

Lesson 3 – Publishing Content

Why publish content?

Familiarity

Positions you as an expert

Leverage

TV

Radio

Articles

Books

YouTube, Facebook Live, IG Live, etc

Podcast

LinkedIn

Amazon

1 video per week – 50

1 article per month – 12

Wrote 1 book – 1

1 podcast per quarter – 4

67 pieces of content over 1 year

670 pieces of content over 10 years

Bonus Video – Become the most published expert in your industry -

<https://www.youtube.com/watch?v=lrY8PyJhDVo&t=1s>

Book in a Day Class - <https://ericlofholm.lpages.co/how-to-write-a-book/>