

# Creating Content from a Single Idea

Below is an outline walking you through how to create a month's worth of marketing from one simple idea

## 1. START WITH A SIMPLE CONCEPT

- Something you're knowledgeable about
- Something you're interested in
- Something your Avatar would be interested in

For example - REALTORS could share information for Listings, First Time Homebuyers, Market Trends, etc.

## 2. CREATE YOUR MESSAGE

- What problem do they have?
- Provide 3-5 ways you help them solve it

For example - How to protect the value of your home while you live there - 4 key strategies.

3. Create an email with the message and key strategies spelled out

4. Create a mailer with the problem and your key strategies at a high level

5. Break the email content down into as many different social media posts as possible.

Use all medias to deliver the content: text, video, email, direct mail, personalized posts.