

Implementation Plan

**3** Unbelievably

*Easy*

**Ways to Create**

**Authority-Building**

**Content**

**(Without Writing)**

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I've done my best to provide good advice in this report, however, I cannot guarantee your results.

Also, some of the links in this document are for products for which I am an affiliate. While I only recommend products I use myself and recommend, you should still do your due diligence before purchasing these or anything else.

If you have any questions about the contents of this ebook, email me at [lexi@alexisrodrigo.com](mailto:lexi@alexisrodrigo.com).

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# 1. Podcast Tour



Guest blogging is a terrific strategy to get in front of other people's audiences and start attracting your own. But it takes a lot of time and writing skills.

An alternative is to go on a podcast tour by getting interviewed as a guest on people's podcasts. As long as you're comfortable speaking, then this

is much easier than writing guest posts or your own blog posts. And the more you do it, the better and more relaxed you'll get.

If you're extremely busy, you can outsource everything—except for actually giving the interview.

## Action Steps

Create a “speaking” page on your website that identifies the topics you can speak about, what types of audiences you resonate with best, who has interviewed you in the past, feedback on previous interviews (if any).

1. Make a list of podcasts in your niche that you'd like to be on.
2. Collect the contact names of the owners or producers of these podcasts.
3. Create a template pitch email to send to those contacts.
4. Personalize and send the emails.
5. Follow up on the pitches you sent out, if you don't get a reply after two days.
6. Follow up again, if you don't get a response one week after your first follow up.
7. If the podcaster says yes, then schedule the podcast interview.
8. Deliver the interview.
9. Thank the interviewer.
10. Promote the podcast to all your contacts.

## Equipment

- Good quality [USB microphone](#)
- [Headset/earphones](#)

## Pro Tip

Prepare an offer to make to the podcast listeners, such as a free report, discount coupon, etc. Make sure it's something the podcast audience will appreciate. Feel free to ask the podcaster what types of free content their listeners tend to go for.

## Amplify

- Get the interview [transcribed](#) and turn it into a blog post.
- Embed your interviews that have a common theme in a roundup post.

## 2. Facebook Live



Do you have so many ideas to share, but little time or skill to write? Do a Facebook Live broadcast and get your message across in mere minutes.

The best part is, live video is great for showcasing your personality and creating a connection with your audience.

## Action Steps

1. Decide on a topic, date, and time for your Facebook Live broadcast.
2. Schedule your Facebook Live on your business page or group (not on your personal profile).
3. Share details of your Facebook Live to your social media contacts and email subscribers.
4. Make a simple outline of what you want to share. Plan on speaking for about 10 minutes. You'll have to experiment with different lengths to see which works best with your followers.

5. On the predetermined date/time, go live!

## Equipment

- Smartphone or laptop/desktop computer
- [Webcam](#)
- [USB microphone](#)
- Optional: Use [Belive.tv](#) or similar platform to do a Facebook Live from a laptop or desktop computer.
- An environment that has ample, natural lighting, a neutral background, and no interruptions

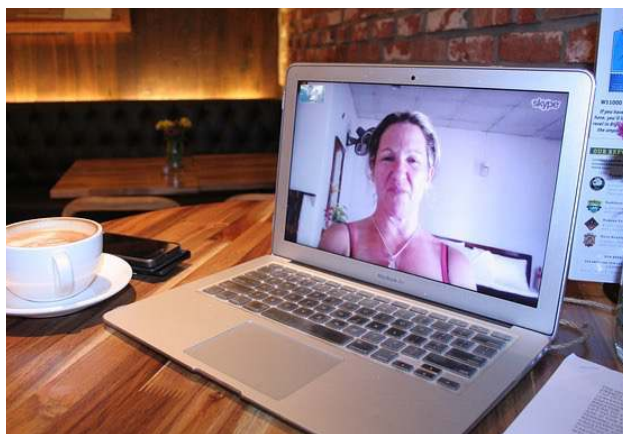
## Pro Tip

Encourage viewers to interact by asking them engaging questions throughout your live broadcast.

## Amplify

- Embed the video to your blog.
- Upload the recording to YouTube.
- Get the video transcribed and turn it into a blog post.

# 3. Coaching Calls



If you offer coaching calls, or plan to, it's the perfect opportunity to serve your market and create content at the same time.

## Action Steps

1. Offer and schedule your coaching calls.
2. Ask permission to record the call, telling your coachee that you may use

the recording to create content. Reassure them that, if you do so, you will keep them anonymous and will not include parts of the call that may identify them or their business.

3. Have the calls transcribed.
4. Take your answers from related questions and turn them into blog posts. You will have to do minimal writing to create a compelling introduction and tie your ideas together into a coherent whole. However, this is still much easier than writing from scratch!

## Equipment

- [USB microphone](#)
- [Headset/earphones](#)
- Skype + [Call Recorder](#) (Mac) or [Pamela for Skype](#) (PC) to record your Skype call, or a video conferencing platform that provides recording (e.g., [Zoom](#), [Webinar Jam](#), or [Webinar Ninja](#))

## Pro Tip

To reward your coachee for allowing you to record the calls, give them transcripts of their coaching call.

## Amplify

- Turn into a slide deck and upload on SlideShare.
- Record slides and your voice-over into a video. Upload to YouTube.
- Expand into an ebook.