

How to come up with ideas for Youtube Shorts

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Introduction

This resource will show you how to come up with ideas for Youtube Shorts which you can then redistribute across YouTube, Instagram, TikTok, LinkedIn, Facebook, etc.

What do you need

- You & a camera :)
- Spreadsheet containing all of your ideas: click [here](#) for template (PLEASE MAKE A COPY)

Why should you record shorts?

- Great reach
- Can easily be distributed across multiple platforms
- Builds authority & strengthens your personal brand
- Boosts your Youtube channel

Different ways of coming up with ideas

1. JK5 Content strategy

- This is a content strategy that was created by someone called Jenner Kutcher; the premise behind it is to think of 5 different topics that you like & come up with different content ideas revolving around each one
- E.G. Business, Family, Sports, Marketing, Travel
- Underneath each topic, you'd then start to come up with specific types of content that relate to them, e.g. how to balance work & family, the best way to scale your business in 2023, what I learned from the last dance, marketing trends to look out for in the next 10 years, why travelling is needed to scale your business

2. Problems & solutions

- Probably the most easiest way of coming up with ideas for shorts; simply bullet point all of the problems that your market has & then proceed to record the answer in shorts format
- How do you find your markets problems? Research → Facebook groups, networking events, Google, etc
- Best part about this is that you can approach one single problem with multiple solutions & thus record multiple shorts revolving around 1 single problem



3. FAQs

- Similar to the above, just look at the frequently asked questions in your industry & either answer them or share your perspective
- You'll know your market better than anyone so you'll know what the most common questions are

4. Research what your competitors are doing, take inspiration from them & put your own twist on things

- Look at what the market leaders in your industry are doing & take inspiration from their content, to then produce your own & your perspective
- DO NOT COPY & PASTE → BE ORIGINAL

5. List down every single component of the service that you provide → record shorts to do with each component

- For example, at Imperium, we pretty much assist with everything & therefore you'll find content to do with sales, marketing, hiring, etc
- List out the different areas that your business covers & start coming up with ideas for each area, rather than the service in totality

6. Refresh & recycle

- Re-word old content ideas & record either new perspectives or share the same answer as you previously did in a different fashion
- Recycling content is honestly fine because as you grow, you will accumulate new followers & prospects who may not have seen some of your old content, therefore it makes sense to refresh & recycle

7. Offer alternative perspectives on something

- Why should you do x ↔ why you shouldn't do x
- 5 ways to do x ↔ 5 ways not to do x
- The best sales strategy ever ↔ the worst sales strategy

8. Pay your market

- If you have the funds at your disposal, one of the best things you can do is to simply go & pay someone in your market to give you ideas → will save you so much time, mental energy & the ROI would be invaluable

9. Share your experience

- Another extremely easy method of coming up with ideas for shorts → talk about the different experiences that you have had & relate to your market if possible

10. Repurpose long form content into shorts

- If you have long-form content, e.g. YT videos, you can take snippets of those videos & re-distribute it as shorts
- This also applies to any infographics, captions, etc, that you may have posted —> you can literally post shorts based on existing content that you have already posted in the past

How to organise your shorts

- Keep things nice & tidy in a spreadsheet, so that you know what has been uploaded, what hasn't been uploaded & what ideas you still need to execute on
- Have a dedicated area where you can store ideas in the bank whenever you come up with something new

Best practices

- Dedicate a time & day to come up with ideas in bulk + record those ideas in bulk
- Schedule out those shorts in advance
- Come up with a schedule that you can stay consistent with
- Upload shorts on days where you do not upload long form YT vids

Additional tips

- Always put your ideas onto a spreadsheet
- Keep some ideas stored in the bank
- Whenever you come up with an idea for a YT video, a post, etc → turn that into a short
- Distribute it across all platforms
- Don't be afraid to make content that isn't related to your market → sometimes it's ok to create content that's got nothing to do with biz, your market, etc. If anything, it makes you seem more human & more likeable to your prospects
- Be sure to turn your shorts into trousers (horrible joke, forgive me) → don't let shorts go to waste, make long-form videos revolving around the same topics as well
- Hire a video editor as soon as you can (not necessary but if you really want to grow & have the funds available, it is definitely worth it)
- Have fun with it