

# 4 DAY LEAD GENERATION CHALLENGE

## DAY #3: HOW TO PRODUCE CONTENT CONSISTENTLY

**25 years ago, at the dawn of the internet age, there were 468,000 small businesses in the UK. Now, there are 3.9m. That means there are 10 times the number of people competing in the same market place you are.**

Plus, more internet, means more free content, and more noise. So, what content should I be putting out?

### **BE CONSISTENT PEOPLE – HERE IS HOW I DO IT**

1. Download ToDolst - <https://todoist.com/>
2. Set up reminders on a daily, weekly or monthly basis i.e.  
“Post to LinkedIn daily”, “Upload Instagram Photo every 2 days”,  
“Record YouTube video every 3 days”
3. Make a note of your headlines and add them into the comments box on the activity on ToDolst
4. All you’ve got to do is remember to click on the “View in ToDolst” link in the daily email summary.
5. Do this for 30-60 days to form a habit of producing regular content.



Remember this is an **18-MONTH JOURNEY** to raise your profile and ensure you have created lots of evergreen content, which can work for you whilst you sleep.

There are no quick wins. This is the best way of generating organic leads consistently.

