



STOP CREATING MORE CONTENT

Hi! I'm **Sharon Jurd** and welcome to my **Biz Blitz**. Today, I want to tell you to **STOP CREATING MORE CONTENT**.

I see coaches come to me into my **SMJ Master Coach Program** and they're creating more content, more content, more content, more content, and nothing's happening with it.

They get into this stuck mode or procrastination because they feel like they need to create more content without really having a purpose for doing it.

Firstly, ALLOW PEOPLE TIME TO ABSORB IT.

Sometimes, it takes three, four, five, nine times for the prospective clients to see it before they will take action. Make sure that you're giving people time to get your message.

Secondly, GIVE IT TO MORE PEOPLE.

I see coaches creating content, but they're only sharing out with half a dozen people. Make sure that in different locations like in different speaking engagements or workshops, you can deliver the same content because you've got a different audience.

Thirdly, RE-PURPOSE YOUR CONTENT.

Do a video, make it a blog, do a transcription, and email out all of these areas where you can re-purpose your content. Make sure that you're covering off on these areas.

Some people will watch your video and some people will read your blog, and you want to make sure you're getting in front of those people.



STOP CREATING MORE CONTENT

STOP CREATING MORE CONTENT FIRSTLY BEFORE YOU DO.

Here are my three points:

- ✓ Allow people to absorb it.
- ✓ Give it to more people and give it often.
- ✓ Re-purpose.

If you want to find out more about how you create a content and how you can utilize that in a very productive way, come along to my **Grow Your Coaching Biz Workshop** and I will share all of the strategies in growing your business around content. I'd love to see you there.

<https://coaching.sharonjurdevents.com.au/>

If this has been a value to you, please share it out with your friends, family, and colleagues because I want to help as many people as I can, and I'd love your help to do that.

I'm **Sharon Jurd** and we'll talk soon.