



The Cheat Sheet To Bulk Media Creation for Solopreneurs

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In the age of the age of the internet, creating media content is the **CURRENCY** of the world wide web. If you want attention to your products, your company, you **NEED** to create content online. And lots of it.

What most people do is they create the **ONE** thing ... and that's it! That means, **ONE** FB Live video... **ONE** blog post... **ONE** email... and they hardly ever relate to each other!

Creating media shouldn't be hard or overwhelming. I created this checklist to remove the perceived difficulty in creating media content rapidly and in bulk.

Here is a hint: you want to do the work **ONCE** and create as many content assets out of that work as possible (**10+ if you follow this checklist**).

- Diego Lucero

- ☐ whenever possible, create a list of video(s) to record in bulk
- ☐ write/outline the scripts in the format of a blog post or email (**.docx blog posts, emails**)
- ☐ film the video(s) in bulk (**.mp4 video**)
- ☐ throw video(s) in [Temi](#) or Otter.AI to AI Caption and transcript (**.srt Captions & .txt Transcript**)
- ☐ save the video(s) as audio (**.mp3/.m4a podcast and/or 'listen to this blogpost' audio**)
- ☐ create thumbnails in bulk for video(s) (**.jpg thumbnails**)
- ☐ create social share image(s) for each social platform ... ie FB, Twitter, YouTube Community, etc (**.jpg social share images**)
- ☐ create marketing copy for video(s) (**.txt/.docx marketing copy**)
- ☐ upload the email(s), blog post(s), video(s) with all the assets you created and schedule their publishing times to coincide with the drop of the video(s)
- ☐ schedule out the social posts on each platform to coincide with the drop of the video(s)



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Sick of Not Getting Enough Leads?

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