



Promotion's Based Content Plan

This content plan is based around the idea of what you will promote in your business. The premium offerings and sales are the anchor for this content plan.

You start with what you have to offer — your courses, coaching, guides, books, membership websites, etc.

You then assign what you will sell to a certain month. You're thinking about when it makes the most sense to sell.

Once you have the promotions assigned to each month, all of your content the month before points to what you'll be selling the next month.

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.

For places other than your platform (publications, social media, podcast interviews), you want to build awareness, share the opportunities, and motivate.

For your website, you want to give your best how-to content and content that makes someone want to sign up for your email list.

Example

Core message: Lifestyle Business

September/October Promotion: Lifestyle Business Accelerator

- Registration: September 16th to September 30th
- Class dates: October 2nd to November 6th
- Content range: September 6th to September 27th

Content

My website:

- Why Online and Lifestyle are the New Business Model (Week One)
- Why Freedom can Lead to an Amazing Life Most People Only Dream About (Week Two)

Publications

- The Basics of a Multiple-Revenue Stream Lifestyle Business (Week One)
- The Things Every Entrepreneur Needs to Understand About Success (Week Two)

Value Posts on Social Media

Week one:

- Pro tip on weeding potential low-tier revenue streams (Monday).
- Pro tip on the power of content that leads to income (Wednesday).
- Inspirational post about scaling a global lifestyle business (Friday).
- Sales post for Lifestyle Business Accelerator (Saturday)

Week two:

- Pro tip on focusing on income-producing opportunities (Monday).
- Pro tip on getting free travel (Wednesday).
- Inspirational post about building something bigger than yourself (Friday).
- Sales post for Lifestyle Business Accelerator (Saturday)