

## **3 Purpose Driven Methods Experts Use to Crush Content Shock**

Content Marketing Rule# 74: Take everything into consideration.

Sure, one can laugh off the impending Content Shock theory [the way Copyblogger did](#). It's easy to mock [Mark Schaefer's](#) theoretical discovery as overreaction. Already, there are a few brave souls dismissing it as a scary bedtime story for gullible content marketers.

[Schaefer's scoop is that content shock will arrive](#) when humans are no longer able to consume the amount of content that is available. The theory is shaped around the idea that while content supply is booming, the demand for it is flat, simply because there aren't enough hours in the day to consume it all.

*How will we sleep at night knowing that we missed that viral BuzzFeed blog?*

But while some are rolling their eyes, others are shifting their focus on the reality that it could happen and even worse... that it is already upon us.

Nielsen has reported that an average American will devour 10 hours on content per day. That's nearly half of the day scrolling through viral photos on social media, laughing at shared videos between friends, reading critical reviews of a restaurant and scanning through that blog on pop culture.

Sooner or later, more and more content will fall through the cracks, and it will get harder and harder to get the attention of new prospects and customers. So is content shock for real? There are enough experts and professionals alike that certainly think so.

But it doesn't mean that there will be mass seizures from content overload. Computers aren't going to randomly blow up from too many blogs, and the public will not riot against the content producers, threatening to unplug their Macbooks.

What it does mean is that there is a very real possibility that (surprise!) it will be harder to get your content in front of new prospects and customers for your business. It does mean that it could cost you more money, more time and more energy to get people to read your content.

But before you throw your keyboard down the steps and give up, take heart in the knowledge that content marketing, despite its grim predictions isn't going anywhere. It's continuously evolving. And that's where the savvy content marketers will win the game.

There are already solutions floating all over the web, but here are 3 purpose driven solutions that experts are using to crush the impending content shock.

**1. Tackle the New Frontier of Social Media... NOW** - Starbucks, Whole Foods, Chipotle and other brilliant brands are taking on the likes of Instagram, Vine and Pinterest as untapped frontiers for content marketing and social connection with their customers.

Wiser companies are using visual media as a form of content that is easily digestible for newer audiences. Visual media, which can be generated by your audience (“[user generated content](#)” or UGC) or by your brand, is images pinned to Pinterest, photos shared on Instagram and short- and long-form video – i.e., Vine versus YouTube. This stuff works because it attracts valuable attention and can carry a real emotional attachment, which is critical when trying to get an audience to pay attention and directly respond.

**2. Focusing Harder on Your Core Customer** - Companies determined to beat content shock will have to be more specific and focused on their core customer base, creating content that is truly useful to them on a consistent basis.

Christopher S. Penn, Vice President of Marketing Technology for Shift Communications [speaks about the importance of customer specific marketing](#):

“The worst possible strategy is to go broad and general to attempt to appeal to everyone. There is no everyone any longer in the content shock, only the people who want to be fans of you. Serve them first, or lose the content game entirely.”

**3. Humanize, Humanize, Humanize** - [Mark Schaefer implored fellow content marketers](#) to believe that “‘be more human’ is the killer app for Content Shock.”

Being human is what leads to trust from your customer. And the trust not only creates loyalty, but a consistent army of personal marketers for your brand. The more authentic your touch is, the more connection you’ll eventually receive from those who will support you.

Perhaps the real revelation behind content shock is that companies will simply have to be better at their content. The internet is still yours for the taking, so long as you know that the better your content, the more you’re in the win column.

# 5 Easy Mental Hacks that Instantly Boost Your Personal Productivity for Life

## [Shutterstock #1](#)

A wise and incredibly wealthy man once said that there are three types of people in this world. Type 1 plays the game. Type 2 watches the game. And Type 3? They don't even have a clue a game is being played.

In the game of reaching success and seeing dreams come true, productivity is the lifeblood. It's not how much knowledge you can retain, it's in how you use it.

Still, in the age of social media and the 24-7 digital distraction machine, production is a big issue with even the smartest and most ambitious individuals. How do you get past the urge to procrastinate, simply watching the game go by? Most of us love to laugh at the videos on Vine, chat it up on Facebook, or simply daydream about not having to do what's necessary.

Before you look up, 40 minutes have passed by and you're doing anything *but* the task you set out to do.

And it's not getting better. Harvard Business School lecturer and author of "Extreme Productivity" [Robert Pozen says that most people...](#)

“wind up spending huge amounts of time doing things that are really delegable and not enough time on the things that are really critical...”

With more technology offering more instant gratification, what can we possibly do to drop the distractions and play the game of focus?

There are incredible solutions out there, but we've found 5 of the most potent moves, giving you impenetrable momentum and powerful focus that will help you plow through even the stickiest and most mundane tasks.

**1. Listening to Classical Music** - Some music simply sets the mood for getting it done. And when it comes to certain tunes, there is nothing that can get you locked in like the sounds of Beethoven's finest symphonies.

Classic music has been proven by Neuroscientists to boost your IQ and draw in mental focus. [In a recent New York Times article, Dr. Teresa Lesiuk](#), assistant professor of in music therapy at the University of Miami found that those who listened to music completed their tasks more quickly and came up with better ideas than those who didn't, because the music improved their mood.

Changing your habits to include classical music during your times of serious work can make a notable difference in the office or anywhere you are, working hard.

**2. Get a Productivity Accountability Partner** - HacktheSystem.com, a highly popular blog on entrepreneur lifestyles recently got into connecting their blog readers as accountability partners to get their personal tasks done. They used sites like Yast.com and Trello.com to use their actual money as a penalty if the task wasn't done.

Getting someone who holds you accountable whether it be a phone call, or a simple email per day really gets people in the mode to get things done.

Use social media to find - or start - a group that helps keep people accountable. In the process you can help yourself and help others get the job done.

### [Shutterstock Photo #2](#)

**3. Positive Affirmations** - Before it all comes out, it starts from within. And we can change what is within by telling ourselves in advance what we can accomplish. Taking a deeper understanding of how our subconscious minds work, we can begin to change the pattern of how our brains process information.

Many people today, equipped with more information on neuroscience are using the power of positive affirmations to start their day off right. Simply telling yourself that you have had a great and productive day in advance already gives instruction to your brain that you've had a productive day.

Savvy professionals and entrepreneurs alike are using telling their brain to look for ways to being more productive. And their using personal recorded affirmations to make that happen.

There are apps like [Singulaa](#) that allow you to record your own voice over soothing music. Write down your best and most ideal ideas, speak them into existence using the app and listen to them daily, as you wake up early and before you go to bed.

Eventually, your mind will believe what it is being told, and you will find yourself working more efficiently and with purpose.

**4. Identify and Destroy Bad Habits** - When we sit down in our room and we're alone, we can use that time to do a simple self-assessment. In that time, figure out what our good habits are and what our bad habits are.

[Charles Durhigg, author of "The Power of Habit"](#) taught millions that with every habit is a cue, an action and a reward. It could be the sound of an alarm clock, the smell of coffee or a certain time of the day.

Check out what cues your action into doing whatever it is that you do. And then observe why you do it. What's the reward? Why do you continue that action over and over?

We can identify our good and bad habits this way and learn how to change our actions and keep the same rewards and cues to create a more productive lifestyle.

**5. Gratitude Journal** - Instead of overwhelming your mind, try writing down at the end of the day everything that you accomplished and reward yourself with something small for what you completed.

Being thankful and excited about what you accomplished for the day can create a habit of looking forward to the next day, giving you more purpose and reason to remain productive for the day.

This is an amazing time to live in. We have more access to powerful and positive resources that can give us the type of life that we want to have. Employing these 5 clever mental hacks will not only give you a boost in productivity, but a permanent change in your results.

And if it's your best life that you're looking for, the best is yet to come.

