

# Build Your Content Funnel for Endless Video

## Content Ideas Worksheet

You're getting a lot of ideas after doing your keyword research. Now you need to organize them so you always have access to new ideas for your videos. Use this worksheet to build your content funnel using those ideas.

Why do I need a content funnel? How can it give me endless ideas for content?

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Have I set up my account in Feedly.com for getting new content on my topic? If not, am I using another content aggregator?

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Have I set up my keyword categories to stay organized? Do I want to list my favorite blogs or influencers in my niche? What information have I found using BuzzSumo about the influencers in my market?

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What keywords am I adding to the keyword alerts tab? Am I using all or some of the keywords I researched?

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Am I going to use GetPocket.com to store specific pieces of content sorted by tags? If so, which keywords am I targeting?

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Am I using Google Alerts to pull in resources based on certain keywords? If so which keywords?

Have I searched for questions being asked about my topic in Quora? Did I save the relevant ones with good resources and answers into my GetPocket account?

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Have I found any quality Private Label Rights content I can use for my topic? PLR content can be edited and used as research and as an idea starter. Which ones do I currently own or want to purchase? How can I turn them into a video for my niche?

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What type of content calendar do I need? Do I want something that works in WordPress as a plugin? What about getting my content organized with spreadsheets or a calendar? Which will be the easiest to use? Which one will work best for my organizational style?

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How can I use this content to create videos? What type of subjects can I offer?

- Curated Content that comes from others?
- Can I be used as inspiration for topics I hadn't thought of?
- Is there a way to use controversial articles as videos?
- Can I use trending news to create a newsworthy video?
- Is there content I can use to answer questions or address common frustrations in my industry?