



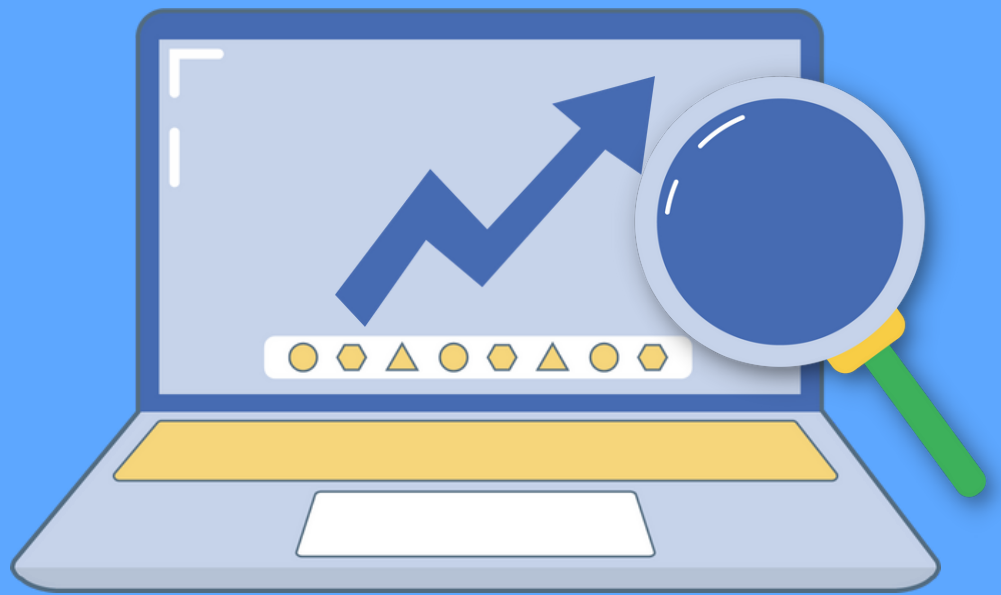
Social Sales Link™

10 Quick Steps to Becoming a Prolific Content Producer Without Writing



Here is one of my step-by-step processes for creating original, engaging content in under 20 minutes a week.





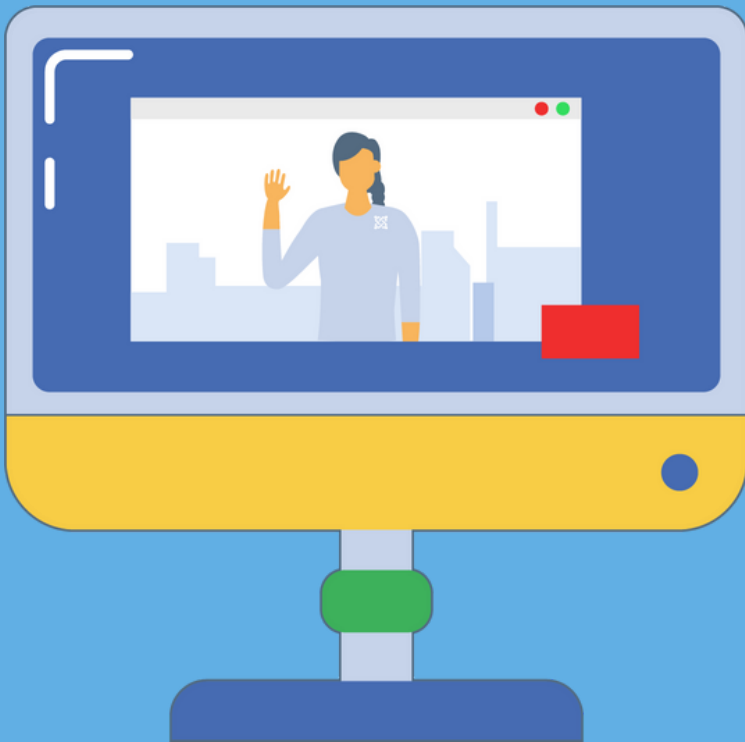
1

Identify a trending topic that your audience would care about and you have insights that would bring them real value.



Record up to a 10-minute video on Zoom or using your smartphone, save or download the video file, and upload it as a native video.

2





3

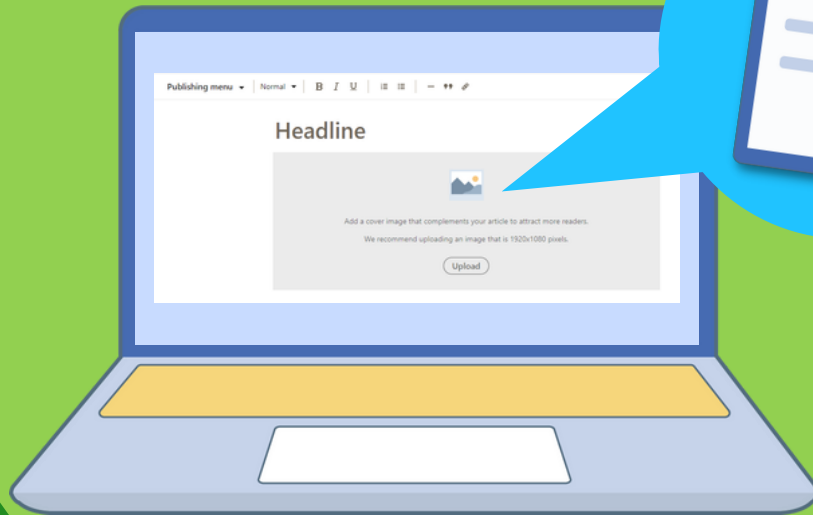
Grab the Zoom transcript or
upload the video to
<https://otter.ai>.



Copy the transcript and paste it in ChatGPT with this prompt before you paste:
“Please take this transcript and write an easy-to-follow 500-word blog post and add appropriate hashtags”

4





5

Take that blog and publish it
in a LinkedIn Article:
bit.ly/linkedinarticlepage.

Make sure to optimize the
post for SEO and include a
clear call-to-action at the end.

Publish a LinkedIn poll related to the topic of the video and blog post. This could be a question related to a point made in the video or a broader question related to the industry or topic. Make sure the poll is engaging and encourages interaction from your LinkedIn connections. (use the following prompt in ChatGPT to get the perfect poll with little to no work!)



PROMPT:

Create a LinkedIn Poll question that is positioned as (randomly include one of the following statements: a top priority or their number one concern or most important) to [Job Title] on [Topic] in 140 characters including spaces. Then offer 3 potential answers, each 40 characters or less, and include answer number 4 that states "Other, share in comments" Then include LinkedIn text for the post that will attract and engage connections.

PROMPT:

Copy and paste the transcript
and ask ChatGPT to...

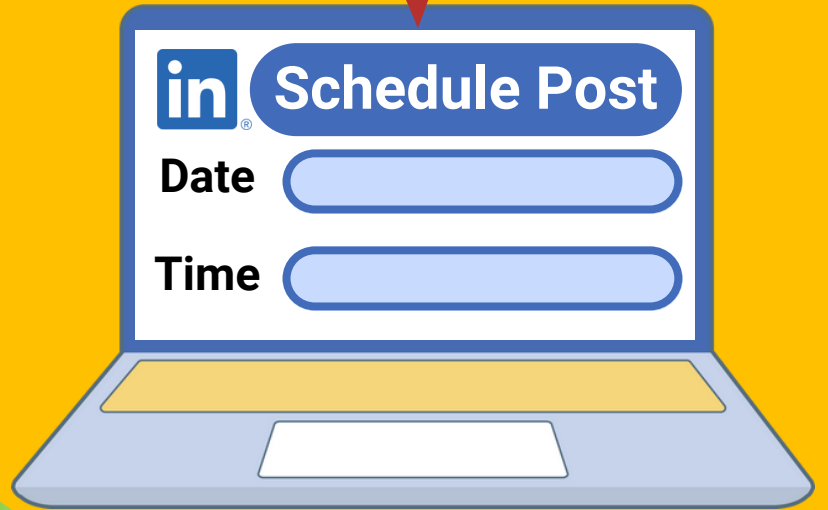
7

...highlight 4 Key quotes
and make them short,
attention-grabbing phrases
that could stand alone as
individual pieces of
content in 250 characters
or less including spaces

Use Canva or another graphic design tool to create a slide featuring each of the four quotes. This could include adding relevant images or graphics to make the quotes more visually appealing.

8





Use LinkedIn's Schedule Later tool to schedule your content for the week.

Rinse and Repeat.

10



Advanced Options:

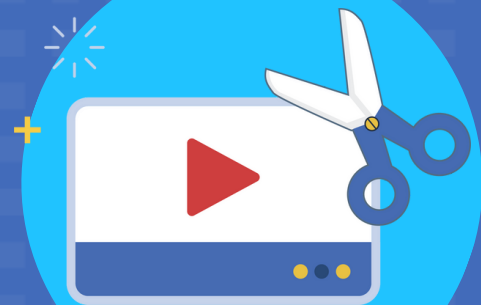
1

Edit the video to a few 30-60 second standalone snippets to share.



2

Launch a weekly Newsletter that highlights all the content you shared on the topic over the past week.



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