



Exercise: Module 6 – Planning for Future Growth

1. Pull out your daily calendar and mark the time you will spend creating content each week, based on your editorial calendar and content plan. Be sure to work backwards from any publishing dates you have planned. This also serves as another 'reality check' to see if your content plan or editorial calendar needs to be adjusted!
2. If you don't already have an idea file or swipe file set up for building a source for content ideas, do that now with your tool of choice – online notebook, paper notebook, spreadsheet, document, etc.
3. Based on the suggestions in the module, identify where you'll look for ideas and mark time on your calendar for adding ideas to your database for the future.
 - Find ideas sources
 - Keep an ideas file
 - Subscribe to newsletters
 - Follow content creators
 - Create an email address for ideas content
 - Sign up for related Google Alerts
 - Create a Twitter account just for following people/hashtags for ideas
 - Create swipe file for information products
 - Check Q&A sites
 - Keep communication channels open for feedback





Where You'll Look for Ideas	Notes



