

THE CREATE STEP



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Create can be a challenging step for many people but it's also a really important step for boosting your CareerKred. Its purpose is two-fold. First, it's designed to get people to LIKE you or not. Second, it will take you out of your comfort zone.

Stepping out of your comfort zone during the Create step is required. The Create step is you telling the world who you are and how you add value by creating content in your area of expertise for others to consume. In large part, this means you will vet your thoughts out in public.

The best way to create content, is to start blogging. The preferred method is to do this on a website you own and control but there are other methods as well and we'll discuss the pros and cons of each. Having your own place on the web is a critical part of the Integrate step. For many of you, blogging will be difficult at first.

This is especially true if you haven't taken the time to Define what you want to be known for.

This so important to the Create step that if you can't articulate it out loud, you will not be able to move forward in the process.

Creating content in your area of expertise will most likely begin with writing. In addition to writing, other types of content you will create include images, audio and video. I view all of these as a pyramid, with one stacked on top of the other.

Writing is at the base of the pyramid. It serves as the foundation. In terms of sophistication, it's the easiest execute because It only requires your brain and a writing utensil. The other content types sit on top of written content.

The content you create in this step will act as a magnet, repelling those who don't like your thoughts, insights and ideas and attracting those who do. This magnet helps people know where you stand, it gives them an idea of who you are, your thought process and what you're about.

The Create step is key to providing insight into you as a person or potential employee. This is what helps companies determine cultural fit.

This eBook is an excerpt from the companion workbook to the book, CareerKred. However, I believe I have included enough instructions on each page for you to complete the exercises.

That said, the book contains further explanation and reasons behind the exercises. If you struggle to complete the exercises in this eBook, I encourage you pick up a copy of the book.

If for some reason, you find the book does not help you get “unstuck”, then by all means please send me an email and me your question.

You can reach me at ryan@careerbrand.co

I wish you the best of luck with your branding efforts. If at some point you feel you need additional help or coaching please see the list of ways we can work together on the following page

FOR ADDITIONAL ASSISTANCE

CareerKred Assessment

A one-hour, lightning round type session, for individuals and small business brands where Ryan will personally help you assess where your brand stands today and the key next-step actions you need to take to build your digital brand. The call will conclude with Ryan's findings and recommendations.

Boost your CareerKred

This is a six to twelve month customized program. Ryan will personally work with you one-on-one and serve as your brand manager to help you design and implement a digital branding strategy just for you. This is the ultimate CareerKred boosting package for executives who understand the importance of establishing their online presence, their thought leadership and their overall digital brand as it relates to their career.

If you're interested in individualized one-on-one coaching, please reach out and contact me at Ryan@careerbrand.co

EXERCISE 14 - CONTENT MUSCLE



YOUR CONTENT IDEA MUSCLE

Time to exercise. List out ten ideas for every suggested category. When finished you will have 100 ideas for potential blog posts.

10 WEBSITES YOU VISIT REGULARLY:

LAST 10 BOOKS YOU READ:

10 TOPICS IN YOUR INDUSTRY THAT INTEREST YOU:

YOUR CONTENT IDEA MUSCLE

Time to exercise. List out ten ideas for every suggested category. When finished you will have 100 ideas for potential blog posts.

10 THINGS YOU LOVE ABOUT YOUR INDUSTRY:

10 THINGS YOU WOULD IMPROVE ABOUT YOUR INDUSTRY:

10 TOPICS THAT RUN PARALLEL TO YOUR INDUSTRY:

YOUR CONTENT IDEA MUSCLE

Time to exercise. List out ten ideas for every suggested category. When finished you will have 100 ideas for potential blog posts.

10 PEOPLE YOU ADMIRE OR LOOK TO AS A MENTOR IN YOUR INDUSTRY:

10 TOPICS YOUR MENTORS HAVE POSTED ABOUT IN THE LAST MONTH:

10 WAYS YOU AGREE OR DISAGREE WITH YOUR INDUSTRY MENTORS:

YOUR CONTENT IDEA MUSCLE

Time to exercise. List out ten ideas for every suggested category. When finished you will have 100 ideas for potential blog posts.

10 CONFERENCES OR TRADE SHOWS IN YOUR INDUSTRY:

EXERCISE 15

BECOME A CREATOR



BECOME A CREATOR

In this exercise, you are going to go from being a consumer to becoming a creator.

Refer back to exercise 14, Your Content Muscle, and pull from the list of topics one you are passionate about. Once you've selected your topic, sit down and write about it.

Don't worry about grammar, spelling or publishing styles. Just write. When you've finished, save it and put it away for one day.

After one day, go back and read what you wrote.

Review and edit it for grammar and spelling. Review it for context. Once you've finished editing it, copy and paste your text into an online tool called [Polish My Writing](#).

This application will take care of any spelling and grammar errors you may have missed.

After completion, log into your website, copy and paste your post and click the publish button.

Congratulations.

You've just taken the first step to becoming a Creator.



EXERCISE 16

REPURPOSE YOUR TIME

REPURPOSE YOUR TIME

In this exercise you'll document where your time is spent in a given day.

Capture all time spent during the day including the following:

1. Sleep
2. Commute
3. On the Phone
4. Answering or writing email
5. Any social media use (capture the platform as well)
6. Video Games
7. TV or Movies
8. Socializing
9. Eating out (Dining in general)
10. Exercise
11. Other as needed

By capturing where you spend your time, you'll be able to make smart decisions about where to spend your time going forward. Yes. You may need to stop doing certain activities in order to start new ones, but that's the point isn't it.

If you really want to make a new future for yourself, you will have to make decisions that align with that future. Anything else, is wasting time.

REPURPOSE YOUR TIME

Midnight

1

2

3

4

5

6

7

8

9

10

11

Noon

1

2

3

4

5

6

7

8

9

10

11

EXERCISE 17

REPURPOSE CONTENT



REPURPOSE YOUR CONTENT

This exercise falls under the category of simple but not easy. You are going to repurpose the content you produced in last exercise.

To do this, reread your post.

Look for quotes, snippets and different ways you can turn your content into a new piece for a different platform. At a minimum, try to create the following three pieces of additional content.

- 1 - An Instagram quote post
- 2 - A Facebook post
- 3 - A Slideshare post

Doing this for one post, has the potential to introduce you to new audiences and provide you with a much greater reach than you can achieve by only posting on your own website.

EXERCISE 18 - KEYWORDS



YOUR KEYWORDS

In this exercise, you're going to take the keywords you identified earlier and narrow them down to the ones you want to use going forward. For each of your current keywords try to find three to five alternative keywords.

1. WRITE DOWN YOUR INITIAL KEYWORDS

2. WRITE DOWN NEW KEYWORDS USING GOOGLE AUTOCOMPLETE

3. WRITE DOWN NEW KEYWORDS USING GOOGLE SUGGESTIONS

YOUR KEYWORDS

4. WRITE DOWN NEW KEYWORDS FROM GOOGLE TRENDS

5. WRITE DOWN NEW KEYWORDS FROM ALTERNATIVE TOOLS

6. WRITE DOWN NEW KEYWORDS FROM GOOGLE KEYWORD PLANNER

The Create Step Checklist

☐ Take the Digital Brand Assessment (if not already completed)

☐ Score: _____

Step #1 - Content

☐ Complete the Content Muscle worksheet

☐ Select and write one article from your Content Muscle worksheet

Step #2 - Repurpose Your Content

☐ Complete the Repurpose Your Time worksheet

☐ Repurpose the content you created in step one, into three pieces of content

Step #3 - Content Curation

☐ Identify and narrow down the keywords you want to be known for

☐ Identify influencers and industry sites to follow

☐ Setup content curation accounts:

☐ Setup RSS Reader account (Feedly or Inoreader)

☐ Setup your Applet account (IFTTT.com or zapier.com)

☐ Setup your Go-Between account (Buffer)