case, A Way To Garden's top level categories are plants, recipes, how to, and nature. Okay, so they have four top level categories, and then within each category, they have a number of subcategories. Okay, so in this case, they have plants as the top category, and a subcategory would be annuals, bulbs, trees and shrubs, vines, vegetables, tomatoes, herbs, fruit, houseplants, taxonomy 101, and decoding botanical Latin. So those are some very interesting subcategories.

Now, there's no right or [00:04:00] wrong way to go about doing this. There's no real magic number, but I would recommend you have at least three categories to as

many as five to seven categories, and again, have at least three subcategories. Now, you don't necessarily have to have a drop-down menu like this with the subcategories. Your subcategories are really just a way to guide the content for your trust machine, and to help give you ideas on a day-to-day basis or a month-to-month basis when you're planning out your editorial calendar, and there a source of inspiration. So it's really helping you create better content and keep your content more organized, as well as to organize content for your readers so they understand what your trust machine is all about.

So how do you come up with your trust machine categories? Well, there's two main ways. You want to think about what logically makes sense for your topic. So at this point, you should have spent a fair of time getting to know your audience and understanding the topic that you're going to build a trust machine in, okay? So there's probably some natural categories that come to mind. They're topics that have continued to come up time and time again.

All right, the second way is looking at your competitors and getting inspiration on how they organize their information. Okay, so A Way To Garden has their four top level categories which are plans, recipes, how to, and nature. Let's go to another one of the gardening websites out there. This one's got home gardening, gardening design, gardening tips and ideas, and DIY garden projects, and you can see those are all up here. Now again, every blog or trust machine differs a little bit, okay? They're all a little bit different depending on what their main goal is. Now, since my topic is indoor gardening, my categories that might make sense to have category one be indoor vegetables, or vegetables that grow indoors, number two, how to, and number three, recipes. Now, it just depends on what you want to actually create content around. If you have no interest in creating content around recipes, you [00:06:00] might sub that out for gardening projects or gardening inspiration.

So it comes down to your personal preference, because again, this is about building something you want to create, and then also, what your audience is telling you, okay? So that's what I'll say on that topic, and let's head back to the worksheet.

So you want to start with your top level categories, and then list your subcategories, and again, I've created this worksheet to help you guide you through the creation of your editorial content guide. I'm just trying to make everything as simple and easy as possible for you, and you're doing a lot of this work up front, but you really just need to do it once, and this is going to guide your efforts for the next 12 months. It's going to guide you, and it's going to guide anyone that you're going to bring on to help you do this, whether it's a virtual assistant or another team member.

Okay, and then for each category, you also want to create some blog post ideas. So in an earlier topic, or an earlier video, and this should say native post ideas, but you can call them blog post ideas ... In an earlier video, we talked about how to come up with topics for your native ads. Okay, and so go ahead and visit that, and I want you to go through and come up with some native ad topics, some post topics for each of your top level categories, and write those down. This is just going to get you in the habit, the creative habit of brainstorming the right ideas for your trust machine and writing them down, and it's going to get you started, okay? So you'll have 15 to 25 topic ideas by the end of this exercise. Okay.

Then at the end, what I want you to do is circle your post frequency. Now, again, there's no real right or wrong way to release content on your trust machine. The more content you have, the more profit you're going to make, the bigger list you're going to have, okay, and grow over time. However, Rome wasn't built in a day, and so you do want to start with something that you consistently commit to, okay? You [00:08:00] don't want to release five posts

one week and then none for another two weeks, and then release some, you know, a month later. You need to train your readers to rely on you, and so what I would suggest is being able to start with at least three posts a week, okay? You don't need to do it every single day, three posts a week, and I've talked about this in earlier videos. You should be able to create anywhere from eight to ten native ad posts from one, one-hour interview with an expert. So this isn't too much of a commitment.

I think this is something everyone can do, but again, you just need to ask yourself honestly what can you commit to, and again, think about your income goals. How much money do you want to be making each month and each year? The more posts that you have, the more active you are trying to build your business, obviously, the quicker you're going to reach your goals. Okay, what days are you going to post on? So if you're posting three days a week, maybe Mondays, Thursdays, and Saturdays are good days to post. What time will you post? Okay, so what time do you want to post? You want to keep in mind people who are on Eastern Standard Time and a lot of people tend to read blogs early in the morning when they get to work, so maybe 5:00 a.m. Eastern Time is a good time for to be posting.

Okay, so let me give you an example here. I've done it for the year-round vegetable gardening topic, and I've come in and I've listed my top level categories, vegetables that grow indoors, how to, and recipes. I've come in, and I started to add my subcategories. So for vegetables that grow indoors, I might have way more than three subcategories, because there's a lot more vegetables or even fruits that I can grow indoors. So I might have a subcategory on each one of these. For how to, I've got soil, planting, tools, again, maybe more categories or subcategories will come up. You can always add to this and refine over time as you develop your brand voice and your trust machine voice and editorial guide. However, you do want to use this as a starting place.

Then for top [00:10:00] level category three, I've got kitchen, garden, recipes, and I have soaps, sorry, soups, appetizers, and mains, and then down below, I've started filling out my need of ad post ideas. So we've got vegetables that grow inside, so a few topics that came to mind based on my research, not on my ideas, but by using buzz sumo and using Pinterest and the tools I showed you earlier, I've come up with three ways to grow strawberries inside, six things that you can grow at home in containers. For the second category, so far, I've got how to grow an indoor tea garden and how to prepare soil for planting. So I'm starting to develop my editorial content guide for this gardening trust machine, and you should be doing the same for whatever your topic is, because this is going to help guide your efforts over the next 30 days, and over the next 60 days it's going to make your day-to-day activities so much more clear, so that you're never going to be confused about what you should be focusing on. Okay?

So all of this information should go into helping you form your editorial process, as well as your editorial calendar. So I mentioned at the beginning of this video that I would show you a tool that I use to help develop my editorial process. All right, and I'm going to walk you through that, and I'm also going to give you access to this tool so that you can use it, too, in the hopes that it will help you develop a better editorial process, as well as an editorial calendar. So let's go ahead and take a look at that right now.

Okay, so what I want to do is I want to head over to Trello.com, and I'll include this link below this video. It's a customized Trello board that I created just for you, and it mimics a process I use in my own business, okay? So Trello is a fantastic tool. I use it to manage all of my To Do lists, but also a lot of processes in my business as well, so this is what I use for my editorial calendar. Now, you can see that I've got [00:12:00] multiple columns right here, and I'll walk through each one of them. I've got a list

for my post ideas, and I can list all of the different post ideas that come up in this column. Then here, I've got my assigned call to action to each post. So it kind of guides you through how you should go about creating your content, and you can assign tasks to each one, categories, so let's look at this post idea.

This is called a card. It says worksheets, vegetables and when you should plant them. So I open it, and you can see that I've labeled it with the category it's going to correspond to on my blog. I've also assigned a due date. Now, the interesting thing is if you do work with a team, you can assign a member to the team to assign them to work on this, and you can also include comments or add attachments, so if you have information relating to this post, articles that are worth referencing, you can include them here. So it really helps centralize all of your information and efforts in one place, and what you do is you will drag this to that next column as it moves down the production line, as it moves down the process line. So after you've come up with a post idea, after you've assigned a date to it, what you want to do is assign a call-to-action.

So let's say 10 Tools Every Beginner Gardener Needs To Create a Successful Vegetable Garden. Let's take a look at this. Okay, so what we want to do is assign a call-to-action to this post, and we talked about this earlier in the training program that every post should start with a call-to-action so you understand how you should guide your information around that call-to-action. So is the goal for this post to sell a product? If so, which one? Is the goal to get the reader to read additional articles on your need of that? If so, which one? Is the goal to get readers to opt into your list? If so, which one? Okay, so this post needs a call-to-action, and here, I've said this post's call-to-action is to opt in. The lead generation [00:14:00] form will be a checklist of ten tools needed for beginner gardeners. The call-to-action will be enter your email to get the ten tools every beginner gardener needs. Okay?

So I'm just starting to fill in information, okay, and again, you just drag it to the different columns as it moves down the production line. So after you've assigned a call-to-action, maybe it moves onto the research phase, and you need to start coming up with the additional information that's going to go in that post, the questions that you're going to have for an expert if you are deciding to schedule interviews with an expert. Okay, so if you are scheduling an interview with an expert, and that's where you're going to get the content for your native ad, then you can move it into this column. If you're not, then maybe you're going to rename this column something else. Maybe you'd rename it something like, you know, date scheduled to write the article yourself.

Okay, so in this case, this board's set up for interviews with experts and kind of the phases the post goes from idea to scheduled and promotion, okay? So we move it from research to scheduled interview with expert. So you know, when is the interview scheduled with this expert, who is the expert with, you can add additional information in here. Is the article being transcribed? So in this case, you can see in my transcribing column that I'm currently transcribing the interview with an expert that was based on the topic of 12 best vegetables to grow in containers, okay? So right now, that's in this phase of production, transcribing.

Let's go to the next column. Formatting and graphics. So at this point, this post is finished. It's created, but it needs to be put into Wordpress and formatted and edited for readability, which we've talked about already. Maybe graphics need to be created in [00:16:00] Canva, all right, so that's kind of this, what this column does, and then you can move it to published. So let's say that we finished editing it for readability. It's in Wordpress, and I've hit published, okay? So after we've published the article, the next step is it needs to move to the production of creating a native ad. Okay, so we need to go to Facebook, we need to create a new page post engagement ad, which

we'll talk about in future training videos, and so again, it just kind of follows along the production cycle. After we've created the ad for this particular post, we can move it to ads created, okay?

So this Trello board really follows you from post idea to ad that has been created already, and goes through each process along the way, and you can add columns or subtract columns based on your own process. This is kind of just the way that we do it, and like I said, I love using Trello, because it's so easy to kind of drag things through the production schedule, keep everything organized. If you're working with teams, great. If not, it's just great visual overview of the work that you need to do. So it simplifies your process.

The other nice thing is we talked earlier about assigning dates. This is a great way to manage your editorial calendar. So you can see in the top right-hand corner, there's a button that says calendar, so let's go ahead and click that. Okay, and you can see that this is a great calendar for our editorial calendar now. So this is a great visual for our editorial calendar. So you can see that these blog posts are scheduled to be completed and published on these dates, and you can add it for a year out, two years out, a month out, whatever your timeline is, but this way, you can manage the to dos related to your editorial calendar, but you can also put a visual to your editorial calendar as well, which is a really nice way to organize your efforts. So I really recommend using Trello to create your editorial [00:18:00] calendar and your editorial process, and hopefully, you found this useful. I found this tool very, very useful. I use it daily in my own business. Not just for editorial calendars, but for to do lists for managing projects. It's a great free tool. They do have premium upgrades, but you can start with a free tool.

So hopefully, this video is helpful for you in terms of thinking about how to develop your editorial voice and your editorial calendar, and developing some structure

around your trust machine. All right, so thanks again, and I'll see you on the next video.