

rockstarrmoon

THE CONTENT CREATION PLAYBOOK

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The Rockstarr Content Creation Process aims to simplify the steps of content creation into snackable bites. In most cases, you will spend at most 1 hour on each step, but our goal for you is 15-30 minutes per step.

We recommend knocking out one step at a time. For the highest chance of success, block time in your calendar to complete each step and make it count.

The list creation process of Step 1 should be in the back of your mind at all times. If a client asks you a great question, add it to the list of topics. If you experience the same client challenges during production, add them to the list.

BRAINSTORM A LIST OF TOPICS

Create a list of 15-25 topics your ideal audience would be interested in learning about, including your process, your product, myth busters, commonly asked questions (during onboarding or creation), tips, and tricks.

Think about what triggers your clients may have, stories they tell themselves, or even challenges they must overcome. This is where your expertise can help their transformation. We need to break that down into something tangible.

Not sure who your ideal client is? We have a course for that.

Reach out to Rockstarr & Moon at info@rockstarrandmoon.com to gain access.

Stumped on topics?

You can discover what people are asking about on [Answer The Public](#).

PRIORITIZE THE LIST

Once you have the list of topics, it's time to prioritize your top three subjects. These should be your low-hanging fruit. The content should be easy for you to talk about without much research but something you would know because you are the expert.

Why start with the top three topics?

Building out one piece of content may cause writer's block or analysis paralysis. It puts a lot of pressure on you to nail this. If we start with three, what you thought might have been your top piece of content may be different. We work through the high-level bullets of the various pieces, then pick the best to work with for the third step.

DEFINE THE TALKING POINTS

With your top three defined, you now need to break each topic down. What do you want to get across to your audience? There should be 3-5 high-level bullets you want to cover in your content.

Example: the topic is the top things you need to know when hiring an animation studio for your next project. Start by creating your list of high-level recommendations, including asking for a portfolio, looking at their credentials, and reading comments/reviews/ratings.

If you are struggling, Google it. Chances are that your ideal client will do the same. Don't plagiarize someone else's content, but have an understanding of the concepts others are discussing. What is the most important tip, trick, or recommendation your client would want to know that could save them time, money, energy, or resources? Now can you expand on that a little further? If you can't, maybe this isn't the topic to prioritize.

ADD THE “MEAT”

Pick the best of your top three. What does your client need to know about your recommendation/tip/trick? Is there something to ask, an action they need to take?

This content could be a few sentences to a few short paragraphs. Our goal with content is to provide snackable, actionable content that helps frame us as the experts in our space. Keep it short, sweet, and to the point.

IMPORTANT: We live in an age where the average page visit lasts less than 1 minute while the average amount of time someone watches an internet video is 2.7 minutes.

If you could go on for hours about a topic, break it into a series rather than one long piece of content. Think of this as “snackable content” rather than a manifesto.

Did You Know: The average human attention span decreased by nearly 25% between 2000 and 2015, and now we’re lagging behind the goldfish (9-second attention span) regarding our ability to focus on tasks or objects. [Learn more.](#)

WRITE THE SOCIAL POSTS

Once the basis is created, write 3-4 social posts about the content while it’s still fresh in your mind. These posts should be intriguing enough to get your ideal client to click on your post to read, listen, watch, or learn more.

Don’t forget to include a call to action.

Example: Visit our page or contact us today to get started/learn more/sign up.

EDIT

Since the content is ready, it's time to review and edit your document.

What spice do you want to add? Can you shorten it, or should you expand it? Can you link to anything relevant that you've created that lives on your website?

PRO TIP: Do you use Grammarly?

If not, you should. It's a grammar editor that will help you rock your communications. [Get a free trial today.](#)

CREATE THE ART ASSETS

Time to get creative. Develop the art assets you need for the content.

You may need some design software for our recommendations. We recommend using Adobe Express or Canva.

PRO TIP: Save all of the art assets with a similar naming convention so you can easily find them when you get ready to post.

LAUNCH

It's time to get your content live. This could be pushing a video, publishing a blog post on your website, or posting an article on a LinkedIn newsletter. Check it, recheck it, and make sure the content is displaying as expected.

Once the content is live, publish social posts to drive traffic and awareness.



Need a scheduler? Let a superhero help you manage your social media! Schedule, collaborate, and analyze all your social media posts from the same spot! We use [Publer](#) and love the functionality.

IT'S YOUR TURN

NEXT STEPS

It's time to create content. You've got the tools, now it's time to put them to work. Start with your first set of content and make it count. Once you've nailed it, shift gears and tackle the top three topics you originally pinpointed. Dive back into the process for the remaining two topics and smash them out of the park.

Didn't hit the mark on those other two? No worries. Take a step back and revisit the topics you crafted in Step 1. Make sure every piece of content you produce is as sharp, bold, and impactful as your brand deserves. Get out there and make some noise.

Download Our Template: Streamline your process with our downloadable Content Creation Workbook, [available on our website](#). It's designed to help you document and organize your insights efficiently, ensuring everyone on your team is aligned.

NEED HELP?

Need an extra push to get it done right? Reach out to the Rockstarr team. We're not just here to assist—you can rely on us to demolish the constraints of traditional marketing and inject pure, untamed energy into your company's marketing efforts.

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