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*Videos / Podcast  
Challenge*

EXPAND YOUR CONTENT  
FOOTPRINT

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GAIN VISIBILITY

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# Steps

–1–

## **edit original video/podcast**

create a clear editing style  
that matches your branding  
and personality.

–2–

## **create a plan**

how many posts will you  
be sharing each day?  
\*fill out the template\*

–3–

## **choose eight additional posts forms**

how are you going  
to promote?  
\*use the list for inspiration\*

–4–

## **engage, engage, engage!**

make sure to talk to your  
audience - especially within the  
first hour of your post!

# Planning

## engagement

This is a crucial step! Planning saves you the headache of the last minute dash. It gives you back so much time and energy in the future.

**How many posts are you going to create to drum up excitement? \*think pre video/podcast\***

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**How many posts are you going to create to guide people back to your original?**

**\*think post video/podcast\***

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# Content

## type

Let's get creative here! There are a plethora of different types of ways to promote your content - both directly and indirectly. \*look to the next page if you need inspiration\*

**Hype content types:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Post content types:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

# Inspiration list

## COMING SOON

Clips from upcoming projects

Still images or graphics for upcoming projects

Personal selfie invites/reminders via “Stories” feature

Bloopers (image or video)

Correlation posts

## REFLECTION POSTS

Big takeaways from your project (still image quotes or clips of memorable moments)

Reminder posts (Have you seen my latest content yet?)

Thank you (So grateful for everyone who’s checked this out)

Personal selfie recaps

Q&A “Stories” feature about content

Correlation posts

*Always*

SEARCH FOR WAYS TO  
LEAD PEOPLE TO YOUR  
PRIMARY MEDIUM.



# schedule it out

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Sit down and schedule each post idea out. This will help you stay on track for the week! In the beginning this will be helpful. As you go, it'll become more second nature.

day 1

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story

story

story

post

post

post

day 2

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day 3

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⋈

day 4

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day 5

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day 6

---

story

story

original

post

post

day 7

---

story

post

have questions or  
want to work with us?

w e ' v e   g o t   y o u   c o v e r e d .

l e t ' s   t a l k .

visit [toddvirtual.com](http://toddvirtual.com)

For a 30 minute discovery call  
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