

CONVERSION CAST

How To Multiply The Value Of Your Content with Jay Baer

Our Guest:

Jay Baer has been a business and marketing consultant in the online marketing space since 1993. He is a New York Times Best Selling Author and one of his most popular books is titled *Youtility*, which lends advice to content marketers. He also runs Convince and Convert, a consulting firm that handles social media and content marketing for Fortune 500 companies such as Nike, Allstate, and Oracle.

The Set Up:

Jay has been creating content on multiple platforms, including his blog for seven years and his podcast for three. This past year, he was gone for 45 weeks speaking at various events, but that did not stop him from creating and delivering content in a new and efficient way.

Jay set up a system that allowed him to create valuable content on the go with minimal effort. His goal with this new form of content creation was to take what he does on a daily basis and mold it into quick consumable bits. What stands out about his strategy is how he repackaged the content seamlessly onto multiple platforms.

Jay reveals his content idea, strategy, and execution below, which is sure to help you improve your efforts and get in front of your audience (on multiple platforms) without adding extra hours doing it.

The Big Idea:

Jay created Jay Today (jaytoday.tv), a series that contains a 3-minute video 3 days a week where Jay talks on social media, business, marketing, and life.

What's unique about his content creation is the way in which he markets it. Jay posts the videos not only on iTunes video and audio, and other video platforms, but also on text-native platforms such as Medium, LinkedIn, and his blog.

But how does he do this?

The Secret:

Tools:

- Speech Pad, a transcribing tool that costs about \$1/minute.
- Movie Pro (app on iPhone)
- 10" tripod
- Mikey -external mic (made by Blue microphones)
- Candidio-online video editing

Jay records the short 3-minute videos using the Movie Pro app on his iPhone, which sits on the tripod as well as using the Mikey for capturing crisp audio. The videos are then transcribed using Speech Pad and uploaded to Candidio for editing, adding graphics, music, intros, and sponsors. There is an overnight turnaround with Candidio for packaging the videos, which are then sent back to Jay's team. Once his team receives the edited video and transcription, they post the content accordingly onto seven platforms.

Jay's team syndicates his content on multiple platforms in the form of text for Medium, LinkedIn, and other copy-driven sites and short videos for other video-native platforms.

The secret is that he does not do the posting himself, but delegates it to his team.

Posting his content on seven different platforms regularly has generated thousands of impressions and email subscribers for Jay, which in turn become valued assets of his business.

The Takeaway:

Even if you are limited on time, it is still possible to publish great content regularly with wise use of your resources. Jay recommends having a system in place in order to outsource the posting of your content so you can focus just on what you are uniquely great at doing. For Jay, he spends 3 solid minutes of his time in front of a camera delivering

his ideas, opinions, etc. and delegates the rest of the content creation process to his dedicated team.

Jay emphasized that the purpose of outsourcing this extra work is to manage your time, so you're doing the things that only you can do. Some questions Jay asked on this subject were:

What is your time worth?

What are you uniquely qualified to do?

It's not that you can do it, but should you?

In the long run, doing the extra tasks end up costing you time and take away from your true expertise. There is a way for you to continually create content without taking valuable time away from your business. By following Jay's example you will be on the way to increasing your exposure tremendously by just dedicating a few extra minutes each week to creating content.