

# 2020

## *Content Plan*

CREATE A POWERFUL, SIMPLE  
CONTENT PLAN FOR 2020

*Create more, consume less*

• SHE OWNS IT •

# *Income Goals*

WHAT IS YOUR INCOME GOAL FOR THE NEXT 12 MONTHS?

**GOOD**

**BETTER**

**BEST**

WHAT IS YOUR INCOME GOAL FOR THE NEXT 90 DAYS?

**GOOD**

**BETTER**

**BEST**

# *Discovery & Nurturing*

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HOW ARE YOU GOING TO GET MORE PEOPLE TO FIND YOU AND KNOW LIKE AND TRUST YOU?

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WHAT IS THE ONE PLATFORM YOU'RE GOING TO FOCUS ON IN THE NEXT 90 DAYS?



WHAT IS THE BEST TIME TO POST ON THIS PLATFORM?



HOW ARE YOU GOING TO CAPTURE LEADS FROM THIS PLATFORM? HOW ARE YOU GOING TO NURTURE THEM?



# *Creating Offers*

IN THE NEXT 90 DAYS, COULD YOU USE ANY OF THE FOLLOWING OFFERS TO INCREASE CONVERSIONS:

- LIMITED NO. AVAILABLE
- LIMITED TIME AVAILABLE
- LAST TIME AVAILABLE AT THIS PRICE
- HOLIDAY PROMOTION
- CHARITY DONATION
- LIMITED TIME FREE DELIVERY
- LIMITED NO. OF PURCHASES
- SPECIAL EDITION PRODUCT
- CLEARANCE PRICES
- ENTRY LEVEL PRODUCT OFFER/ AUDIT

# Plan Your Offers (Example)

	MONTH 1	MONTH 2	MONTH 3
	DECEMBER	JANUARY	FEBRUARY
	SALES GOAL	SALES GOAL	SALES GOAL
	\$10,000	\$15,000	15,000
WEEK 1	AWARENESS ANTICIPATION	AWARENESS ON HOLIDAY	AWARENESS
WEEK 2	OFFER CHRISTMAS SALE	AWARENESS ON HOLIDAY	AWARENESS ANTICIPATION
WEEK 3	AWARENESS CHRISTMAS	AWARENESS ANTICIPATION	OFFER FREE WORKSHOP + CHARITY PROMO
WEEK 4	AWARENESS NEW YEAR	OFFER LAST TIME EVER AT 2019 PRICING	AWARENESS

# *Plan Your Offers*

MONTH 1

MONTH 2

MONTH 3

DECEMBER

JANUARY

FEBRUARY

SALES GOAL

SALES GOAL

SALES GOAL

WEEK 1

WEEK 2

WEEK 3

WEEK 4

# *Content Buckets (Example)*

BUCKET 1

CTA

BEHIND THE SCENES

COMMENT

BUCKET 2

CTA

TEACH

LINK

BUCKET 3

CTA

QUOTE

COMMENT

BUCKET 4

CTA

SPOTLIGHT

LINK

BUCKET 5

CTA

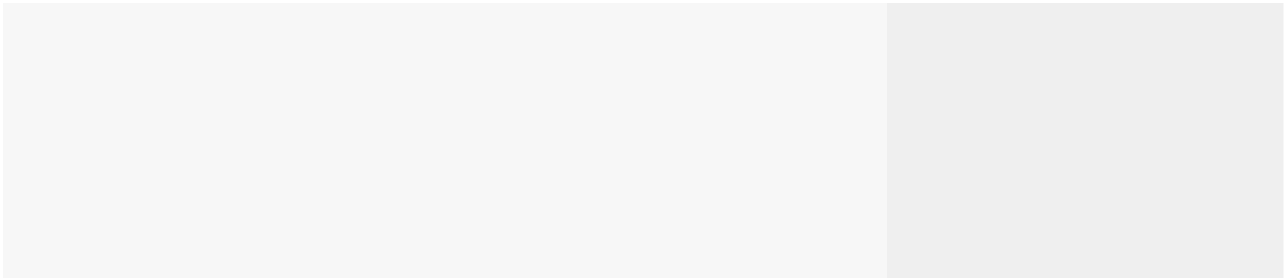
NEW

LINK

# *Content Buckets*

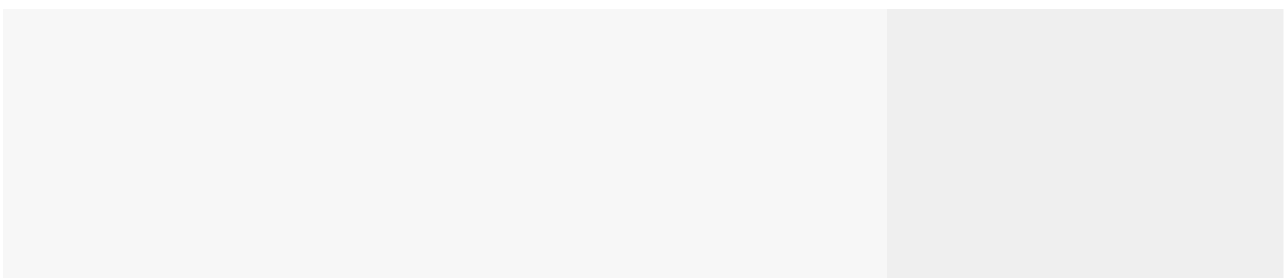
BUCKET 1

CTA



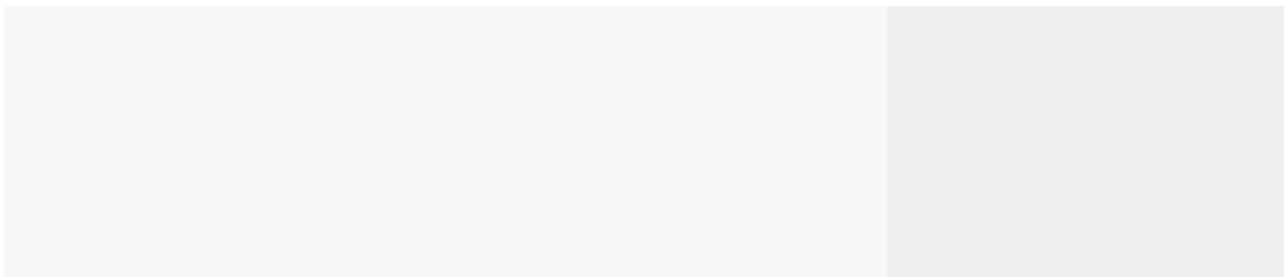
BUCKET 2

CTA



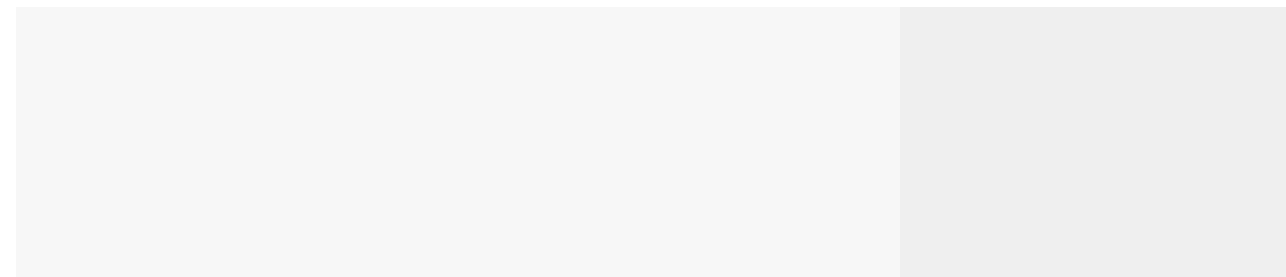
BUCKET 3

CTA



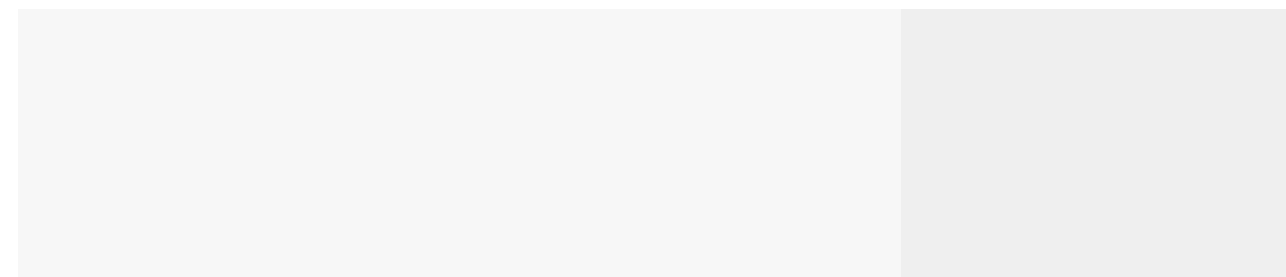
BUCKET 4

CTA



BUCKET 5

CTA





# Content Plan Month 1 (EG)

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
<b>BTS</b>	awareness	awareness	offer	awareness
	It's holiday time! What are you doing? Here's me...			
	comment	comment	comment	comment
<b>TEACH</b>	How to plan your holiday content			
	link	link	link	link
<b>QUOTE</b>	Invest in rest"			
	comment	comment	comment	comment
<b>SPOTLIGHT</b>	Sarah Clarke			
	link	link	link	link
<b>NEW</b>	90 Day Planning Workshop avail. now			
	link	link	link	link

# *Content Plan Month 1*

WEEK 1

WEEK 2

WEEK 3

WEEK 4

M

T

W

T

F

# *Content Plan Month 2*

WEEK 1

WEEK 2

WEEK 3

WEEK 4

M

T

W

T

F

# *Content Plan Month 3*

WEEK 1

WEEK 2

WEEK 3

WEEK 4

M

T

W

T

F

*"The most effective way to  
do it is to do it"*

Amelia Earheart

