



The Nerdy Girl's Guide To Batching

5 steps to save time and stay
consistent when creating content

*Consistency is cash in the bank because people
get used to you showing up and then want to
know what you do – they're ready for your offers.*

~ Denise Duffield-Thomas

Do you batch?

(Yes, this is a pick-up line I long to hear!)

Batching. Is. The. Bomb. I just can't say enough about how it has changed my life. For real. Pretty much everyone who owns a business creates some kind of content, and if you haven't started batching, you really should try it. It works for just about any content you need to create; Social Media, email, newsletters, blogs, podcasts... And it's super easy.

This guide will take you through my process of batching your content, so you can easily create everything you need to stay consistent, and stress-free on your social media, blogs and newsletters!



Step 1: Book It Dano!

Take out your calendar. Find a day, at least a month from now, and book at **minimum**, 3-4 hours. An entire day is even better.

I know what you're saying. "*You want me to book AN ENTIRE DAY to make content for my Social Media or newsletters?*"

Yup. This is the **MOST IMPORTANT** step! If you're like me and you color-code everything (red is the **NOT TO BE MISSED FOR ANY REASON** color), mark it in red. Underline it, highlight it, and write it in **BIG BOLD LETTERS**.

You also need to *BOOK* a batching place. This is also really important. Best option: Somewhere that is **NOT** your regular workspace; your favorite coffee shop will work in a pinch. You can even get sneaky and convince your business bestie that batching is the bomb and get them into it. Then you can reserve a co-working space together! (That's what I did; now my bestie and I have a batching day at the end of each quarter!)

The reason you want a place that is separate from your regular working space is your brain is going to try to distract you with other "more important" things, especially if content creation is something that you don't particularly enjoy. I have additional tips to counteract this later on.

As you get close to Batching Day, your brain will try to tell you that you can put it off for that "more important" task and that it's not as important as, say, cleaning out your garage. Don't fall for it.



Step 2: Content; Assemble!

This is the collecting step. It takes place **BEFORE** Batching day. You've made a commitment to get all that lovely content created, but you will need something to work with.

It actually takes all month (or quarter, if you're batching a full quarter at a time). During this step, you are taking pictures, making short videos, and jotting down fun little notes and thoughts you have as you go about your life. You don't need to edit anything yet.

Did you see a raccoon in the backyard, out your office window?

Take a quick picture or 30-second video.

All that new product that came in?

Snap a pic before you package it up to go out to customers.

Standing in the line at the post office, sending out Holiday cards?

Take a selfie and jot down your thoughts in a note on your phone.

Over the month (or three), you'll gradually gather tons of content you can use in your Social Media or newsletters.

Pro tip: Everything is content!



Step 3: I have a cunning plan...

It's time to get organized! Here's what you'll need for a successful (and fun!) day of batching:

- **Food!**
 - Batching takes energy, so make sure you plan delicious snacks. I eat cheese, fruit... and there is usually also some kind of baked deliciousness. Whatever it is you really enjoy, make sure it's around. You're going to be working hard! Treat yo'self!
- **Content**
 - All that incredible content you have collected over the month or quarter.
- **Anything you will need to create the actual posts or newsletters.**
 - This means your computer (*and don't forget the charger!*)
 - Changes of clothes if you are making additional reels or videos
 - Headphones (helps to keep things distraction-free)
 - Pen & Paper (just in case!)
 - Your phone (if that's where all your images/videos are)
- Anything else you think will make the day nicer (I always bring a vanilla scented candle)



Step 4: The Game Is A-Foot!

This step is actually broken down into 5 parts. The reason for this is the same reason batching works in the first place. Our brains don't like switching lanes. If you create all the same type of content at once, it will be even easier and faster.

Think of it like doing a puzzle. You find the corner pieces first, then you put the edges together, then finally you work on the middle until the puzzle is complete!

(Denise Duffield-Thomas taught me that one!)

Part 1: Make a list of the dates you will be posting. Literally dates; Monday, Aug 1, etc.

Part 2: Write down the topics you address in your business.

- Are you a coach? What do you coach on, and what topics do you talk about?
- Are you a service provider (like me!)? Maybe you talk about the importance of whatever it is you offer.
- Do you post inspirational posts as well?

Part 3: Pick what type of post you're going to make for each day, and write it down next to the dates.

(For example; If on Mondays you are going to talk about something inspirational, then next to each Monday, write "Inspirational")



Part 4: Now that you know what you're writing about, it's time to write captions or newsletter text. Don't worry about the images or videos; we'll get to them!

Pro Tip: Write all your similar posts together. So all the Mondays, then all the Tuesdays, etc.

Part 5: It's time to decide which photos or video clips you are going to use, and edit them if necessary.

☞ If you are filming additional reels, this would be the time to do it.

☞ If you are creating graphics in a program like Canva, this is also the time you'll do it.

Note: If you find you need inspiration from the images or videos in order to write the content, Part 4 and Part 5 can be swapped, slightly. Select the images, but don't make the edits yet.

Planning out your written content first helps you avoid getting stuck in an editing rabbit hole. You will find that you have gathered more content over the month than you realize, and not all of it will need to be edited!

Where focus goes, energy flows.



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Step 5: Make it so!

It's time to schedule! Head on over to your scheduling platform of choice and lock it in!

Copy and paste works really well for the text, and upload those images & videos. Once it's done, schedule it!

Social Media Scheduling platforms:

There are a ton of Social Media scheduling platforms out there to choose from. Most of them have a free option, or at least a free trial until you are wanting to schedule across more than just Facebook or Instagram. Here are a few of my favorites;

- Planoly
- Meta Business Suite
- Air Table
- CoSchedule

Email & Newsletter Marketing Platforms:

Most email marketing platforms allow you to write and schedule months' worth of content ahead of time. Most will also integrate really nicely with WordPress and other websites so you can seamlessly collect emails and build your list! My favorites are:

- Mailerlite
- Klavyio
- ActiveCampaign
- Hubspot

If you have any questions about email marketing or need help setting up your platform, I can help! Drop me an email and we'll chat!



Step 6: Post-Credit Sequence

Okay, so I know I said 5 Steps, but this bonus step is kinda important. It's time to **CELEBRATE!** *cue music*

You have content for an entire month! Maybe even an entire quarter! No more trying to fit it in, no more stressing out because you know it HAS to be done, but you just don't have the time or the desire to do it. That shiz is D. O. N. E. Done!

Go have a glass of wine, a hot bath, or watch Twilight (c'mon now; you know it's so horribly bad, that somehow it makes it good again!). Do whatever it is that makes you really happy. You deserve it. You worked really hard today!

Bonus Tips:

Our brains are magical. They really do like to protect us from terrible things. Unfortunately, that often means trying to distract us from getting things done, even when they are important. Here are a few bonus tips on how to keep your brain from “protecting” you from getting your content creation done!

- 🕶️ Wear headphones with background music
 - I like ocean sounds or lo-fi music
- 🕶️ Put your phone on “Airplane” mode, or better yet, turn it off completely
- 🕶️ Work somewhere people won't interrupt you
 - Co-working space
 - Local coffee shop
 - A friend's home office (if you both work from home, an office swap is a great option!
- 🕶️ Close down ALL tabs on your laptop/computer except for the ones you are actually using
- 🕶️ Close your email program completely (that little number that shows up when you have new mail? UGH!)



Welcome to the future.

- Enola Holmes

A Quick Review:

Step 1:

Book a time and a place

Step 2:

Create your content options

Step 3:

Plan; don't forget your cords and food!

Step 4:

Make your lists, pick your topics, and create!

Step 5:

Schedule it!

Bonus Step: Celebrate how awesome you are!

You are now officially a batching expert!

Just think, in one day you will have created everything you need for an entire month or even an entire quarter. What kind of time will that free up for you?

Just like Hermione Granger from Harry Potter who's prepared for anything, you'll always be ready when it comes to your content!



Final notes

Referral Bonus!

Do you know a business that might benefit from working with me? When you refer me to someone, I will send you \$200 when they sign their contract!

ADDITIONAL SERVICES & ADD-ONS

Spoiler Alert!

Welcome & Nurture Automation Sequence

What You'll receive:

- 4 Welcome & Nurture Sequence Emails
 - Introductory/What to expect
 - Introducing the Founder/Business
 - Introducing the Product/Values/Process
 - Testimonials/Benefits

Includes:

- One in-document revision per email
- One test email revision per email
- Set-up in your email platform
- Attach to Lead Magnet
- Connect to 2 collection sources

Add-Ons:

- Email platform setup
- Lead Magnet brainstorming Session

[LEARN MORE](#)

Happily Ever After

Newsletters Written For You

What You'll receive:

1 Newsletter per week

Includes:

- One in-document revision per email
- One test email revision per email
- Set-up in your email platform
- Scheduling

Add-Ons:

- Additional weekly newsletters
- Dormant list restart email
- Additional sales emails

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The Super Hero Team Up

Roadmap To Newsletter Success VIP Coaching

What You'll receive:

1:1 VIP Coaching to create the entire roadmap for building your newsletter, from choosing the right platform for your business, to creating a 3 month content plan to help you get started.

- Up to 2 hours of 1:1 coaching time
 - Guidance on the Email Marketing Platforms and how they work & integrate with your website to help you choose the right one
 - Topic brainstorming for your first 12 newsletters
 - Lead Magnet brainstorming
- Includes:**
- How To guide on batching & content creation
 - Content Calendar for fun content inspiration
 - Coaching On:
 1. How to write your Welcome Sequence
 2. Sales emails vs newsletters
- PLUS:**
- Ebook that includes email best practices and all the information we covered so you can refer back as you go!

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