



Hybrid Based Content Plan

This content plan is a hybrid plan that can be used in a launch or as a variant of the promotion's based content plan.

This plan is very simply to follow and you can have versions of it. You have four elements each day for X number of days — you choose.

Each day you publish:

- A how-to post — straight value on what you teach.
- A social proof post — show the wins of those you've worked with and yourself.
- A call to join an email list — this is optional but effective because you build an email list.
- A Facebook live or some form of live interactive video — this is to create engagement and more visibility. These can be live coaching sessions or lessons.

The content hits on pain points, answers questions, covers possible objections to the sale, adds real value, and inspires the reader about the topic behind the premium offering.

Having a clearly laid out content plan will make it easier to sit down and create content.

But, know that you can adjust this content plan as necessary or as things change. It will also help your promotions and messaging to flow better.

Example:

Value Post — post between 10 and 11 am EST

Cindy's post:

Pitch These 17 Publications that Pay for Content

Contributing content to large publications builds your email list, helps you sell lots of books and products, sell courses, and get new clients. Practically, you can also get paid to contribute.

Despite what's happening in the world economy, there are a TON of publications that are actively looking for content from consultants, coaches, speakers, agency owners, and online entrepreneurs.

Content is king right now and as a content creator, you don't lack for lucrative opportunities. Here is a list of 17 publications that pay five hundred dollars or more for your content.

1. Inc. Magazine

They pay eight dollars and fifty cents for every one thousand page views. Every time any of your articles (new or old) are viewed, it adds up.

We have our students that are making ten thousand dollars a month from their Inc. Magazine content.

They are looking for regular columnists. Meaning, when you pitch, you should pitch a unique column idea that fills a gap. Cultural topics are a good column idea to pitch.

2. EDTECH

They pay two dollars a word for written content (per piece).

They are looking for content on business topics, technology, education, and digital transformation.

3. Workforce Magazine

They pay three dollars a word for written content (per piece).

They are looking for content on mindset, personal development, finance, career advice, leadership development, high performance, team building, and diversity.

4. Fortune

They pay two per word for written content (per piece).

They are looking for content on digital marketing, funnels, podcasting, digital transformation, working remotely, business structure, growing a business, sales, and mindset.

5. Harper's Bazaar

They pay two thousand dollars for written content, audio, or video content (per piece).

They are looking for content on business growth, travel, marketing strategy, wellness and business, the entrepreneurial mindset, sales, and business finance.

6. Vox

They pay two dollars per word for written content.

They are looking for articles on mindful entrepreneurship, business growth podcasting, funnels, scaling a business, sales, and digital marketing.

7. Southeast Asia Globe

They pay four dollars per word for written content.

They are looking for articles on entrepreneurship, business growth podcasting, wellness, leadership development, communication, scaling a business, sales, and digital marketing.

8. Discover Magazine

They pay two dollars per word for written content.

They are looking for articles on COVID-19 and business now, mindset hacks, personal development in business, marketing strategy, and high performance.

9. ALLURE

They pay one to three thousand dollars for audio and video content in the range of fifteen to twenty minutes.

They are looking for content on beauty tips, profiles, travel, and wellness.

10. Redbook Magazine

They pay one to two thousand dollars for audio and video content in the range of fifteen to twenty minutes.

They are looking for content on beauty, body, shopping, and more for women.

11. ESSENCE (For African American women)

They pay two to four thousand dollars for audio and video content in the range of fifteen to twenty minutes.

They are looking for content on the topics of style, business, life, dating, travel, and more.

12. CONSUMER REPORTS (Online edition)

They pay one to two thousand dollars for audio and video content in the range of fifteen to twenty minutes.

They are looking for content on the topics of product testing, consumer-oriented research, public education, and advocacy of technology.

13. High Time Magazine

They pay one to two thousand dollars for audio and video content.

They are looking for content on the topics of marijuana cultivation, counter-culture lifestyle, travel, entertainment, and psychedelics.

14. A List Apart

They pay one thousand dollars for audio and video content in the range of fifteen to twenty minutes.

They're looking for content on the topics of web design and development, business strategy, and project management.

15. AARP

They pay one to two thousand dollars for audio and video content in the range of twenty to thirty minutes.

They are looking for content on money, investments, savings, retirement, work issues, health, fitness, trends, studies, travel, and relationships.

16. BuzzFeed Longform

They pay one to three thousand dollars for written content (per piece).

They are looking for any interesting stories about life, business, work, and wellness.

17. The American Scholar

They pay five hundred dollars for written content (per piece).

They are looking for essays, fiction, poetry, and articles covering public affairs, literature, science, history, and culture.

How to Pitch

The best way to pitch is through email. LinkedIn pitches will be ignored.

In the pitch, let the editor know who you are, the social proof that qualifies you to produce content on your topic, where you've published content online besides your website and social media, what specifically you'd create content on that fits that publication, and how your topic will add practical value to their publication.

These are just a few. There are MANY more that pay for content. Now is a great time to pitch publications because they're actively looking for a ton of content.

Add this revenue stream that builds your audience and customer base!

Kimanzi's post: Repurpose this <https://kconstable.com/pitch-this-large-publication-they-pay/>

Social Proof Post — post between 2 and 3 pm EST

Cindy's post:

Celebration Post 🍷🍷

We're cheering and doing a happy dance with one of our graduates that had her first FORBES article published. The first of many since she's now a regular Forbes contributor.

Congratulations to my soul sister, Simone Morris! Way to take action and show what's possible with hard work.

Kimanzi's post:

She Got Into Forbes 🌟

We're celebrating with a client that was officially accepted as a regular contributor to Forbes! We can't wait to read her career articles.

Huge congratulations Kara Dennison and more to come!

Join the Wait List Post — post between 7 and 8 pm EST

Cindy's post:

It's Time to Get Published & Paid

On January 22, we're launching a new large publication and content marketing training program (and community) called the Published & Paid Membership program.

This program will take all of our training, knowledge, content, strategy, client results and lessons, insider tactics, and put it all in one place.

What's the investment? Published & Paid is **\$208 a month** to become a member.

There is no long term obligation to join or stay, and you can cancel at any time with 15 days' notice.

Members will get weekly training dripped out for an ENTIRE year. The lessons have models that are broken down into digestible pieces of training so that you can take action.

As long as you're a member, you get weekly training, content, templates, and documents. We're going far beyond what we've taught in our other courses.

There's an amazing private community to mastermind, network, partner, get motivated, and do homework with.

There are monthly Q&A sessions. Cindy and Kimanzi will be on for hours answering all kinds of questions to make sure members take action.

Members will get exclusive documents, templates, virtual retreats once a quarter, and masterminds on specific topics -- all of this is free within the community.

Want to know more and get a free paid publications guide? Head to [paidpubs dot com](http://paidpubs.com) and claim your gift!

Kimanzi's post:

Do you want to spend another year in the same place that you were last year? The place you always seem to end up?

You don't need to attend another free webinar. You know how that plays out.

You don't need to rely on Facebook ads because Apple is pretty much going to kill ads with the latest update to iOS 14. How many people do you think will voluntarily sign up to be tracked for ads?

You don't have to only rely on your Facebook group, which is not your asset — it's Facebook's. The organic reach on social media platforms is in the single digits.

All social media platforms can decide to make changes without any notice, and they do. Ask the guy that spent \$46 million dollars on ads and then got all his ad accounts shut down with no notice and reasoning.

All of this is not new.

This is why we're so passionate about helping entrepreneurs find a way to build their business with strategies outside of the online marketing space.

It's important to have a multi-tiered lead generation and digital marketing strategy. You can't put all your revenue earning ability in one place.

Press, media, and large publications have worked since the dawn of time. It's why even celebrities still pursue it.

Content marketing is the best way to show expertise and start the buying process in a consumer's mind.

Social proof is only as good as the person you're marketing to understands it. You may be a John Maxwell Certified coach but if potential customers don't understand the significance of that — it won't help close the sale.

Everyone understands the significance of Forbes, Entrepreneur, Inc. Magazine, The New York Times, and so on.

Your positioning is stronger when consumers can go to large publications and see your contributor profile because you can't fake or buy contributors account like you can with features.

Through our new Published & Paid Membership program launching on January 22nd, we're going to teach you a better way to build a business.

We're going to teach you how to build social proof that's understood by all, how to get clients in an untapped space, how to get paid for your content, and how to use content marketing to build some real lead generation.

We're going to teach you how to diversify. If you'd like more details and a free guide that teaches you how to get into large publications, head to paidpubs.com

Facebook Live — between 8 pm and 9 pm EST

Topic: Take more time to build your social proof — a few random publications aren't enough and won't get you accepted.