

**Sean Mize 60 Day Coaching**  
**Day 22:1**  
**Expert Daily Content Why And How**  
**Audio Length: 58 Minutes**

Sean is going to teach multiple ways to create daily content. Content for your website, products, lesson material, audios, videos, etc.

This will allow you to do all of these things. You'll be positioned and perceived as an expert. You'll have a bank of solid content that can be used in the future.

If you don't do daily content, you probably won't create as much content. But if you have a daily commitment, you produce content every day. You'll also end up with higher quality content.

You receive daily ideas. If you don't turn these ideas into content right away, you'll likely forget the content and ideas you'd thought of.

If you create a little bit of content every day, the quality of the content will be more diverse.

**What Kind Of Content?**

Consider your purpose.

One purpose might be to position yourself as an expert. Another purpose might be course content.

**Expert Level Content**

What is this expert level content? It's clearer than anything else on the marketplace.

It's also deeper.

If you compare a beginner and an expert, the expert will be deeper.

The expert will have a complete handle on the multi-faceted pieces of the topic.

Just because it's multi-faceted doesn't mean it's focused and clear.

Experts are often strategic and opinionated. This doesn't mean logically and linearly. A beginner might think more logically and linearly.

An expert has the guts to be opinionated. The beginner doesn't know enough to be opinionated.

If your content is opinionated, you'll likely come across as more of an expert. Becoming an expert is something that happens on a continuum.

If you do this day after day—writing clear, strategic, information—you'll be perceived as an expert and you'll be moving along quickly toward becoming the expert you want to become.

### **How do you make the knowledge clear?**

You might use a mind map, white board, or whatever works best for you.

How can you take this great information and use a linear tool for creation?

If you start with the logic, you'll come up with a path a non-expert would come up with.

As you write 100 pieces of content, you'll see this happen over time. There is a progression of expert-ness.

### **Ask A Question**

The expert asks the question why. What Sean is sharing with you right now asks the question why.

To make your content multi-faceted, ask yourself questions along the way. Consider Sean's spoken content—how is it becoming multi-faceted?

The next point is strategic.

How does this content impact an external component?

How does this content impact your strategic level or focus?

You'll have greater quality and quantity of content when you create every day.

Fit your expert content into a grand master strategy. Not all expert content has to be opinionated. Don't feel that it has to. However, some of your content should have an opinion in it.

It can't be all sizzle and fragrance... you have to have substance also.

How does what he's just taught impact the rest of the world?

### **Three Core Areas**

Sean believes there are three core ways to create content.

Write it

Speak it

Show it

Writing, audio, and video.

What you choose depends on your purpose and the needs of your audience.

The audio that Sean does is a time-based decision. If Sean wrote this same information out, it would take much longer.

There are advantages to each type of content creation. With video, for example, you can show and demonstrate things—you can show your face and possibly have a deeper impact.

Audio allows you to hear Sean's voice- you're more consumed than you would be if you were just reading what Sean is sharing. He's controlling a larger portion of your mind.

Audio allows people to absorb information more readily.

There's a time and place for each type of content creation.

Consider the user experience when you choose a form of content creation. For instance, there are certain things you can't do if it's a video. With audio, you can listen at any time, everywhere. What's going to help people best consume your content?

You might use a content creation strategy that involves all three. You could do one audio, one piece of written content, and one video per day.

### **Create A Multimedia Experience**

Use all three over time.

Sean's opinion is that you should expose people to each type of content over time. You'll dominate their mind.

If you've watched a video of Sean, you might be seeing him in your mind's eye.

### **Over 100 Days...**

You should have 33 articles, 33 audios, and 33 videos

If you create 30 minute content every day, you can sit down and create a product whenever you want to without having to create any additional material.

Over time, creating content every day gives you the flexibility to quickly release quality products.

If you aren't in the habit of creating daily content, you'll have to start from scratch for each product.

This only "costs" you 30 minutes a day. Take that from TV time or whatever you are willing to give up.

When you compare yourself at the end of 100 days, you'll far surpass the content your competitors are putting out. You'll solidify your expertise, etc. You'll be perceived as a stronger expert than your competitors.

### **Taking It Further**

You can transcribe audio and video content to have written content.

You can take some of your content to create coaching elements.

You can use some of your content as search engine fodder.

By creating daily content, you're creating coaching elements and more. You can get a worldwide level of exposure.

Now you have Sean's complete training on why and how to create daily content.

### **Coming Up With Ideas**

People get stuck on coming up with ideas.

Sit down on day one and come up with a list of questions someone might ask you. Or ask other people to come up with questions they might ask you.

Now you have enough ideas for all of the content you need to create.

Keep asking why, why, why.

You'll have a question bank you can always draw from for content ideas.

Sean hopes that you're fully convinced that there's no greater use of your time than spending 30 minutes a day creating content. Don't let the fear hold you back. You might worry you won't produce something that's worth sharing. Take the pressure off and make the commitment for no regard for quality. You'll be able to look back and see that your quality increases over time. The pressure will be gone and you'll have energy and passion.

Start creating your daily content.