

Tiny Course Empire Podcast Episode 132: Content creation is easier when you use this framework

PLEASE NOTE: This is a machine transcription. Some punctuation and spelling weirdness are to be expected.

I've been hosting this podcast for a little more than three years now, and back three years ago, this episode would have taken me probably 2 and a half days to complete between brainstorming ideas, coming up with the content that I wanted to talk about the exact way that I wanted to present it, recording and re recording because I screwed it up, and re recording again because I screwed it up, and re recording and then editing it would have just taken me a long time. I spent typically two or three days on every episode, This one probably an hour and a half.

And that's not because I am using some fancy AI tools to do all the work for me it is not because I'm using Done For You content. It is not because I got super good at editing podcast episodes. But it is because I have a tool in my toolbox that makes creating content faster and easier. This is episode one thirty two of the Tiny Course Empire Podcast, and today I want to share with you one of my secret weapons.

It's a simple content framework that makes every piece of writing, every piece of content so much easier to create. These are my never start from scratch tools that I use to consistently publish a podcast each and every week. They're the tools that I use to consistently email my list mostly daily. They're the tools that I use to create substat content every week. They are the tools that I use to even create courses for [Six Figure Systems](#) members. If you struggle with consistency when it comes to content marketing, this is the one thing that I'm going to recommend you add to your own personal toolbox.

So let's talk about it.

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EVERYTHING YOU NEED TO START, GROW, AND SCALE YOUR ONLINE BUSINESS

50+
COURSES



600+
MEMBERS

START YOUR \$7 TRIAL

Hey, it's Cindy, and thanks for spending a few minutes of your day with me. You'll find the show notes and the recommended resources for this episode at TinyCourseEmpire.com/132.

If you're new to the show, be sure to hit the subscribe button new episodes drop every Monday morning. And next week. I want to talk about quantity versus quality in your content and why you might want to focus on one over the other and it's probably not the one you think it is. But that's next week. This week is all about creating content frameworks to make publishing faster and more consistent. You probably know that my online business journey started as a content creator i was writing content these were back in the days of blogs and article marketing, and I was writing content for other online business owners i wrote content about every topic under the sun i wrote about vacations in Gatlinburg and cruises, and I wrote about online marketing, and I wrote about jewelry and I wrote about finance.

Anything that anybody would hire me to do, I would write about it so I was kind of a Jane of all trades. And one of the hardest things for me was staring at that blank

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page, creating an article for someone else, even after I'd done all of the research, even after I was pretty sure I had a good handle on what I was talking about. Staring at that blank page and writing something from scratch was painful. Even when I went out on my own as a course creator and a membership site owner, ramping up my email marketing was difficult because every day I had to come up with a new email every day I was staring at that blank page and I didn't know what to write about, and I didn't know how to format it, and I didn't know what the structure should be like, and it just made it so much harder.

Then, of course, when I started the podcast, you know what happened there I was spending two or three days every week just producing a single podcast episode. Obviously, that's not sustainable I can't spend two or three days every week creating this podcast. I wouldn't get anything else done. So I had to come up with a better system with a better plan for creating all of the content that needed to be created in order to grow my business.

So Fast forward to today and this episode that I'm recording right now and that you're watching took me less than an hour to put together. Now, I'm not including recording and editing obviously that all takes time. But in terms of writing the content, it took me less than an hour to put this together. And that's because I use a content framework. And if you've been listening to the podcast for a while, you will probably recognize my content framework.

It looks like this 1st, I have the introduction. This is a personal story that I tell in the beginning this episode was about how it used to take me two to three days to write a podcast episode so it's kind of meta, right? So first there's the introduction, then I welcome the audience and I do two different welcomes I do one for podcast listeners and I do one for YouTube viewers so depending on which version of the podcast you're listening to, you might hear something slightly different, but those are both baked into my content framework that I'm working with.

Then I have a transition that's where you are right now. We are in the transition between the introduction and the main part of the content. Then after the transition, we move into the main content. Then I recap what we talked about, and then I have a final call to action. So that's my entire framework. It's a very simple template there's nothing special about it there's nothing fancy about it, but it is in

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enough for me to just go in and be able to fill in the blanks it is enough so that I'm not staring at that blank screen thinking what am I going to talk about and how am I going to transition and how am I going to make this clear to people and how am I going to make this useful? I don't have to think about any of that because it's all baked right into that framework that I'm working with.

And all I have to do then is go in and fill in the blanks. Now this is episode 132 of the podcast and it has taken me 132 episodes to really dial in this framework. And honestly, it changes it changes all the time. I changed it up when I started doing YouTube in addition to just the audio podcast. I have changed it up to include different elements or to take other elements out so it is always a work in process, but every week when I go to write this podcast episode, being able to open up that framework and just fill in the blanks saves me just an enormous amount of time like I said, I've gone from 2 and a half days to record a podcast episode to a half a day or less.

By the time I get it written, get it recorded, get it edited, it usually takes me 3 or 4 hours total. So it's just an enormous amount of time saved just by using this framework and an enormous amount of stress and anxiety as well because I don't have to reinvent the wheel every single week. And the same is true with my emails, and the same is true with my sub stack. And the same was true with my blog when I was doing blogging. So these content frameworks can really help you improve your content marketing game. So let's talk about how you can create your own content framework or your own content template to work from.

I recommend you start with three basic questions about any piece of content that you are going to create. The first question is what is the key take away that you want your readers or your listeners or your YouTube viewers or your Facebook Live attendees. What is that key take away that you want them to walk away with? So this can be something like a lesson, a key piece of information that you want them to really understand and think about maybe it's a powerful quote that you want them to walk away with and think about later. Maybe it is a new way of thinking about the world or thinking about their goals or thinking about the project that they're working on.

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That would be a lesson or you might want them to walk away with some inspiration, maybe just the knowledge that they can achieve that goal that they're going after or that they can reach that milestone that you are helping them to go for, right. So that would be inspiration or maybe it's how to information so this podcast episode today is all about how to how to create a content framework to work from so that you can achieve your content marketing goals. So those are kind of three key takeaways that you might want to think about in relation to any piece of content that you are creating.

Then the next question that you want to ask yourself is what's the story that's going to make this memorable? I recommend you always try to include some kind of a story and this doesn't need to be, you know, pages and pages obviously, it can be just one or two sentences that really makes a connection for people that helps them to remember that key takeaway that really drives it home.

And that story can be a personal story. At the beginning of this episode, I told you the personal story about how long it take took me to record podcast episodes. Now it doesn't take me that long. That's the personal story that I hope is going to help you to remember to use content frameworks in your content marketing. You could also use client stories you can use somebody else's story you can tell the story of how a client achieved something. You might call this a case study or even a testimonial, but just a short little snippet of information about how someone else achieved a goal can help to cement an idea for your reader or for your listener.

Another option is to tell a completely unrelated story, and I often think that this is the most powerful version this is certainly the most fun. I have told stories about squirrels in my bird feeder i've told stories about my neighbors not cutting their grass i have told stories about my dad and his wisdom. None of that is related to the business content that I create, but it all makes a connection and helps people remember that key takeaway. So I could have chosen at the beginning of this episode to tell a completely unrelated story. Maybe I could have told a story. Let's call on Dad again. I could have told the story about how my dad took up woodworking when he was retired, and he used to make templates so that he didn't have to measure every piece of wood he used to make these wooden toys and he would make one for each of the kids or one for each of the grandkids so he

would make six or seven of the same thing.

And he would create templates so that he didn't have to measure every piece over and over again and it made creating multiple things faster for him and gave him better results, more consistent results by using templates, by using frameworks. The same way I'm asking you to use a content framework to create content more consistently and faster and easier. So that unrelated story may have actually been a better choice now that I'm thinking about it but that's all right we're going to go with the one that I told you but you can see how that story can help your reader or your listener to better internalize the key takeaway or the lesson or the inspiration or the how to information that you are giving them with your content.

Then the last thing that every piece of content needs is a call to action or as I like to put it, what are you hiring this piece of content to do what is its job? Its job might be to make a sale, or maybe its job is to build your email, list or maybe its job is to get people to watch some other video or read some other piece of content.

Or maybe its job is to book a call if you're a coach. But every piece of content has a job to do, So understanding what that job is makes it easier for you to figure out what the key take away is and what the story is that goes along with it and then you just put that call to action at the end. And once you have those three pieces in place, all you have to do is add a short intro, maybe a sentence or two and a short outro.

Again, nothing more than a sentence or two and you are done. That's it. So that's a very simple content framework that you can use to create podcast episodes or to write emails or to create videos or even to publish social media updates or host a Facebook Live. I mentioned that it used to take me two or three days to record this podcast episode and as you can imagine, it didn't leave me much room to do anything else by the time I spent half a week on a single episode.

Part of that problem was perfectionism, and I've talked before about that and I will link that video up here for you if you struggle with perfectionism. But a bigger part of the problem for me was that I was starting from scratch for every single episode, I was opening up a blank page and staring at it and thinking, what am I going to do

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what am I going to talk about what am I going to? What am I going to write about how am I going to present what I'm writing or what I'm talking about in a way that makes sense to people i had to reinvent the wheel every single week and that just makes things so much harder to do.

It was not effective, it was not efficient, and if you know me, then you know how much I love to be efficient and effective in everything I do i love systems. So this led me to creating these content frameworks that I use for every piece of content that I create now. So if you want to be more consistent, more effective, more efficient with your content creation, whether you're blogging or writing a sub stack or podcasting or whatever it is you do for content, then here's how you can start creating your own content frameworks.

First, make a simple template using whatever tool that you use to write whether you write with Microsoft Word or Google Docs or some other writing app, doesn't matter what it is. Make a simple template and at the top right three questions so that you can think about any idea you have using this framework. The first question is what is the key take away that you want people to have after they have consumed this piece of content. What is it you want them to walk away with that's your key take away.

That can be, like I said, it can be a lesson, it can be some inspiration, it can be some how to information about how to do something, something tactical. Then the next question is, what's the story that makes this memorable, connected to something tangible for people so that they can remember this takeaway easier. That's going to make your content not only more memorable, but it's going to make it stand out in a sea of similar content. And then finally, what's the call to action what do you want people to do after they have read or listened or watched your content? What's the call to action do you want them to make a purchase do you want them to book a call? Do you want them to read or watch something else? That's your call to action that's the last thing you want in your content template.

Then you can lay out your template so that all you have to do is fill in the blanks. So you might have for an email, for example, you might include your usual greeting my email template has hey first name because that's how I start all of my emails. Then I have a section where I mention or where I have a note to myself that says the

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story goes here and then the key take away comes next and then the call to action and then at the bottom of the email, I have my traditional signature, which is to your business success, Cindy, Right.

So that's what my email template looks like now, when I go to write an email, I can open that up, I can answer those questions, make sure I have that information at hand, and then write the email from there and it's very, very quick to do because I already have all of the information that I need. Now it's your turn. Click over to TinyCourseEmpire.com/132 and leave me a comment.

I would love to know how you're going to use content frameworks in your business. Will you use them to be more consistent with your email marketing will you start publishing A blog post more than once in a blue moon? Will you start a sub stack? Let me know and share the link if you've got one. And could you do me a favor? If you have a friend or a colleague who could use business building advice, would you also share the link with them it's a great way to grow our audience and I'd appreciate your support.

All the episodes can be found at TinyCourseEmpire.com. That's it for me this week i'll be back next week with my take on the quality versus quantity debate when it comes to publishing content. Have a terrific rest of your day and I will talk to you next week.

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TAKE THE NEXT STEP

**I'll teach you the simple
systems that lead to
BIG RESULTS
even if you're brand new
to online business.**

START TODAY

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