Growing You Business The 5 x 10 Way

Table of Contents

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The 5X10 30 Day Action Plan

I'm going to give you a sample plan for implementing the 5X10 method successfully over the next 30 days. You don't have to follow this exactly. I've included two sample plans, actually, to hopefully accommodate all types of working schedules and availability.

Take these ideas and create your own plan based on what you see here. The point is that this will hopefully inspire you to create amazing amounts of incredible content that will dramatically change your business over the next 30 days, and beyond.

Again, I've provided two sample plans here. Choose the one that falls in line with what's best for your business.

The Full Time 5X10 Schedule

The full time schedule works in chunks of 3 days. You'll work on one content type for 3 days. You'll work on another content type and series of 10 over the following 3 days. Then another type of content after that. And so on until you've created 50 pieces of content over 15 days. You'll repeat the cycle after that.

By the end of it, you'll have created 100 pieces of content over the period of a month.

Do you think 100 pieces of content can transform your business? I'm sure it can. Again, this is a full time schedule. Unless you're well versed in creating content, it will be difficult for you to get this much done just part time. That's okay-- steady wins the race.

It's okay if you don't want to create all the different types of content either. You can create 100 articles and blog posts. Or 100 podcasts and videos. It's up to you. Do what works for you.

How does repurposing fit into this? Work that into the schedule, depending on what you figure out about your current content assets and the content assets you create over the next month.

Day 1- Plan and research for content type 1.
Day 2- Create 5 pieces of content for content type 1.
Day 3- Create 5 pieces of content for content type 1.
Day 4- Plan and research for content type 2.
Day 5- Create 5 pieces of content for content type 2.
Day 6- Create 5 pieces of content for content type 2.
Day 7- Plan and research for content type 3.
Day 8- Create 5 pieces of content for content type 3.
Day 9- Create 5 pieces of content for content type 3.
Day 10- Plan and research for content type 4.
Day 11- Create 5 pieces of content for content type 4.
Day 12- Create 5 pieces of content for content type 4.
Day 13- Plan and research for content type 5.
Day 14- Create 5 pieces of content for content type 5.
Day 15- Create 5 pieces of content for content type 5.
Day 16- Plan and research for content type 1.
Day 17- Create 5 pieces of content for content type 5.
Day 18- Create 5 pieces of content for content type 5.
Day 19- Plan and research for content type 2.
Day 20- Create 5 pieces of content for content type 2.
Day 21- Create 5 pieces of content for content type 2.
Day 22- Plan and research for content type 3.
Day 23- Create 5 pieces of content for content type 3.
Day 24- Create 5 pieces of content for content type 3.
Day 25- Plan and research for content type 4.
Day 26- Create 5 pieces of content for content type 4.
Day 27- Create 5 pieces of content for content type 4.
Day 28- Plan and research for content type 5.
Day 29- Create 5 pieces of content for content type 5.
Day 30- Create 5 pieces of content for content type 5.

There you have it-- a sure fire plan for creating 100 pieces of content working full time in a month. And really, if we're being honest, you can create more than this in a month once you're well practiced at creating content.

If you're wondering what you should do during "research and planning" days... It means exactly that. Research and find great information and data. Research into your market. Get to know your audience and what the competition is doing.

It can also really help you if you plan and research all of your content. You don't want to just sit down and try to create content. You will be disorganized and it's likely to take much, much longer than it needs to take.

If you have an outline in front of you, it will go much more smoothly. You'll be able to create very high quality content with ease because all your thinking has been done ahead of time. Try it- You'll find it really helps.

Take advantage of those thinking, planning, and outlining days. You'll be able to sit down and create massive amounts of great content on your content creation days.

The Part Time 5X10 Schedule

Don't worry for a moment if you have a difficult schedule without much time to work. You can still create a lot of great content in a relatively short amount of time.

No, you probably won't be creating 100 pieces of content in a month (though, people have done that part-time before). But you will be creating great content that will move your business forward.

The suggested part time schedule has you working 1-2 hours a day, for 30 hours total a month. Can you do that?

I think you can. Find that time. Maybe it means waking up earlier or staying up later. Maybe it means giving up a favorite TV show or even working while you watch your favorite TV show. Do what you need to do.

Do you really want this? Then don't just say that you 'can't' follow through with the 5X10 content creation and traffic generation method because you don't have enough time to. There are no excuses. If you want it bad enough, you can get it done.

The part time schedule has you creating 50 great pieces of content a month. That will change your business and you can accomplish it.

Here's what that schedule might look like for you:

Day 1- Research and plan method 1
Day 2- Complete 2 pieces of method 1 content
Day 3- Complete 2 pieces of method 1 content
Day 4- Complete 2 pieces of method 1 content
Day 5- Complete 2 pieces of method 1 content
Day 6- Complete 2 pieces of method 1 content
Day 7- Research and plan method 2
Day 8- Complete 2 pieces of method 2 content
Day 9- Complete 2 pieces of method 2 content
Day 10- Complete 2 pieces of method 2 content
Day 11- Complete 2 pieces of method 2 content
Day 12- Complete 2 pieces of method 2 content
Day 13- Research and plan method 3
Day 14- Complete 2 pieces of method 3 content
Day 15- Complete 2 pieces of method 3 content
Day 16- Complete 2 pieces of method 3 content
Day 17- Complete 2 pieces of method 3 content
Day 18- Complete 2 pieces of method 3 content
Day 19- Research and plan method 4
Day 20- Complete 2 pieces of method 4 content
Day 21- Complete 2 pieces of method 4 content
Day 22- Complete 2 pieces of method 4 content
Day 23- Complete 2 pieces of method 4 content
Day 24- Complete 2 pieces of method 4 content
Day 25- Research and plan method 5
Day 26- Complete 2 pieces of method 5 content
Day 27- Complete 2 pieces of method 5 content
Day 28- Complete 2 pieces of method 5 content
Day 29- Complete 2 pieces of method 5 content
Day 30- Complete 2 pieces of method 5 content

There you have it! You can create 50 pieces of content working very part time hours in under 30 days.

What do you do if you can't create 2 pieces of content in 60 minutes? Create 1 piece of content in an hour. Work your way up to it. Again, this is just a suggestion. Your research and planning times will help you cut down on a lot of the time it will take you to actually create.

It might be that you can only get 20 total pieces of content created this month. That's okay. What's important is that you're making progress in your business. It's important that you're growing your list, getting more traffic, establishing yourself as an expert in your niche, and making more sales.

That's what creating all this fantastic content will help you do. So whether it's 5 pieces of content, 20 pieces of content, 50 pieces of content, or 100 pieces of content created over the next month, you can get it done and it will be great for your business.

Don't stress yourself out trying to get more done than is possible for you right now.

Do push yourself more than you have in the past. It's worth it.

Grow Your Business with the 5X10 Method

I am so excited for you to get started with the 5X10 method. This is something really special I'm sharing with you, because I truly believe it will help you with your business-- in dramatic ways.

It gives you a plan and a goal. And that's what you need-- what we all need-- in order to make real progress.

For you, progress means getting more traffic, growing your list, establishing yourself as an expert in your list, making more contacts, making more sales, and more.

It starts with a single piece of content. It means following through with the complete 5X10 method over the next 30 days, and beyond.

If you have a lot of time available, the 5X10 method might help you create 100 pieces of fantastic content, or more. Even more than that when you factor in repurposing.

Even if you just have a little bit of time available, you can create 10, 20, 40, 50, or more pieces of content that will do such incredible things for your business.

You can't pass this up. Now's the time. Embrace the 5X10 method. You're going to love it.

The 10X10 Method

I didn't make this connection right away as I was originally planning and putting all the pieces together for the 5X10 Content Method. But really, the 5X10 Method shares some things in common with another great method that was developed by my good friend, Sean Mize.

Sean Mize's method is called the 10X10 Method. It was developed to help people break down very large projects to make them much easier to complete.

Often, when you're faced with the task of completing a large project, there's a mind block there. It seems impossible that you can ever get it done. It's too big, too much, too 'in your face.' So, that project doesn't get done or you start it and stop it, start it and stop it. This method changes all that.

I'm a huge fan of breaking your projects down so you can work on them in little bits at a time. You don't have to face that whole thing at once—just like you don't have to face all of your content marketing at once. You can break it all down in a way that is similar to what you did with the 5X10 Method.

You can break down all of your large project ideas and anything large you're facing in life, really, by using Sean's 10X10 Method. It's nothing short of revolutionary.

The 10X10 concept is very simple and I think you'll catch onto it pretty much right away. Let's say you want to write an ebook. You're having

trouble figuring out how you're going to write an entire ebook, though. You know you should create an outline to make it easier on yourself and so you can get it done– but how?

It's easy with the 10X10 Method. All you have to do to start creating that outline and get your ebook written is write a list of 10 main topics. You can just brainstorm and organize that list off the top of your head or do a little research first to get to know your topic better.

In your research phase, it might just be as simple as going to Amazon, finding popular books on your topic, using the Look Inside feature, and seeing what those books have in their table of contents.

After going through multiple related books, you'll start to see some similarities, and you'll also possibly start to see what's missing in them, and that should very quickly result in your own topic list.

Once you have your list of 10 main topics, create a list of 10 sub-topics for each of those 10 topics. That's it– now you have a really great outline to work from, and the book will almost write itself once you get started.

You can do the same thing if you're create a coaching course (or pretty much anything else). Make a list of 10 module topics. Create a list of 10 sub-topics for each of those module topics.

There you go– you have all the topics and talking points you need for your course.

Maybe you're thinking that it would be challenging to come up with that many topics, even when you break it down like this. I think you'll soon see, that it's easier than you're imagining, in practice.

Let's say your main topic is, "How to Start a Blog." Your list of 10 topics or chapters for an ebook might include:

1. Why Start a Blog?
2. Tools You Need to Start a Blog
3. Research Other Blogs
4. Get Your Blog Up and Running

5. Pages You Need to Create for Your Blog

6. Writing Starter Blog Posts

7. Using Images on Your Blog

8. Getting People to Your Blog

9. Getting People to be Active on Your Blog

10. Turning Your Blog Into a Long Term Success

I was able to come up with these ideas with just a few minutes of simple brainstorming. I now have all of the chapters I need for a book. These are the main topics I could use for these chapters– and it took just a few minutes of planning.

This is often where people stop with their planning and outlining. The 10X10 Method takes things further.

If you are feeling stuck with your topics, you could check out hot topics, forum posts, blog posts, other books, newspaper articles, discussions on sites like Reddit.com, and so on to come up with great ideas.

Don't let this be the end of your planning! After coming up with the initial list of 10 topics, it's time to come up with your list of 10 sub-topics for each of those topics.

I hope you'll find that brainstorming these topics can even be fun. Let's give it a try with the 10 topics from above. I'm going to list 10 sub-topics under each main topic, just like you'll do for your project.

Why Start A Blog?

1. The history of blogging

2. Popular blogs in your niche

3. Benefits of blogging for your business

4. Benefits of blogging for list building

5. Benefits of blogging for expertise

6. Benefits of blogging for sales

7. Benefits of blogging for all opportunities

8. Blogging can be fun
9. Blogging can be an outlet
10. Blogging is a hub for your business

Tools You Need to Start a Blog

1. An overview of the tools you need
2. You need less than you think
3. You can blog for free or spend a little to get started
4. Choosing a domain name
5. Blogging software/WordPress
6. Your theme
7. Graphics and branding
8. Plugins
9. Security tools
10. Getting it all set up

Research Other Blogs

1. What are the main/best blogs in the niche?
2. What do they write about?
3. How do they get their traffic?
4. What is their level of interactivity like?
5. What is the voice/personality of the blog owner?
6. What do you like/not like about the popular blogs you've researched?
7. What are their list building efforts like?
8. Start to draft a plan based on what you know works
9. What will your USP be?
10. Put what you learned into making your blog great and unique, with the winning elements you love

Get Your Blog Up and Running

1. Create a plan based on what you now know
2. Get all the technical pieces up and running
3. Make it look the way you want
4. Give it a real structure
5. Delete WordPress's starter page and posts
6. Set up permalinks
7. Install needed plugins
8. Develop a plan for the next 30 days
9. Set opt-in forms up on your blog
10. Ensure your blog is secure

Pages You Need to Create For Your Blog

1. Differentiate between pages and posts
2. Overview of possible pages for your blog
3. About page
4. Contact page
5. Squeeze page
6. Disclaimer
7. Privacy policy
8. Best of Pages (best posts/start posts of your blog)
9. Make your blog your own
10. What other pages do you want and need?

Writing Starter Blog Posts

1. Start your blog off with success with some great blog posts
2. Welcome posts
3. How-to posts
4. Relationship building posts
5. Curated posts

6.   Affiliate/product review posts

7.   Posts about your products and services

8.   Posts about breaking news

9.   Posts about your thoughts/opinions/life

10.   The importance of posting regularly

Using Images on Your Blog

1.   People are very visual- images can make a difference

2.   Use images in a logo to brand your blog

3.   Use images in/create a header for your blog

4.   Use images to add something to each of your posts

5.   Create images you hope will go viral

6.   Use images of you/your life on your About Me page

7.   Create infographic images

8.   Share your images across your blog and social profiles

9.   Tools to use- Canva, PhotoShop, image sites, and more

10.   Use images in a meaningful way to grow relationships and make a
       bigger impact with your blog

Getting People to Your Blog

1.   Traffic is important

2.   Your blog traffic might be slow growing

3.   Using social media to get traffic

4.   Using Facebook for blog traffic

5.   Using Twitter for blog traffic

6.   Using Pinterest for blog traffic

7.   Writing guest posts for blog traffic

8.   Getting others to link to you

9.   Making your blog go viral

10.   Winning blog traffic for life

Getting People to be Active on Your Blog

1.   Blogging is about relationships

2.   Encouraging blog comments

3.   Accepting guest posters

4.   Running contests on your blog

5.   Creating things people will want to share on their own blogs

6.   Rewarding frequent commenters

7.   Getting people to sign up for your list

8.   Getting people to subscribe to your blog posts

9.   Responding to emails, blog comments, and more

10.   Remaining interactive and building relationships

Turning Your Blog Into a Long Term Success

1.   Follow in the footsteps of success

2.   Set goals for your blog

3.   Set goals for your business overall

4.   Determine the reason why you want a successful blog

5.   Schedule your posts ahead of time

6.   Make blogging part of your daily life

7.   Drive traffic

8.   Become a thought leader

9.   Write things people want to read

10.   Work on your blog day to day- but think long term

Do you see how easy this is? You can easily do this now with your own topic. You can create your own 10X10 outline for success. Once you use this 10X10 method, you can breathe a sigh of relief because that huge, daunting project is now really easy to complete.

You can work on each project in turn, not worrying about the rest until you get to them. That sort of focus can really help you out. Or, you can even just focus on the individual sub-topics, in turn. Spend 10–30 minutes on each of those sub-topics. You can even chip away at your project in just 10–30 minutes a day if that's all the time you have to spend! You'll get a whole lot more done than you are right now.

Or, work on a few each day or whatever you have time for. If you have full time hours to get things done, do it. This will help you focus. You'll be able to create entire ebooks or entire projects of other sorts in incredibly short periods of time. If you've ever wondered how people get huge projects like this done in a few days, this is how.

Again, you can do this with any project you're faced with. It really will help you and it makes things much easier. It brings clarity to things that wasn't there before. The 10X10 Method rocks!

In case you were wondering, I used the 10X10 Method, with some adaptations, as I was creating the outline for the book you're reading right now. If you break down what I've done, you'll probably see elements of the 10X10 Method all throughout. It works!

The 5X10 Method has been all about making it easier for you to achieve your content and traffic goals. You can use the 10X10 Method to help you create content as well– focusing on those big, daunting projects that just wouldn't get done otherwise.

Adjust each of the methods to use as you see fit. The exact numbers don't matter. Call it the 4X7 Method. Call it the 10X7 Method or the 12X10 method. Call it whatever you want to call it and use it however you want to use it. The point is that breaking it all down will transform your business.

You'll be able to create more content, finish large, profitable projects, drive more traffic, and earn more money. That's the goal, right? I think you'll see an immediate difference if you put both the 5X10 and the 10X10 Methods to use. Seriously– how many methods can help you do that? These can.

Combine my 5X10 Method with the standby 10X10 method and you will see great results. I'm so excited for you to tackle your large projects with this, finally feeling free to work without feeling intimidated.

By the way, never feel like working this way will make you less creative. The opposite will happen. This will free your mind to be more creative than ever before. You won't have to worry about what's coming next. You won't have to worry about structure and organization. You can be free to let inspiration and creativity in.

If you've never worked like this before, you're in for a treat. Make these methods your own. Turn them into what you need. When you do that, you'll thrive in business.