

# **How to Plan and Implement The 5X10 Method**

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# How to Plan and Implement The 5X10 Method

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If you want to succeed with the 5X10 method, then it's something you're really going to have to commit to. Next, after this section, I'm going to detail how you can go through a very specific planning session so you can get the best possible start.

Please go through with this planning session, even if you get the itch to skip it. If you fail to plan, then you plan to fail. I know that's such a cliché saying, but it definitely holds true.

Go through the planning session section. Then, dive in. Get your content done by following the 5X10 method.

Don't be afraid to make this method your own even if it deviates from what I've written here. You can focus on all or some types of the content I'll cover. Just make sure you think about what's important for your business and that you remain consistent and get it all done.

Maybe you're struggling with finding time to get it all done. When do you tend to work? How many hours a day do you have available to work? Here's the kicker of them all – do you really work when you think you do, or is there more goofing off involved than you care to admit?

The great thing about the 5X10 method is that you can make it work for you whether you have part-time hours or full-time hours available to work. In fact, this method can even work for you if you only have an hour a day to devote to your business.

As long as you're willing to commit to this method as a major part of your business, and you're willing to plan ahead, you can make this happen. You can work on your content a little bit each day and end up with some fantastic results. This is the 'slow and steady wins the race' track.

Or, you can commit to getting this done through challenge days – even getting full sections of 5 or 10 pieces of content done in entire days. This might mean creating 5 or 10 articles in a day – can you imagine that?

The fact is that you *do* have the time to follow through with the 5X10 method. It doesn't matter who you are or what kind of business you have, this can benefit you and you can find the time to make it happen.

## **The Planning Phase**

Now, let's look a little more deeply into the planning phase. I realize that this typically isn't the most exciting part of things. People usually want to skip past the planning and get right into the action. The thing of it is, the planning is where the real magic happens. The most successful people plan ahead.

I promise – I'll make this as painless as possible. I just want you to think about a few things before you get started.

First of all, I want you to think about your goals a little bit. You've already decided that you're going to create 5 different types of content. You're going to create 10 different pieces of content among those 5 different types. So you'll create 10 articles, 10 blog posts, 10 podcast episodes, 10 videos, and 10 social media content pieces.

Think again about your goals as they relate to business. What exactly do you want to come from this? This is a very individual question, though most people reading this will have some similar goals in mind. For example, do you want to grow your list and drive more traffic as a result of getting more content out there? Those are great goals to have.

Maybe you want to say your goal is to grow your list by 500 people by the end of next month. That's a fantastic, solid goal with a great deadline.

You've noticed that I have an endpoint there too—that's something important to have. Be very specific with your goals and include deadlines with those goals.

What kind of income goals do you have? Maybe you want to earn an extra \$500 for your business by the end of next month. That, too, is a great goal to have. If the 5X10 method can help you do that, it's important for you to follow through with it – and I do think it can help you do that, and more.

You get the picture. How much traffic do you want to get and by how much do you want your income to increase? What kind of 'reason why' or purpose do you have for running your business in the first place? How can creating more content and driving more traffic help you accomplish those goals and achieve that reason why?

Also, consider more practical things, such as how much time you want to devote to this each day. Maybe you've found yourself working way too much and you want to be able to cut down on the amount of time you work. The 5X10 method can help you with that because it streamlines your work and helps ensure that you actually get things done during the hours you work.

I suggest you get out a pen and a piece of paper and start brainstorming about all the things that come to mind related to your business as you embark on your journey. Think about the time you want to work, what you want to come as a result of this, and what you see ideally happening as a result of implementing the 5X10 method.

Now that you've thought about your goals and exactly what you want, it's time to make a plan. Go through this book once in its entirety and start to form your plan. If it differs from the plan I've laid out in this book, make sure you write it down. Stick to it. Put the plan on your actual schedule.

Whether you put your schedule in something like your smartphone calendar, Google calendar, or something like my Action Enforcer software, make the 5X10 method part of it. This is something you have to take seriously. This isn't just another product that you read and put away, intending to do it later on.

Take control of your plan, starting right now. Make sure your family is aware that you're starting this plan. Announce it to your business contacts and to your mastermind groups. Let your Facebook groups and your Skype groups know that you are serious about this. There's something

about announcing it to others that makes it more real. It can help increase your chances of actually following through.

When I talk about planning, I'm talking about actually planning when you're going to write those five articles, for example. And what are you going to do with them? Where are you going to post them? I want you to schedule this out so you stick to it. As you become more familiar with the method, it might be that you don't have to be so strictly scheduled later on. But for now, creating a plan and a schedule can help you stay consistent.

Remember – I'm all about squeezing every last drop out of every piece of content you create. We're going to talk about repurposing your content all throughout this book. Make that part of your plan as well.

Let's say you've written an article on a Monday. On Tuesday you can turn that into a podcast episode and post it. And on Wednesday, you can put that podcast audio to a PowerPoint slide and turn it into a video. Do you get the idea? Repurpose all of your content and make a plan for doing that.

I can't stress enough how important it is to actually stick to the plan you come up with. Sure, it's important to remain flexible. If you get a burst of inspiration, there's no need to chase that burst of inspiration away. Allow it to come through. But don't allow yourself to be swayed by bright shiny objects. Show those bright shiny objects the door.

For now, focus on your business, on growing your list, and on achieving a level of expertise in your niche. Stick to the plan and stay consistent.

I also want to reiterate that it's important that your plan be in line with the rest of the things you do in your business. Whether you're an author on Kindle, sell things via Amazon FBA, have an offline marketing business, are a freelancer, or are an affiliate marketer... it doesn't matter. This applies no matter what you do online.

Make sure the 5X10 plan you devise and modify fits your exact business. This isn't something that should distract you. It is something that should fall in line perfectly no matter what you do in your business.

If you're stuck for what your goal and plan should include, focus on list building. You can never go wrong if you focus on list building. List building is important for every single type of business out there, including yours.

You can make sure that every piece of content you create has the goal of helping you build your list full of people who are actively interested in the niche you are in.

Again, make a schedule and stick with it. Post it on a huge white board in your office if you need to. Creating a schedule and an actual plan can help you get into the right mindset. Many people who are in business for themselves run into the problem of not treating this as a real business. They wake up not sure what they should do each day. Well, now you know what you should do each day.

Wake up, look at the schedule you already created for yourself, and create your content. Follow the 5X10 method to get a lot of fantastic content out there all over the web.

Having this kind of schedule can empower you—it's true. Because you instinctively know that this is what many successful people are doing. They're creating schedules and plans for themselves. They're following tried-and-true methods like the one I'm presenting to you. They're getting amazing content out on the web that will serve their audience well – just like you are about to do.

It can really help you if you emulate those who are successful. What are others in your niche doing and what are they thinking? What do you think their planning processes are? I actually think—I know-- that you'll have a leg up on the competition, and even those who are more successful than you are, because they won't have access to the 5X10 method...at least not yet. They'll wonder how it is that you're able to create such fantastic content so quickly, now that you're dominating your niche so rapidly.

Plan ahead and you can get traffic and more easily implement the 5X10 method. You can grow your business and accomplish all of the goals you've thought about and written down. And I do mean for you to write your goals down. Don't just think them in your head. Actually write them down very specifically—over and over again if you need to. Do this and

you'll be setting yourself up for success as we dive into the actual 5X10 method.

## **An Overview of the 5 Different Content Methods**

Before I go very in depth into the 5 different content methods, I want to break them down for you. I'm sure you know what each content type is or can guess, but there are a few points I want to make about each before you get started. Mainly, there is no one "right" way to create this content. Don't let yourself get hung up on the right way to do things. Don't let yourself get hung up on the technical aspects of doing things.

I'm not going to go very in depth into the technical parts of things. If you ever get stuck, YouTube and Google can be a great help to you. There are so many different, easy ways to create video and podcasts these days – I really don't think you'll have any trouble. Even the most technologically inept can make it happen. Don't hesitate to ask people questions and search for the answers to questions you have. It might seem difficult at first, but you'll very quickly get the hang of it – I promise.

### ***Content Method One – Articles***

The first content method we're going to talk about is articles. I'm starting off with articles because they are perhaps the most basic. They're what most people think about when they think about creating content for the web.

Articles are so incredibly flexible. You can use articles on your own web properties and on the web properties of others. There are article directories, newsletters, content focused sites, informative sites, review sites, and so many other types of sites that use articles.

Articles tend to serve a specific purpose. In many cases, they serve the purpose of informing. They inform people about something related to your niche—something people want and need to know about. You can write articles that inform people of a certain topic in your niche.

Articles can also serve the purpose of persuasion. You can persuade people toward a certain opinion, a certain way of thinking, or to take a certain type of action. Since you're writing for business, you might try to persuade people to take the action of buying a product or signing up for your list.

Articles can teach people step-by-step directions for something. This is a very popular type of article.

Articles can build relationships and establish you as an expert. Articles can make people feel things and help them feel not so alone. You can make people feel sad or happy or any way you want them to feel.

Articles can help people become excited about things. You can tease people with articles and really build up some tension that they'll want to release... by signing up for your list or buying your product.

Articles can be many different lengths. I would say articles on the web are typically between 400 words to 2,000 words, on the long end. The length depends on your purpose, your audience, and the platform you intend to post them on. Articles are a fantastic type of content to focus on and they can help you drive some excellent traffic.

### ***Content Method Two – Blog Posts***

Blog posts are another content method that works great for the 5X10 method. These are different from the rest because the main focus is actually to post them on your site— not off. The great thing about blog posts is that they're very shareable. Other bloggers can find them and share them— linking to you or quoting you. If you use something like Tumblr, they can reblog you for great exposure.

Blog posts also have the benefit of being SEO magnets. If you choose your subject well, you just might find that you start to get some nice search engine traffic without even trying. That typically doesn't happen with just one blog post or even just a few blog posts, but search engine traffic can really start to increase as you begin to fill your blog up with more and more great, relevant content.



Blog posts tend to be shorter than articles (not always), though there's quite a bit of overlap when it comes to types of content. Blog posts can be relationship building, informative, how-to, promotional, teasing, and so on.

Your blog can act as a hub for all of your content. You need somewhere to direct people to, right? Your blog is a nice spot to build your list. Place an opt-in form on the sidebar of your blog as well as under each blog post (in an unobtrusive way). Direct your other types of content to your blog posts or a squeeze page on your blog post. If you use the 5X10 method and focus all of that energy on building your list and empowering your 'hub' (your blog), you can see some great results, rather quickly.

### ***Content Method Three - Podcasts***

Podcasting is one of the content and traffic methods I'm most excited about for many people. There are many marketers who say that podcasting is their main form of traffic generation. Why? There's something about being able to hear someone's speaking voice that draws people in, in a different way than written content. There's also the incredibly powerful iTunes podcasting engine and the fact that podcasts are just downright convenient and a way of life for many people nowadays.

People don't always have time to sit and read content— though they certainly still do it. Sometimes, they want to learn and listen while they're commuting or cleaning. Or maybe they just prefer to listen because that's how they learn best. Enter the podcast.

You can easily create podcast episodes using free or inexpensive tools—and I think you'll love every minute of it. This is a great part of the 5X10 method that I think you'll see a lot of benefit from as long as you choose great topics and pour your heart into it to connect with your audience.

### ***Content Method Four - Video***

Video is one of those things that's all-powerful on the web. Like podcasts and audio, video is often chosen because people don't want to read or don't have time to read. It's a different and often more interactive way to

consume content. In this case, they get to watch and listen, hitting on two different learning modalities and possibly allowing you to connect with people even more readily.

There's also the fact that YouTube is a powerhouse, owned by Google. You'll do well to hitch your wagon to their star— and that's exactly what we'll talk about doing with this content method. Don't get bogged down by the possible implications of technology— there are some seriously simple ways to create great content, sales, and marketing videos these days. This is yet another fantastic addition to the 5X10 method.

### ***Content Method Five - Social Media***

Twitter, Facebook, LinkedIn, and more. There are so many great social sites out there these days. People hang out on social sites— it's a way of life. They wake up and check their Twitter and their Facebook accounts. If you want to be found and recognized in your niche, then you need to be on social media as well.

Social media content isn't "content" in the way that articles are content. Social media is about sharing more than anything. It's about relationships and connecting with people. You will spend time creating great social images and posts that will help people and that people will, hopefully, want to share.

You'll share your excellent content from your other efforts— interlinking your content efforts is always a great strategy.

Your social media content pieces will involve a mixture of content created specifically for social sites, sharing your other content, and connecting with other users and other heavy hitters in your niche.

## **Getting Started With The 5 X 10 Content Method**

Now it's time to get down to the nitty gritty. I'm going to cover each of the content methods you can use in more depth— including how you can squeeze every last drop from every piece of content you create. I'll give you a plan for very quickly and easily creating extremely high quality

content in each category— you're going to love the tips I give you. You'll use these tips for the 5X10 method, and beyond.

Remember your plan, schedule, and goals and get ready for a fun and profitable ride.



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