

Module 4 – Lesson 1:

Coming up with Topic ideas





In this training you will learn:

- Why this is important
- Getting your Creative Juices flowing
- Tips, Tools & Techniques



WHY is this important

- Planning is KEY – Fail to Plan → No Show!
- Your Topics MUST be on Purpose and Relevant to your audience
- Helps you stick to your schedule; focused and on track



Getting your creative juices flowing

- Create an environment that is inspiring
- Block out time in your schedule to do this process
- Eliminate ALL distractions
- DON'T let your inner critic stop you during this process
- Have FUN!



Tips, Tools & Techniques:

- Create a Mindmap





Tips, Tools & Techniques:

- Create a Mindmap: Break it down even further
- Five common mistakes businesses make when using Twitter to market their business;
 - Three Twitter Marketing automation tools that'll continue to market your business while you sleep
 - Leveraging Video with Twitter to market your health and wellness business
 - Leveraging Video with Twitter to market your real estate business
 - Leveraging Video with Twitter to market your accounting practice



Tips Tools & Techniques

- The TOP TEN questions you are frequently asked by your ideal clients
 - Then to a Mindmap of each topic to chunk it down even further



Tips, Tools & Techniques

- Bookmark articles of interest and invite the author on your show
- Books: Invite authors onto your show
- Specific areas your ideal client continues to struggle with
- Changes/Disruption in your industry
- Research LinkedIn articles: what topics in your industry are generating interest and discussion



Take Action Checklist

- Complete Module Four: Lesson 1: Coming Up With Ideas Workbook
- Brainstorm a list of 26 topics

NOTE: That's a full year of podcast episodes if you're going to do a bi-monthly show [that's two shows per month]