

Build Your Content Funnel for Endless Video Content Ideas Checklist

This checklist covers what needs to happen to create a content funnel so you always have access to new ideas. Check off each action step as you do them.

How to Get Unlimited Content Ideas

Tools to Use:

- [Feedly.com](https://feedly.com) to organize feeds
- [BuzzSumo](https://buzzsumo.com) to find influencers in your niche
- [GetPocket.com](https://getpocket.com) to store specific pieces of content by tags
- [Google Alerts](https://www.google.com/alerts) for notifications of new content in your niche.
- [Quora](https://www.quora.com) to find answers to questions people are asking
- Use PLR as a starting point for a video

Planning Your Content Calendar

- Decide on the type of calendar: Digital such as WordPress editorial calendar, Printed, Software
- Include topic
- Original source
- Keywords
- Is it PLR

Content Funnel

How to use your content plan to plan your videos. Some examples might be:

- Curated Content
- Topic Inspiration

- Controversial Articles
- Trending News
- Answer Questions
- Common Frustrations in the industry

Use this checklist to begin building a content calendar for creating videos.