

CONTENT CREATION



2025 WORKBOOK

Jessica Young



HELLO!

I am Jessica Young. My goal is to help small businesses and business owners with online marketing. A lot of time creating content for yourself can be overwhelming so I created this guide to help get you started.

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EVERGREEN CONTENT

What is it?

Evergreen content is search-optimized, relevant, and engaging content to readers for an extended period of time. Unlike other types of online content that lose their relevance over time, evergreen content continues to attract search traffic long after its initial publication date.

- | | | | |
|---|------------|---|--------------------------|
| ✓ | FAQS | ✓ | EXPLAIN COMPLEX CONCEPTS |
| ✓ | LISTICLES | ✓ | HOW-TO CONTENT |
| ✓ | CHECKLISTS | ✓ | GREATEST OR WORST |
| ✓ | TIPS | ✓ | REVIEWS |

THIS IS CONTENT THAT YOU CAN REUSE THROUGHOUT THE YEAR(S). IT'S NOT TIME SENSITIVE OR CURRENT EVENTS, BUT RATHER ANSWERS TO FAQs. VALUABLE INFORMATION THAT YOU REPEAT OFTEN.

The Result

BECOME AN AUTHORITY IN YOUR FIELD

SAVE TIME CREATING CONTENT EVERY MONTH

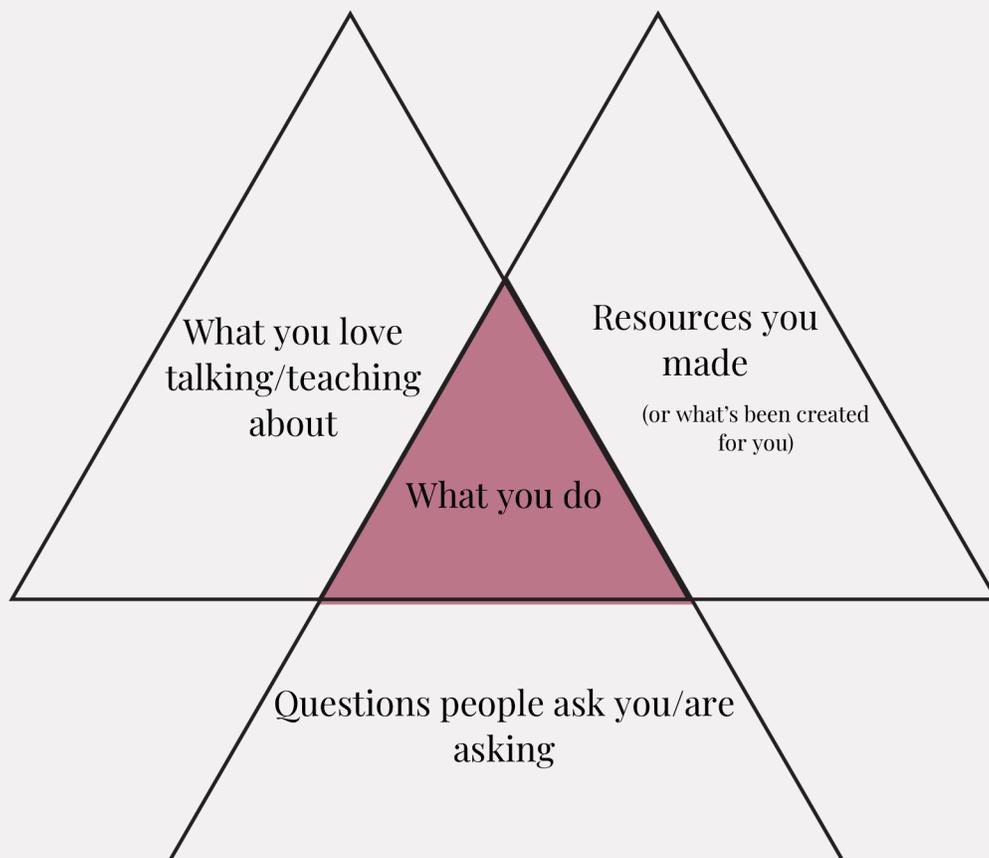
REGULARLY UPDATING CONTENT ADDS VALUE

GIVES YOU ROOM TO ADDRESS THINGS IN THE MOMENT

the hard part

HOW TO FIGURE OUT WHAT TO POST

We're all complicated people with complicated lives. It can be hard to get outside of yourself to think about what you should post and what people want to hear. To cultivate a business following you need to focus on providing value to people, earning their trust and proving your expertise. When someone asks a question, answer it.



WHAT YOU CAN DO...

Simple tips to create a bank of content to draw from. Things to keep in mind when creating your strategy.



Pick the things you are going to do and commit. Evaluate quarterly to see how you're doing, adjust your strategy as necessary.



Solicit reviews, they make great content. Google reviews are FREE SEO



Take pictures every where you go. Live pictures are a great way to create reels (save as a video and plug into a template)



Use the posting tools in the native platforms, get familiar with them. Don't be afraid to make silly videos or make mistakes.

WHAT NOT TO DO...

There's not much you can do that can't be deleted, but keep these couple of things in mind.



Don't overthink it. Not every post needs to be profound, you just want to keep your hat in the algorithm ring-this is why evergreen content is so important



Don't use AI to write everything for you, it's a great conversation starter but you still need a human touch.



Don't forget to engage with others when you're putting everything out there for them.

CONTENT TOOLKIT

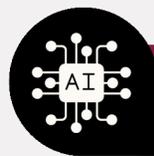
This will be what draws your audience in. Make sure that you have accompanying visual content that immediately catches the eye.



Canva- for graphics & branding



Predictive Search- Pinterest & Google (Search-engines)



AI- Chat GPT, Perplexity, Canva Magic, Templates



Scribe AI- for creating how-to guides (lead magnet)



Your company's marketing resources



Your reviews, get in the habit of asking after service



Your phone camera

CONTENT CREATION BRAINSTORMING

01 RESOURCES

Have you created any resources that bring value? Does your company provide resources for you to customize?



02 NEEDS & EXPECTATIONS

Do you provide the same answer repeatedly? Do your clients clearly understand what to expect from you? What services are included in your price?



03 DO WHAT YOU LOVE

What do you love about what you do? Why do you love it? What are you passionate about?



04 WHERE

Where are you going to connect with your potential clients/customers? Choose what platforms you want to commit to.



SCHEDULING CONTENT

MAKING THE TIME

What will you do to make sure you have time to create content? A little sweat equity towards your free advertisement space on social media platforms.

1

SCHEDULE TIME TO CREATE

Make time each week to figure out what you're going to post. Batching is a great way to get it all done at once.

2

SCHEDULE TIME TO POST

While there are great scheduling tools, there is no substitute for your time and energy on the app. Comment and like on the app before you post.

3

CALL TO ACTION & ACT

Using a 'Call to Action' is a great way to solicit engagement with your post, make sure you have time to respond later.

RESOURCES



Pinterest Board



Canva



Email me!

Jessica Young
Living

JESSICA YOUNG

253-878-6911