



My Monthly Content Creation Plan

Business name:

For month:

ATTENTION BUSINESS-BUILDER!

Invest 60 minutes planning time now, so you can consistently market your business all month long.

Use this workbook to create a plan that helps you:

- ♥ Grow your audience
- ♥ Create a deeper connection and engagement with your existing audience
- ♥ Convert your engaged audience into paying customers
- ♥ Leverage your relationship with your customers/superfans.

Let's make your website work harder for your business.

 Laura

LOOKING FORWARD

What have you got planned for your business over the next 90 days?

Content you will need to create/update to support these plans:

Content	Target Date	Complete

WEBSITE REVIEW

Take a look at each page of your website, and check it's working as hard as it can for your business.

Webpage Title	URL	Goals For The Page	Changes To Make This Month	Target Date	Happy Page is Up-To-Date ✓
Home page		<ul style="list-style-type: none">• Give an instant impression of who you help, and how you help them.• Help the visitor find their way around your website			
About page		<ul style="list-style-type: none">• Give an instant impression of who you are for, and how you help them.• Help the visitor get to know you as a likeable, credible, approachable, friendly, knowledgeable expert.• Help the visitor get to more information about how to work with you OR help them make contact/stay in touch.			

BLOG REVIEW

4 steps to a better business blog:

1. Use Google Analytics to find your 5 most popular blog posts.
2. Link each one out to at least one other blog post on your website.
3. Link each one out to a sales page on your website.
4. Are there any lead magnets/content upgrades you can add to each blog post?

Blog Post	Links out to another blog post ✓	Links out to a sales page ✓	Includes lead magnet, content upgrade or email sign-up box ✓

CONSISTENT CONTENT MARKETING

Marketing your business online requires consistently working towards four goals:

- ♥ Growing your audience
- ♥ Creating a deeper connection and engagement with your existing audience
- ♥ Converting your engaged audience into paying customers
- ♥ Leveraging your relationship with your customers/superfans.

Pick 3-8 activities that you commit to doing EVERY week (yes, even if you have a cold / birthday party / house renovation / bad weather / family visitors), that will help you do these things.

Suggestions:

- A Facebook live to your page/free group
- A credibility-building, blow-your-own trumpet post to your social media
- Share old content on social media
- Share new content on social media
- A keyword optimized blog post to attract traffic
- A guest post, podcast interview, or some other collaboration to get in front of a new audience



List your key marketing activities here:

CONTENT CREATION FORECAST

	w/c:		w/c:		w/c:		w/c:		w/c:	
Marketing Activity	Details	<input checked="" type="checkbox"/>	Details	<input checked="" type="checkbox"/>	Details	<input checked="" type="checkbox"/>	Details	<input checked="" type="checkbox"/>	Details	<input checked="" type="checkbox"/>
E.g. Keyword optimized blog post	5 Kale-based smoothie receipes	<input checked="" type="checkbox"/>	How to blend spinach without a blender	<input type="checkbox"/>	How to blend spinach and Kale - best green leaf smoothie recipes	<input type="checkbox"/>	5 Green Smoothies That Keep You Full	<input type="checkbox"/>	How To Store Your Green Smoothie Overnight	<input type="checkbox"/>
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THE P REPORT

(your template for your weekly content marketing review and planning)

	Progress made in the last 7 days	Planned for the next 7 days
Growing My Audience		
Creating Connection And Engagement With My Audience		
Promoting My Offers & Converting Warm Leads		
Leveraging Existing Relationships		

Problems: What are you stuck on and where can you get help?



Now go to your diary and PREPARE.

Schedule in the time you'll be working towards those goals, so that this time next week you can report those wins back to me.

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NOW MAKE IT HAPPEN



You can see what work needs to be completed each week - grab your calendar, planning tool, diary, or whatever you like to use to stay organized and get the time scheduled in to make this happen.

Need help?

Send me an SOS using this form: bit.ly/2se4mYk

I'll suggest a combo of free resources, paid courses, and hands-on assistance that'll have your website turning strangers into superfans 24/7 (while you focus on doing the things you love).

To find out more about me, poke around here: writewithworditude.com/about

To find out more about my courses, poke around here: worditude.thinkific.com

To join other business-builders mastering the art of copywriting and content-creation, poke your head in here: facebook.com/groups/worditude