

PROFIT SEDUCTION PRESENTS:

QUICK CONTENT CREATION CHEAT SHEET

**Simple Steps to Create Articles, Blog Posts or an Entire
Email Sequence ... FAST!**

By Rob Schultz
creator of Profit Seduction

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THE SCOOP ON ROB SCHULTZ

What if the key to creating your own game-changing rush of revenue wasn't about tricks, tactics, or tools. But about activating powerful hidden emotional profit triggers already inside your ideal clients? So they want you like crazy? And buy like crazy?

THAT'S your million dollar turnaround!



And that's exactly what ROB SCHULTZ does for entrepreneurs and business owners worldwide. Rob's powerful **Profit Seduction Process** guides clients to skyrocket their profits through magnetic messaging and insanely ingenious promotion and launch strategies. That deliver unprecedented bottom line results.

Rob has crafted powerful marketing messages and campaigns for some of the biggest names in online marketing: Including Suzanne Evans, Adam Urbanski, Milana Leshinsky, Melanie Benson Strick, and Michael Port.

He's spoken all over the country at conferences like the **Colorado Independent Publisher's Association**. The **Career Management Alliance**. At events like Speaker's Summit, and the 10K Club Income Acceleration Intensive. He's even taken the main stage (twice!) at Suzanne Evans' industry-leading **Be the Change Event**.

When you get out in front of what your prospects are already rushing towards ... they rush towards you. And that is exactly what Rob Schultz is here to help us do.

Discover Rob's spellbinding story, along with powerful tips to skyrocket your business at ProfitSeduction.com.

What if you could get your hands on 21 powerful keys to eliminate most client objections before you begin. By helping you discover where to find the prospects who not only want to work with you. But are ready and willing to pay what YOU want to be paid! It's not a dream ... in fact you can get started now at:

ProfitSeduction.com/start-here/

Your Content Creation Problems Are About to End!

How'd you like to take care of your content creating headaches once and for all? And knock out tons of great content (that your followers love!) faster than you believed possible?

What if you could handle:

- Months worth of blog posts in one afternoon?
- Weeks and weeks of ezine features in one sitting?
- An entire email launch or follow-up sequence in a matter of hours?

The best part of this amazing formula is that its simple.

Fun. And ANYONE can do it.

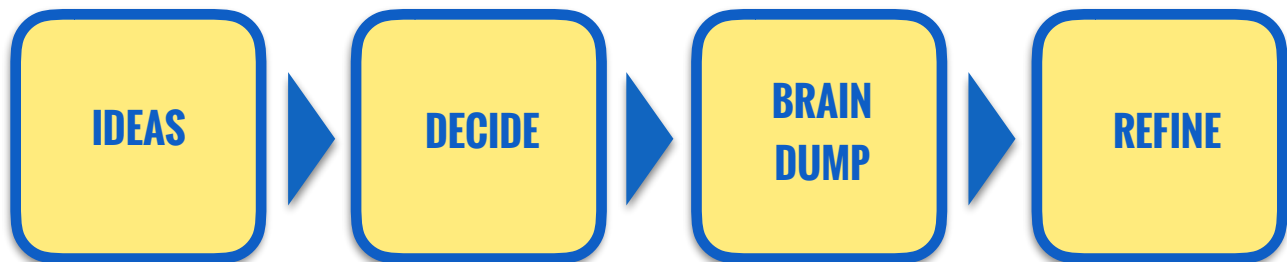
Just follow the simple steps on the following pages.

And if you find this valuable, I'd love if you could share the page where you accessed to this great free resource with your own followers:

<https://profitseduction.com/content-creation-cheat-sheet/>

Or just click on the link above and use the share buttons right on the site!

THE BASIC PROCESS LOOKS LIKE THIS:



Your Simple Steps to Rocket-Fast Content Creation:

1

STEP ONE: Your Genius Journal

The worst thing you can do is wait until you need to create content to figure out what you're going to talk about. Your best ideas come up when you're not thinking about it. When you're in the shower. Feeding your dog. Taking out the trash.

So keep what I call a Genius Journal (could be an actual journal or a document on your computer or phone) as a common collection point for all your great content ideas. Just a **quick title** and a **few important points** that trigger your memory when it comes time to write.

2

STEP TWO: Rank Your Ideas (0 to 5)

If you make this a habit, you'll come up with tons of ideas. So the key becomes deciding which ones to **work on next**.

So you rate your ideas from 0 to 5. Zero being the turkeys (yeah, you'll come up with a few). And five for the awesome ones. If they're super cool you might circle them in red. Whatever you use, don't spend a lot of time with this. Go with your gut.

3

STEP THREE: Select the Best Five

This is where it gets fun. Because here is the secret that makes this whole thing go: It's actually *easier and faster to do a lot of something. Then a little of something.*

The biggest discovery you will make during this process is its easier, faster and more fun to create a bunch of content at once. Then to try squeezing through one at a time.

So once again ... don't spend a lot of time on this. Go with your gut. Your intuition. And choose 5 of your most compelling topics.

HOT TIP: If you discover some of the topics are related, you might want to create a sequence of related articles that you release ... one after the other.

4

STEP FOUR: Insert the Best 5 into the Quick Content Creation Template

Plop your **five chosen article titles** into the **Quick Content Creation Template** on pages 8 through 10 of this guide. Place your article topic where it says "Article Title". And the notes you made in your Genius Journal in the area below where it says **DETAILS**.

Just plop them in. Don't think about it. Sometimes the speed of this process alone will build the momentum that allows you to create your content faster than you believed possible.

HOT TIP: Open your favorite word processor and duplicate what you see on pages 8 through 10 so you have the template ready to go at a moment's notice.

5

STEP FIVE: The Content Sprint

Now ... start filling in the content for each article. Do it fast! The only rule here is to **stay in motion**. Start with the juiciest topic that motivates and excites you the most. And then enter the bit picture details that topic.

- It could be a story that illustrates your point.
- It could be a quote that illustrates your point.
- It could be a case history or success story.
- It could be a five-step process or five disasters to avoid list.

Staying in flow is crucial. Fill your page with what's on the tip of your tongue. When you get stuck with one piece of content, move onto the next one and repeat the process:

Juiciest tidbits ... most profound stories ... what you feel most strongly about.

It doesn't have to make perfect sense right now. Just let it pour out. There will be plenty of time to pretty it up later. ***When you run out of stuff to say on one article, move onto the next.***

6

STEP SIX: Flesh it Out

After you've done a brain dump on these first five, start fleshing out the details. Create an attention grabbing opening. Edit and delete stuff that doesn't belong. Organize your points. Add a powerful conclusion. Include a call to action.

Don't worry about making it perfect!

Get it out first. Then perfect it. It's a lot faster and more fun this way!

Once again, the key is to keep moving, and keep the flow going. If you get stuck or blocked move onto the next one. Or jump around as you get flashes of insight.

HOT TIP: I've even given you a cool suggested outline starting on page 11 to make sure you cruise right through this step.

7

STEP SEVEN: Infill ... Finalize ... Publish!

Now go back for one final pass with all five ideas. Fill in any empty spaces. Finalize your language. Make any edits. And finally ... publish!

HOT TIP: If you've finalized all five articles, no need to get them all out at once. Schedule when you want them to go out. And relax. Knowing you've saved yourself a ton of time by taking care of a block of your future content in one fell swoop.

The Cool Key: Once you do this once, you can fly through it again and again.

You will be astounded at the time the process saves you. The first time I used this it, I achieved 85% completion on a series of 18 emails I had to create for a launch sequence.

In a little over 2 1/2 hours. (Yep, my jaw hit the floor too!)

I know that seems impossible. It did to me at the time. But I had put myself in a crisis situation where I had to get them done. Or risk losing the revenue the launch they were intended for would bring me.

It may seem back-asswards that its faster to do a lot of stuff at once. But it works. Give it a shot. I truly believe you will use this little Content Creation Miracle over and over.

Get Started **HERE!**

Using steps One thru Three from the previous section, decide on the five content ideas you want to focus on. (If you're a real Ninja, you can do more than five. But that's good number to start with.)

Having trouble coming up with ideas?

- Then hop on over and [access my Hot Topic Cheat Sheet HERE](#)
- Or discover how you can [come up with a years worth of AWESOME content ideas HERE!](#)

Now, fill in the rough title and article details below, using steps Four and Five:

Content / Article / Blog Post #1:

TITLE: _____

DETAILS (following steps 4 and 5)

Content / Article / Blog Post #2:

TITLE: _____

DETAILS (following steps 4 and 5)

Content / Article / Blog Post #3:

TITLE: _____

DETAILS (following steps 4 and 5)

Content / Article / Blog Post #4:

TITLE: _____

DETAILS (following steps 4 and 5)

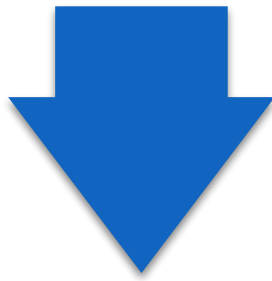
Content / Article / Blog Post #5:

TITLE: _____

DETAILS (following steps 4 and 5)

Now that you've done a brain dump of your article details, flesh out, organize and finalize the details of each one.

If it makes it easier, you can use the content format on the following page:



1

Attention Grabber!

Shake them out of their stupor. Make a bold statement. Take a stand. Refer to a problem they are having that your content will solve for them.

You can even start off with a story - yours or their's - that introduces the challenge your content is designed to move them through.

2

What's at Stake?

What new exciting thing will they receive if they keep reading? What will they miss out on if they don't? Build the curiosity to unbearable levels.

Tell them why it's in their best interests to keep reading. Tease them about what their life could be like with the solution you are about to reveal.

3

DISCOVERY!

This is where you actually offer the content, where you deliver on the promise you hinted at in points 1 and 2. Make sure what you tell them connects to the big payoff / outcome.

Offer it in a way that excites them about how the specifics you are offering can change their life.

4

Conclusion / Take Away:

Summarize the results the discovery they just made makes possible. And a statement of the impact / difference it will make in their life. Make sure to connect them with the value of what they just received.

5

Call to Action:

If it's a blog post, ask them to comment. Ask them to share on Facebook. Link to a free resource / product / opt-in goody where they can take it farther. Give them a gift (free checklist / cheat sheet).

What the big players and your colleagues are saying about Rob Schultz:

Michael Port says: "Rob is someone to watch ..."

Rob is someone to watch because he literally . . . like almost nobody I have ever worked with . . . delivered on every single thing he promised, with such professionalism that sometimes I was surprised. Honestly.

The viral video Rob created for us -- called **Entrepreneur Idol** -- helped **Book Yourself Solid** remain one of the bestselling marketing books in the country. So, you can understand why I'm a big fan of Rob.

Creativity is clever. When you can combine it with marketing savvy it's productive. When you can deliver on your promises you change the world. Rob can do all three ...

Michael Port
Author of *Book Yourself Solid* & *The Think Big Manifesto*
MichaelPort.com



"Within the first 30 days ... I closed \$35,000 in sales!"

"Within the first 30 days of working with Rob, I closed \$35,000 in sales as a result of the branding message he developed for me."

"To this day, I continue to use his **brilliant hook line** for my booth. The brand theme that Rob created for my sponsorship has resulted in **thousands of warm leads and millions of dollars**. Honest, supportive, brilliant, and pure genius! Thank you Rob!"

Jane M. Powers
JaneMPowers.com



“Rob ... helped me pull in over \$10,000 in just a few hours!”

“Rob is one of the secrets to my recent success. In my very first high-end coaching launch, Rob's strategies helped me pull in over \$10,000 in just a few hours. Later, his seductive ideas helped me enroll as many as 11 new clients in just a few days' time.”

Rob's genius for marketing psychology is positively uncanny. You can't put a value on the level of confidence his one-of-kind strategies provide.”

“Rob, I can't thank you enough. You are magic!”

Ann Convery
AnnConvery.com



“Doubled my conversion rate on sales ...”

“Rob not only helped me double my conversion rate on sales. But I now have a very clear and doable annual marketing plan I can repeat, year after year. That will grow, year after year.”

“My goal is to take my business to a million dollars a year and beyond. And because of Rob's help, I know I will get there!”

Susan Gregory
Daniel-Fast.com

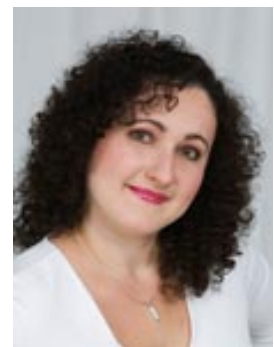


Milana Leshinsky says: "What's so amazing about Rob ..."

What's so amazing about Rob is he knows the marketing game as well as the video game. Because you can't just throw any old thing up on the web and expect it to stick.

Rob can help you come up with ideas that will make your marketing stand out. He can help you choose the right strategy so your content will be magnetic time after time.

If you want to learn the mechanics, hire a college kid or go to eLance. What Rob helps you do is create great marketing that



reflects the unique business identity your target customers instantly respond to. And that is the name of the game.

Milana Leshinsky
Milana.com

“It’s been years since I have been this profitable”

Before working with Rob, I never considered doing more than consulting and working from my office. I didn't really know how to think bigger.

But now, as the Midlife Miracle Mentor, my possibilities for growth and income are endless! And as Rob continues to feed me amazing idea after amazing idea, I see ways I can make this bigger profit picture a reality right now.

My finances have completely changed in the last 2 months because of working with you! It’s been years since I have been this profitable. Thank you!



Brenda Sahlin
The Midlife Miracle Mentor
MidlifeMiracleMentor.com