

# Ready for a Soulful Business

## *Module #4: Upping your know, like, and trust factors Your Digital Content Plan*

You will need: Your Sales Message worksheet  
Your Programs and content worksheet  
Have an idea of what kind of media you want to create: articles, videos, podcasts, etc...

You will be primarily doing education based marketing, where you will be teaching and talking to people about issues related to your services and products. Our content, like videos and blog posts, are rarely direct sales tools. The primary focus for creating this media is to have something of value to share with our wide audience. This worksheet is going to focus creating free content, which falls at the top of your blog. This kind of content should be highly interesting, highly engaging because it's what will hook your soulmates into your sales funnel and part of what will keep them coming back. Does this mean you need to keep creating new content all the time?

No.

You should create as much as you feel you want to create. But whatever you create, should be strategic. This whole process should be quality (not perfect, just of good value, because done is 1000x's better than perfect), well and above quantity, for both you and your audience. You should try to keep to the topics and themes that are relevant to your business and your soulmates, it's okay to have a little every so often, but since this is education based marketing, too much deviation might confuse your audience as to what you are an "expert" or "wise woman" about!

Get out a sheet of paper or bring up a spreadsheet, and let's delve into what kinds of topics should matter to your audience!!

1. Looking at your sales message what kinds of topics will your audience need to be educated on in order to get your business and your mission?
2. What are some the core concepts and topics that form the foundation about how you think and your session process? (here I want things like, uses of crystals, uses of herbs, what is energy medicine, what are chakras, when you know you need healing, and topic like this if you are a alternative healer.)
3. What questions are you always being asked by your clients?
4. What are some relevant buzz words or topics you can riff on?
5. What are some case studies, client stories, or revelations you might had from doing your work?
6. What were your problems or concerns during each stage of your hero's journey?
7. How can you work in holidays and sales holidays into your themes and topics? I even work in some astrological events into my posts!
8. If you are planning a launch, what pieces of media would help create a buzz about your product launch?

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Now that you have some topic ideas, it's time to get your hands a little dirty. Get out a calendar. At least get a month calendar out, if you're feeling ambitious get a year calendar, and start plotting out themes and topics for each month. Don't get too specific, it's okay to have one month be all about an energy medicine intro or just about crystals.

Once you've got your theme picked out for this month, I want you to look at next week.

	Value content: mini lessons, readings, blog articles, long periscopes with an actual lesson, long vlogs	Visibility posts: selfies, quick periscopes, quotes, calls to action, high energy stuff, short vlogs	Promotion posts: launches, webinars, special group offers, products, your freebies	Newsletter exclusives: sales, sneak peaks, exclusive content	Other:Launch specific	Other:
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Weekend						

As you're filling out the chart above, note that you want to make a few value and visibility “posts” a week for steady growth. Promotional posts should be customized, as much as possible. Yes, you can make a specific general offer for the week to your audience, like “I need to fill a slot!”, just make sure it's specific and has a deadline, so you aren't stuck trying to fill a request a week later when you might have moved on to a different promo. But most FB groups today only want promo posts on certain days of the week or in certain thread...and a lot don't want any promotional posts!! And sometimes they can be as restrictive as no self promotional at all, meaning no blog posts, no offering help to members, no outside contact with members! So if you are playing in Facebook groups, do be very mindful of the rules. I keep a list of the groups I get good responses in and can post promo stuff in. But even that doesn't mean you should simply copy and paste your way through your list of groups. Take the time to match posts to groups, and write to the people in that group in your post to that group! This is supposed to be about building relationships, so take the time to make it personal and intention-filled!

So, onward! You know what you would like to talk about on what days. The next step would be to solidify how to you want to present the topics: an article, a video, an audio. And if you choose a video, you should decided whether it will be a live video or a recorded video.

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## *Example of weekly digital content plan*

	Value content: mini lessons, readings, blog articles, long periscopes with an actual lesson, long vlogs	Visibility posts: selfies, quick periscopes, quotes, calls to action, high energy stuff, short vlogs	Promotion posts: launches, webinars, special group offers, products, your freebies	Newsletter exclusives: sales, sneak peaks, exclusive content	Other:Launch specific	Other: affiliates
Monday	Weekly reading: blog post with amazing shareable graphic			Exclusive energy clearing video, need a hidden blog post to post video on for subscribers to go to. Special weekly message		
Tuesday	Mini-lesson: about busting dense energy, written in social media post, no blog post, need highly branded and shareable graphic					If you like me, you'll love Kym's services: subscription for weekly reading post
Wednesday		Quick vlog: 3 chakra cleansing tips	3 groups have offer #offerwedn esday, do custom offer for biz to biz sales			
Thursday	Mini-lesson or		General			

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	shift help: highly sharable graphic, try to address something you see someone complaining about in your target audience		promo for session package, base post blub on the feelings of the week I see my audience feeling			
Friday		Happy weekend post: make it high energy, really sharable				
Weekend	Repost mini lessons	Repost vlog Post a selfie	General promotion			

Remember, it's about quality over quantity!! In the example, there is at least one post a day that has great value. I have my promotional asking post lined up. I have people going to my website (the vlog) at least once a week. Some people will post different content to different social media platforms, but I post the same thing everywhere. And you should focus your attention on building relationships on the platforms you are doing well on. Over time you could experiment with different platforms to see what works where.

If you have quality content you don't need to post a thousand things a day in order to get hits, engagement, and people clicking into your site. You can repost your quality content 2-3 times after the initial post, just to make sure it stays in people's feeds. But only post once to a group, and try to make that share a personal share with the group, so have a reason you think that group will like your post!

The goal with having a content plan is to make sure you are hitting all the things your peeps should see and want to see, and to have this planned out into the future, so you aren't always trying to come up with ideas on the fly. Building a blog and a business is something you work at a little at a time, over time.