

Content Marketing Plan 2021

Key Points

Details

examples Nathalie

Strategic Goals	Strategic Goal 1	<i>Positioning</i>
	Strategic Goal 2	<i>Sales</i>

Products Strategic Goal 1		<i>PMP process - profitable, marketable product done for you</i>
Products Strategic Goal 2		<i>ESM - Experience Sales Masterclass, Sales Bootcamp</i>

Funnels		<i>Find your Topic</i>
		<i>3 biggest sales challenges</i>
		<i>Linkedin Profile Optimizer</i>
		<i>58 creative places to find Coaching Clients</i>

Keywords	Keyword 1	<i>PMP - profitable marketable product</i>
	Keyword 2	<i>Your Core / Essence / Superpower</i>
	Keyword 3	<i>High Value</i>
	Keyword 4	<i>Market Validation</i>
	Keyword 5	<i>Social Selling</i>

Topics	Step 1 of your product	<i>Your Essence / Superpower / IP</i>
	Step 2 of your product	<i>Your Niche</i>
	Step 3 of your product	
	Step 4 of your product	
	Step 5 of your product	
	necessary Mindset	
	Proof / Credibility	
	x...	
	y...	
	z...	
	Keyword 1	<i>PMP - profitable marketable product</i>
	Keyword 2	<i>Your Core / Essence / Superpower</i>
	Keyword 3	<i>High Value</i>
	Keyword 4	<i>Market Validation</i>
	Keyword 5	<i>Social Selling</i>

Hot Buttons	Frustrations	<i>not enough leads</i>
	Fears	<i>going out of business, going back to get a job</i>
	Wants	<i>enough leads</i>
	Aspirations	<i>have a thriving, growing business helping a lot of people</i>

Formats	Video	
	Podcast	
	Text: Article / Blog / Email	

Frameworks	Teach	
	Q & A	
	Rant	
	story & lesson	
	event & lesson	
	Demonstration	
	comon mistakes	
	Polarizing	
	Controversial	
	Unusual	
	Common Objections	

VIDEO

FRAMEWORKS

Teach Q & A Rant story & lesson Demon-stration common mistakes Polarizing Contro-versial Unusual Common Objections

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AUDIO

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TEXT**FRAMEWORKS**

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Q & A

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story & lesson

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