

## Resource Sheet: Tools & Resources Required to Get Started with Each Content Pillar

For almost all the content pillars you choose to move forward with, there will be other tools and resources you will need to secure and implement to make this pillar work effectively for you.

At a minimum, an email service provider and a website are needed for all pillars. Here's a listing of what else you may need, to help give you a more robust picture of what you will need to get started and be successful with each.

### Written Word:

#### Books

- Professionally designed book cover
- Formatting software to convert manuscript into formats for publishing platforms
- Proofreader

#### Blog

- website with blogging capabilities

#### eMail

### Audio:

#### Podcast

- External microphone
- Audio editing software

#### Music

## The Customer Magnet: How to Create a Content Strategy That Builds Your Business

### Video:

#### YouTube/Video Channel

- Camera (can be smart phone camera)
- Video editing software

#### Webinars

- Webinar software
- Web camera

#### Virtual summits

- Web camera
- Membership site
- Landing pages
- Payment gateway
- Affiliate management platform