



Transcript

Before we get started today I wanted to share this with you.

I know that being in business can sometimes feel difficult.

It's like you know it could be better, but you're not sure what you're missing. When I started my first business, I felt the same way I knew I wanted to help people live healthier and happier lives.

It was how I was going to go about this that I was really stuck on. But when I got clear on my vision I started kicking goals and growing.

It's so important these days with the digital market that you stand out from the crowd. You need to let your audience know exactly who you are and how you can help them.

That's why I created the Marketing on a Page template for you. It's your marketing on a page template that will give you the direction and clarity year after this is the first step to let people know what you do and how you can help them. When you're clear on your vision and the goals to achieve this vision.

Download it [here](#).

You'll be attracting more of the kinds that see your value and know that you're the right person for them.

Get hold of your free copy at a holisticvision.au/strategy and start knowing where you're headed and how you're going to get there. Remember, you have to start somewhere even if you have been in business for years.

This template will help to refocus your attention and align you with your higher purpose. Simply go to holisticvision.com/strategy.

OK, it's time to get into today's episode.

Hello and welcome to today's episode How to Save Time and Simplify your Social Media Content Creation. I know that this is an episode so many of my clients and followers on Instagram have asked me about, so I thought I'd spend a bit of time helping you to save time. It's about working smarter, not harder.

It doesn't mean that social media has to be this big thing that all your time gets sucked into. It should only be a part of your strategy when it comes to promoting your business and attracting new clients. We're talking about how to make the biggest impact in the shortest amount of time. That allows you then to focus your attention on other things.

Other vehicles of drawing money into your business, drawing new clients and allowing you to grow the way that you see as your vision.

When we're looking at simplifying your marketing and your social media content creation I like to group it under the title of Marketing Management 101 because it really should be a fundamental thing that's taught to anybody that starts a new business. These days it is step one when it comes to social media.



If you have this in place from the beginning, it means that you can home in on your clients and start working to achieve greater success with your business without the stress and without that time being zapped out of you. With this strategy, there's three sections to it.

The first is batching.

Then, **scheduling.**

Thirdly, is **analysis.**

Now I'm going to break down each of these for you.

With batching, if you haven't heard this term before this is where you set a specific amount of time to focus on similar tasks without interruption, for example if you're looking at batching your social media then you could start with two hours specifically set aside for brainstorming. The benefits of batching your content means that it allows you to stay focused on that one task. It really does help to keep you in the zone without the distractions, and you'll definitely notice an increase in your productivity because you're able to focus on the things that are going to then have the biggest impact on growth for your business.

Batching doesn't necessarily apply to social media I use it for my content creation for my podcasts. You can use it to schedule your weekly emails to your clients. Also, for your engagement online, admin tasks or inbox clearing. Even your coaching sessions with coaching sessions, you could batch your time where you only allow clients to book in on specific days or at specific times in a day.

That means that the rest of the day you can focus on other things that increase growth, or things that you're passionate about that may not be work related.

So, it really does help to start focusing your time with batching. These 6 steps start with the planning stage.

This is where you look at your diary. Pull out your diary or calendar and start looking at the times in the month where you feel that batching that time would be best slotted in. For me, I like to do things at the beginning of the month so that first week of the month is the time that I use for batching my content.

Once you've had a look at your diary and you've seen a block of time that's going to work, then it's moving on to #2 and scheduling in time for your brain storming session. For social media, brainstorming generally 2 hours should be enough. If you're looking at creating content for between four to six weeks.

The third slot that you need to look at is writing the content. So, once you've looked at your diary, you need to mark a period of time for that writing. Now, this is probably the time where you're going to find you'll need a bit more time than the others. This could be a full day. So, block that time out as you start using this method you will find that this time might reduce, and you can change that and update it. Once you've blocked that timeout for writing, then you need to block out time for batching your designs.

Whether you use templates or sourcing new images and new designs, using Canva to put all of that together for your social media, or even the recording of your reels and videos. That fits into this. So again, this might be something that you need a bit more time for. It really depends on how you like to work. For me, I find that two days and about four hours per day, I like to split it because that gives me the headspace to get my creative juices on that about the first couple of weeks and then you can move



onto day 2 and map out the rest without feeling drained by the end of the day. Because when you're feeling drained and tired you lose that spark. You lose your creativity, and nothing flows. So be mindful of that when you block that time out, the next step in the batching process is the review stage.

Here you would only need you know a couple of hours to go back and review both the design and your captions for your social me.

Make sure that there's no spelling mistakes, that it all flows. Everything matches your content pillars and it's ready then for the last step in your batching and this is scheduling time in your diary to schedule the posts.

Whatever you can schedule, schedule those in advance. For Reels you can have all the draughts saved, you've got the captions done already, so it's just a matter of activating those and publishing them on the day. Or if you use a tool like Later, then depending on the type of reel that you've created, you'd be able to schedule that as well. Again, scheduling shouldn't take a lot of time in your batching process, so a couple of hours, maybe four. If you've got a lot of content say, you've done six weeks' worth then up to four hours would be plenty.

Those are the six steps to batching.

Brain storming time for batching and writing your content.

The design review and scheduling. Once you've got all of that done you're done forward the next four to six weeks.

Isn't that something that would just lighten the load instead of trying to come up on the spur of the moment with an idea and just quickly writing content and putting it together and putting it out there without any thought of the bigger picture of how these fit into your theme and long-term goals?

Remember where you're trying to lead your clients with your messaging. What you're trying to create in terms of the content and whether you have a launch for a new programme that you're releasing when you batch your content, it allows you to start thinking more holistically about your business.

It gives you the time to reflect and to see how the puzzle pieces fit together for your content.

And if that then matches your goals for the month, your goals for the quarter, your goals for the year, taking you closer to reaching that vision.

I do encourage you to use this process when it comes to the scheduling of all of this, it's important to remind yourself that this is something new that you're going to try.

So yes, there may be some resistance, but you need to remind yourself of why you're doing this. Are you doing it because you want to save time?

Are you doing it because you want more clarity for your business? Are you doing it because you know that you've got something to share with your clients? And you want to get that message out in the best possible way. So that they start to see the results themselves. Whatever that reason is, remind yourself of that when you've got that time blocked out in your calendar, because trust me, there may be moments that will come up where you think, ah, I'll just book in a client.

Over that batching time, I don't need to do my brain storming.



I've got it all in my head.

My friend remember that that time is sacred to you. You've put that time in your diary to focus on your business, and you owe that to yourself. You owe that to your journey as a business owner to be mindful.

Of your time, respect the time that you set aside for yourself. Once you start doing this over two to three months, you'll see that it will make life so much easier for you in the long run that you'll be.

Kicking yourself for why you haven't done it before.

There's no time like the present, so I highly recommend you get that diarrhoea out today. Start blocking out that time and start batching your content.

When it comes to batching, it doesn't mean that you can't.

Do that spur of the moment pieces as well?

Yes, you can because there's always something that will come up that inspires you, so feel free to add that into your content. But the bare bones of it is all done for the next four to six weeks, and then you can really get the inspiration throwing another one or two posts in there without that stress.

The last part is analysis, so with this it's so important and it is a step that most of us business owners don't do enough of. We're here to grow our business, right? And to grow then it's important that we are analysing our content to see first. If it's being engaged with who is engaging with it, when are they engaging with it?

And if it's not getting enough engagement, then what could you change to have more engagement? So, it's really an opportunity for you to start seeing what works and what doesn't work. I highly encourage you to spend time with looking at your analytics with your social media. Go into the back end and have a look at your professional dashboard. See which posts are working, which reels are working, which stories are gaining attraction and getting a response.

So that you can start minimising your time even further and spending less time on the things that are not working and more time on the things that are working. It's about refining, refining and refining. That's how we become better at getting that message clear and concise and getting it out there to the right. People that we want to be working with. I always like to try and help as much as I can and today is no different. So, what I've done for you is I've put together a free Content Plan Calendar and a bonus Analysis spreadsheet that you can use for the next 12 months.

You can now populate your content and put everything in one place as you are batching your content.

The bonus analysis spreadsheet contains all the metrics to be aware of when tracking your social media and emails etc. Simply fill it out each month and you'll start to see the changes and the progress with your business.

If you'd like a copy of that head to my website: holisticvision.com.au/analysis.

Or head to the show notes and the link will be there.



Thank you for tuning in today, I hope you gotten value from this and remember if you've got friends that need a bit of inspiration for their business journey ,share this podcast with them. I'll see you next week, same time, same place to your success, my friend.