

# IGNITE YOUR IMPACT

A 30 DAY ROADMAP TO  
IGNITING YOUR CONTENT  
AND IMPACTING MILLIONS

JOSHUA BRECHT



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The background is a dark blue space scene. A bright yellow and orange comet streaks diagonally from the bottom left towards the top right. The comet's tail is a vibrant orange and yellow, with several orange circles of varying sizes scattered around it, suggesting dust or debris. The dark blue background is filled with small white stars and larger, four-pointed white starbursts. On the right side, there is a large, curved orange shape, possibly representing a planet or a nebula, with a thick blue border.

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# Dedication:

To my beautiful wife, who I  
adore and love.

To my children who light me up  
everyday.

There is no Impact...  
without them.



# WHO AM I?

I am a brand strategist for content creators, brands, thought leaders, and speakers so that they can create impact-driven content, transform lives, and impact millions one person at a time.

## How did I get here?

I spent 20+ years as a corporate executive for two Fortune 500 companies. I left all of that to pursue my passion for impact-driven filmmaking. Built a 6 figure company in less than 3 years from scratch, and overtime gained massive clarity on exactly what I want to do, and who I want to help.

I have had the privilege of collaborating, advising, and working with some of the top coaches, trainer, and influencers in the industry, as well as Multi-million dollar industry based companies.

## What do I do today?

Today it is my mission to help brands create impactful strategies, content, distribution, and teams.

If one thing that I have said or done helps you impact others, then my work was a success.

# Introduction

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What Is This All About?





# CONTENT MARKETING

You've most likely encountered the frequently-used phrase 'content marketing' at some point in your online travels. It's arguably more popular now because billions of websites are vying for consumers' attention, and the need for creativity in content is at an all-time high.

Day after day, marketers are hard at work trying to come up with something original, helpful, informative, and impactful that will ultimately draw people into their businesses and get the results.

If you want to impact and transform lives, you must do so with a solid content marketing strategy.

Today when everyone has access to social media and other forms of instant communication at their fingertips, your brand can quickly make and impact if treated right.



If ever there was a time that would stand out from the crowd, it is this! However, such an opportunity has been squandered by our society.

With every company fighting for attention on Facebook or Twitter like they're going through some kind of popularity contest just having enough money to get yourself into front row seats won't cut it anymore - sorry rich kids!

But don't worry because luckily, now more than EVER people care about investing time in research. Figuring out how to make an IMPACT on the lives of others is a very worthwhile cause.

It's not an easy endeavor either, but it can be advantageous if you put in the effort!



# Why Impact Content Marketing?

Before giving you the 30-day by day, step-by-step impact content marketing plan, let's take a minute to go over the significant benefits of implementing your content strategy.



Even when you're 'just' repurposing content, you should be paying attention to its overall quality.

Would your followers still find your content valuable?

Will they be able to learn something new from your content?

Your audience should always be at the front and center of any content creation activities.

# Establish a transformative impact-based brand identity

In today's digital era, your brand identity is one of the most important aspects to consider when building a business. You want people emotionally engaging with you and also feeling like they are part of something.

The very core principle behind branding goes back centuries ago where we were just getting started as humans living on this planet: how do I make myself known so that others will know me?

Brands have been around for hundreds or even thousands of years - their origins date back to ancient Egypt!

However, brands used to represent specific goods such as beer or wine. Now companies use them much differently than before- often drawing from individual identities rather than traditional logos and product packaging designs copied because technology has made them more accessible.



When you inject your personality into content, it is more persuasive and connects personally with readers. Your audience will be more committed to trusting what you are offering.

If you can establish a strong brand identity, then the sky is the limit when it comes to what you can accomplish. And, content is an excellent way to develop your brand identity.



# Build trust with your audience

One of the most vital things you can do is to make your audience feel as though they can trust that you are a company worth spending their time with.

No one likes an overbearing salesman or someone pushy. But, when you have a strong bond with your audience and show that you care about them in everything you do, including your content, your sales will increase.

## How?

When people trust the company they're purchasing from; they're going to have a positive experience. And that positive experience will naturally lead to trust. Do you see why content is so important?

# It's great for your site's SEO

Creating a robust content marketing strategy is paramount to successful growth. Without great content, nothing else matters. When you have compelling, relevant, engaging, and impactful content, your search engine optimization (SEO) will improve significantly.

Content is key to the search engine algorithm, and the more high-quality content they have available to their users, the more searches done go through them. According to Google, one of the main ways it ranks a site is by checking its content. If Google determines that your website's material appears high quality, you will be ranked higher on search engines like Yahoo and Bing.



# How do they determine if a site is of high quality?

The content will fulfill their three basic needs of **how, what, and why.**



**HOW?**



**WHAT!?**



**WHY?**

Impact-driven content will help you improve your social media marketing strategy.

That's because the more you post on social media, the higher up in search engine results from you will appear.

## Develop relationships with your audience

The key to building a loyal site following is capturing your visitors' email addresses for an opt-in form on your website.

Once you build up a loyal fanbase, with people coming back every time, there's new content published, direct them all in one place!





# Generate highly qualified Impact based leads

A great way to generate Impact based leads is by using content marketing. There are several ways you can do this, but the most rewarding results come from a high return on investment - and that's where content comes in!

The people who'll often find you on search engines will be those who're interested in what your company has to offer. Seeing as they had already shown interest (meaning they found their way onto your website), it only makes sense for them to look into whatever products or services you have available too!

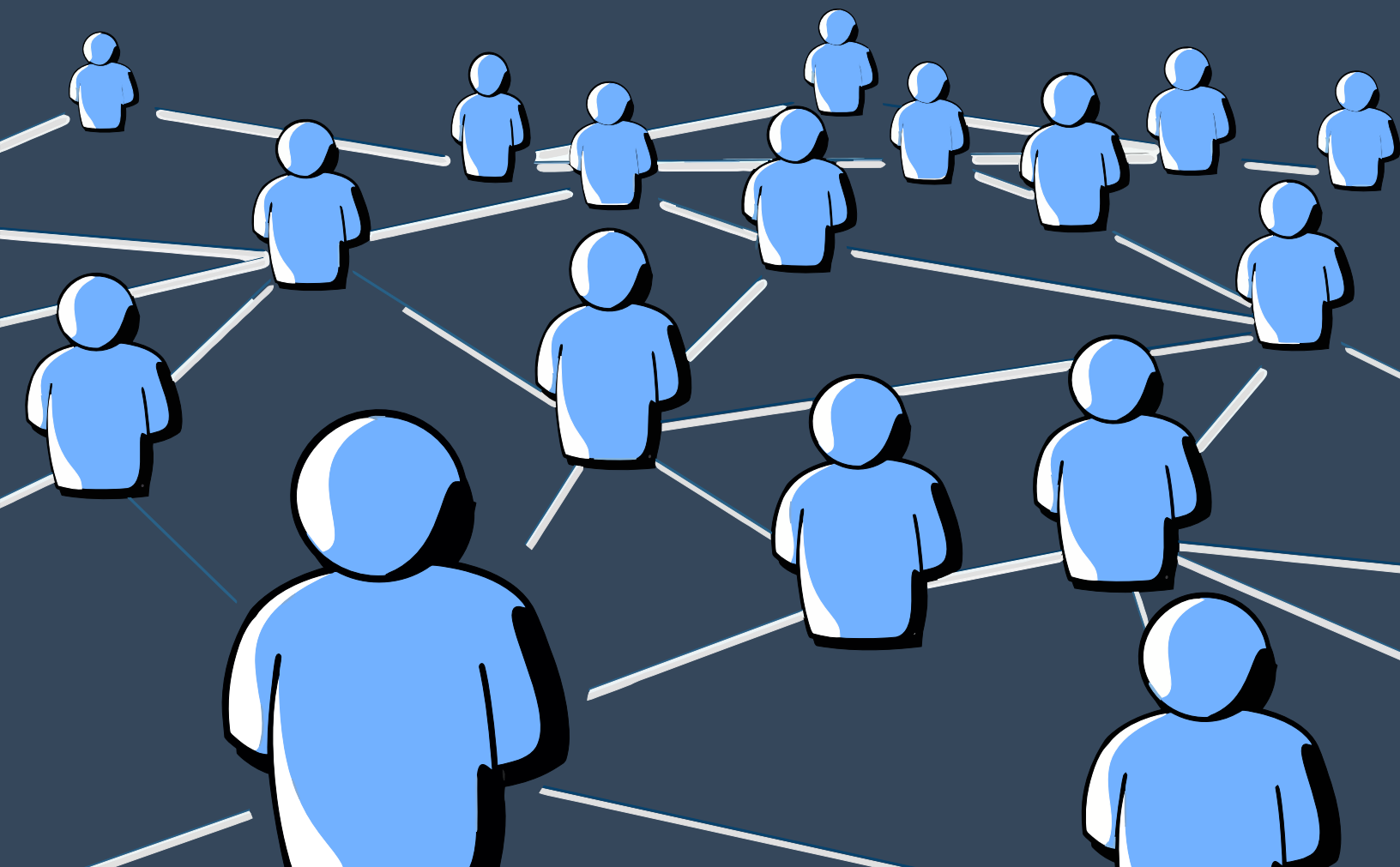
If you want to direct your brand towards its ultimate goal, you must have a strategy. Not all audiences want to wait for their interactions with the company. Content marketing can be useful in this case. Content marketing compels them to take action!



Content marketing is becoming increasingly crucial for brands and businesses who want to reach specific demographics through their messages.

Many impact-driven brands and creatives are beginning to recognize the impact of content marketing in reaching a desired demographic and establishing themselves on social media platforms like Instagram or Twitter.

This is primarily due to changes in consumer behavior that have made them more fickle than ever before, seeking out new brands with fresh offerings over time-tested products they know well and love.



Content Marketing has become essential for businesses who need an edge against their competition by capturing people's attention quickly through eye-catching images or videos rather than relying solely on traditional advertising methods, which often come across as too pushy these days.

The popularity of newer mediums such as blogs, Facebook posts, YouTube channels, etcetera also owes much credit to this shift where marketers can reach wider audiences without spending vast amounts of money upfront.

These networks provide an excellent opportunity for small-time entrepreneurs with little name recognition to compete against established giants such as Nike or Coca Cola, which need special attention due to all the advertising dollars they spend yearly - but even then, it can be challenging since there's more competition than ever before!

It's as simple as organizing all of one's efforts around delivering relevant information, which will motivate those who receive it into acting upon whatever goals they may have been trying to achieve before being introduced by this new message.

The 30-day Impact Content Marketing Roadmap helps jumpstart your content marketing activities to accomplish some daily tasks. These strategies and methods will vary from business to business, so feel free to adjust these as you see fit and based on what works best for where you are in life right now.

The next four  
weeks will be  
**chaotic** for you.



One of the most successful ways to create content in your industry is by understanding its ins and outs.

Knowing how to identify an audience, their interests, and who they're speaking with within a niche market.

If you need help getting started or having writers on staff may not be feasible for now - there are many freelancers available that can provide additional support when necessary!

One great way to generate good content is through familiarity with all aspects of marketing it entails, such as identifying audiences.

Figure out their likes & dislikes (and those whom they speak to) so as long-term goals can be met.

Do this while staying true to one's brand identity throughout this process.



# Ready to start your 30-day Impact Content Marketing Strategy?

This is going to be a  
fun ride!

Let's get started  
making an **IMPACT!**



# DAY 1

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**What Do You Want From  
Your Marketing?**







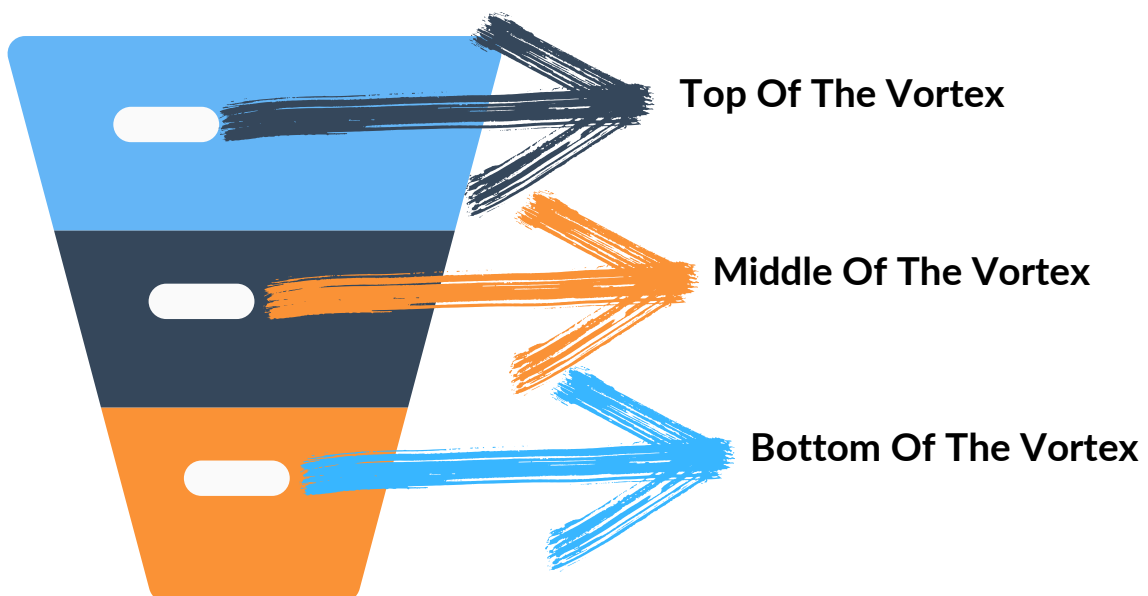


## What Do You Want From Your Marketing?

An impactful content marketing strategy is all about the plan. You can't just throw some content together and expect it to be a smashing success, so make sure you have your goals set before getting too far into planning what you want the outcome of this type of campaign to look like for yourself or your business. Once that's determined, take time understanding how a VORTEX OF IMPACT works to create an engaging approach with valuable information throughout every step - not just at the top where people will (hopefully) convert!

It looks something like this:

**A VORTEX OF IMPACT has three stages:**



Content is the key to impacting new clients and turning them into lifelong brand advocates. Many are familiar with the term "marketing funnel." While the principle of it is the same, the intention is different. Many over the years have been turned off by this term, and relate it to making money.

I like to reframe this as the "Vortex of Impact." If you want to make an Impact you must address each portion on this Vortex.

**The Vortex starts with the Top Of The Vortex (TOTV.)** This is what I like to call the "Point of Impact." This is where you introduce your company's story by creating engaging content that builds rapport among a broad audience of potential advocates for later conversion points such as nurturing campaigns or lead generation forms. TOTV is also a good time to start building your social media audience around your brand, mission, and values.

**In the middle of the Vortex, or MOTV for short,** is where clients are trying to determine if you're a suitable fit based on their needs. That's why they must engage with and interact with our brand content because those interactions can signal whether we offer what they need to take them from prospect status all the way through becoming an actual client. TOTV also allows you to build trust with potential clients by showing your expertise in the field or industry.

**As you approach the bottom of the Vortex,** it's time to ensure that all potential advocates are ready and prepared for a purchase decision. To do so, provide them with content that will help create an informed client base who is willing and ready at any moment. Consider this the client journey, where leads are fully aware of what they need to do at every step to make their way through and purchase from your brand.

**YOU WILL ATTRACT THE RIGHT AUDIENCE AND YOU'LL  
CREATE THE MOST IMPACT FROM YOUR IMPACT  
CONTENT MARKETING CAMPAIGNS WHEN YOU KNOW  
WHO THEY ARE.**

**KEEP IN MIND THIS PROCESS WHILE PLANNING OUT  
YOUR GOALS AS WELL!**

## Impact Thinking



What are the key things you need to be to accomplish this? Ask yourself these questions:

What do you have to offer that will impact their lives?

How will you show them that your brand can make a difference?

Who is your target audience? What does this group value?

Why do you want to impact them?

Now imagine you have the opportunity to share your story with one million people, how would they react?

These are just some of the many questions you'll want to ask yourself as you plan out your impact marketing strategy.

As you write, make sure to keep in mind what stage of the Vortex this content will be placed at.



Come to accept that your content will impact only a tiny percentage of your audience. Like every other business out there, your content marketing strategy will only work if you create something that matters to people.

This is why you need to get your content in front of as many people as possible!

When defining your content marketing goals, you need to ask yourself what you hope to achieve.

Here are goals you can consider:

Do you want to get more impact-based leads for your brand?

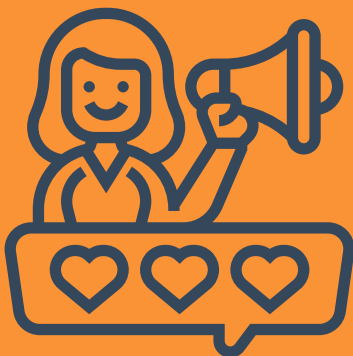
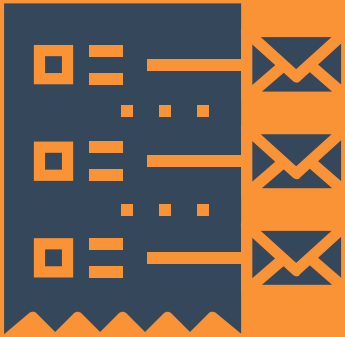
Do you want to build your email list?

Do you want to get more affiliate income from people clicking and buying using your affiliate links?

Do you want to use content to convert potential leads into paying clients?

Do you want to build brand awareness and get people to visit your site time and again?

Do you want people to trust your mission and brand and become advocates?





Whatever your content marketing goals are, you need to know them by heart. Because everything you're going to be doing over the next 30 days will need to align with the goals you've set for your business.

So for today, Day 1, take some time to sit down and think about what you want from your content marketing. And write them down. Then look for opportunities where you can incorporate your brand goals into your content.

Remember, content marketing is never a one-and-done thing. It's more of an ongoing cycle that you have to keep on top of.

I will help you do so with this 30-day content marketing challenge by providing you with weekly content through the Impact Weekly email to help you stay on track.

Hopefully, they'll help crystallize how you should be planning out your content marketing for every stage of the customer journey.

Because no one wants to set off on a road trip without the right directions.



# Summary

You can't just create content and expect it to be an immediate success.

It takes a plan that is mapped out ahead of time with objectives set, vortex analysis done, and valuable information at every level for your audience to truly care about what you have to say!

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## Lesson Completed On:

## ACTION & IMPACT:

### The goal for today:

Create a list of your content marketing goals and start to make the necessary changes that will keep you on track.

Make sure you are able to answer each question presented in Day 1.

## Additional Resources



## EVERYTHING YOU NEED TO KNOW ABOUT MARKETING

[Seth Godin - Everything You \(probably\) DON'T Know about Marketing | Behind The Brand](#)



## 6 STEPS TO MARKET ANY BUSINESS

[My Marketing Plan Process - 6 Steps to Marketing Any Business \(Products or Services\) | Neil Patel](#)



[My Marketing Plan Process - 6 Steps to Marketing Any Business \(Products or Services\) | Harvard Business Review](#)

# DAY 2

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**Find And Impact Your  
Audience**





LOW | MEDIUM | HIGH

IMPACT





## Find And Impact Your Audience

Content marketing is hard work. Focus on producing content for an audience that you can create a real impact. Use the following tips as a guide on where and how to find them.

Knowing and understanding your target market is essential if you want to create compelling content with any chance at success in today's competitive social media landscape!

If this feels like more than one task- too much trouble or not worth it- just keep reading; I will give some helpful hints about knowing who might be interested from what they are doing online so that when developing new content ideas, there's already someone waiting eagerly outside the door anxiously awaiting their next fix (of fantastic blog posts!)

You could spend hours creating and promoting your content only to find out you've been targeting the wrong demographics of people. It's a total bummer when this happens, but luckily we have ways of helping avoid that from happening.





## Why do you need to find the right audience?

If you have a tree, which you have planted in your garden, it needs to grow and reproduce so that the next generation may live. This is where Marketing comes in. The goal of marketing is to create more consumers for your products or services. Thus, when done right, the core aim of marketing is to increase impact.

This is where your audience comes in.

The more accurate your targeting of an audience, the higher the chances are that you can impact them with what you offer. The better targeted your desired customer is, there's a greater likelihood for generating additional clients from it.

**The more accurate the target,  
the greater the IMPACT!**

Impact equals growth and sustainable transformation over time.



## **Knowing who your perfect avatar is makes it easy to tailor the content that matters most.**

When you are working hard, it may be challenging to find the time for anything else. It's an easy route to become overwhelmed and give up on what makes your life easier or more enjoyable.

But if you share some of those struggles with others who also feel them, they just might see themselves in your story!

They'll feel an instant connection that will compel them not only to learn from the experience but move forward with a solution because we all know how great it feels when someone says "I got this" about something that was causing us problems beforehand.

To learn who your target audience is, you'll need to do some research. If you have the information on previous customers at hand, you can quickly determine which elements are shared across them all.

## **You can quickly learn the demographics of your site visitors by installing Google Analytics.**

If you're just getting started and don't have existing audience data, get more creative! Consider who your target audience is- the process can help clarify it.





## Here are a few suggestions:

Conduct surveys to find out what content your followers find the most engaging. For offline surveys, you will need to venture into the real world and talk to potential clients.

For online surveys, consider using a tool like Survey Monkey (<https://www.surveymonkey.com>) to ask people questions or offer some sort of incentive that will make them want to take your survey.

## Competitor research

Know who your competitors are. Check out their blog or case studies, where they may state customer demographics upfront. You can also search their website for more info on this topic.

Proactively monitor social media channels to keep up with what people are talking about in your industry. This will give you insight into which content would be most relevant and capture a readership base more likely to share the content with others.

**TAKE SURVEY**



# Summary

Find your target audience - Social media is a great place to start!

By conducting surveys and researching others in your industry you can find out which demographics appeal the most.

Investigate for Impact!

---

## Lesson Completed On:

## ACTION & IMPACT:

### The goal for today:

Use social media to monitor conversations in your industry to get ideas on what matters most to people in your niche.

Write down what people are talking about.

## Additional Resources



[SETH GODIN - THIS IS MARKETING: How To Find Your Viable Audience & Win Trust From | London Real](#)



[How To Identify Target Market | Target Market Examples | Adam Erhart](#)



[How to Find Your Target Audience | Hubspot](#)

# DAY 3

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**Create An Audience  
Avatar for Better  
Content Marketing**







## Create An Audience Avatar for Better Content Marketing

Once you have identified your target audience, it's time to create an avatar. Avatars are fictional people who represent the characteristics of your ideal customers or clients. They're a perfect example of your viewer's best qualities.

To make your content marketing campaign a success, you need an avatar. You may think that all clients are the same and only want something for themselves, but this couldn't be further from the truth!

By creating custom audience avatars with information such as their age range, gender preference, marital status, etc., brands can create more targeted messages to make sales. With so many options available on what kind of data you should put into these avatars, it's important not to go overboard, or there will be too much noise when trying to communicate with clients.

The more detailed about who your perfect customer is before launching any advertising campaigns means better results post-launch because then you'll know how best to reach them based on who they really are.





## Here is a template for how to create your audience avatar:

Take the time to fill out all of the fields in the avatar template as much as possible. Adding a picture, if you're able, will be helpful because it can make you more emotionally invested in what type of content you're creating for your audience.

## What if we don't know who our audience avatar is for your website?

You might think you are just winging it, but avoiding a plan will only cost you in the long term.

When determining an avatar for your audience, it's essential to make them realistic and well-informed. There are several specific methods that you can use to help get an in-depth understanding of your site visitors.





## **Avatars are only helpful when they're accurate.**

If they aren't, then you're essentially wasting your time and fishing in the dark.

You wonder why no one's coming to your site or returning if you do get visitors.

Maybe it's because you're targeting the wrong avatar for the wrong audience.

It may take you more than a day to create the perfect avatar, but keep in mind that this is an essential part of the process.

And your content marketing success will significantly depend on how well you do this step.

***"If they aren't, then you're essentially wasting your time and fishing in the dark."***



## Impact Thinking



Let's say you want to target a group of women.

And your intuition is that they're stay-at-home moms or working professionals with kids, but you discover from the data that most are actually unmarried and young.

If this isn't accurate, then your content marketing strategy will be flawed.

You might get better results if you target millennials, or perhaps even males.

Can you know for sure without doing the research?

## To create a perfect audience avatar, do the following:

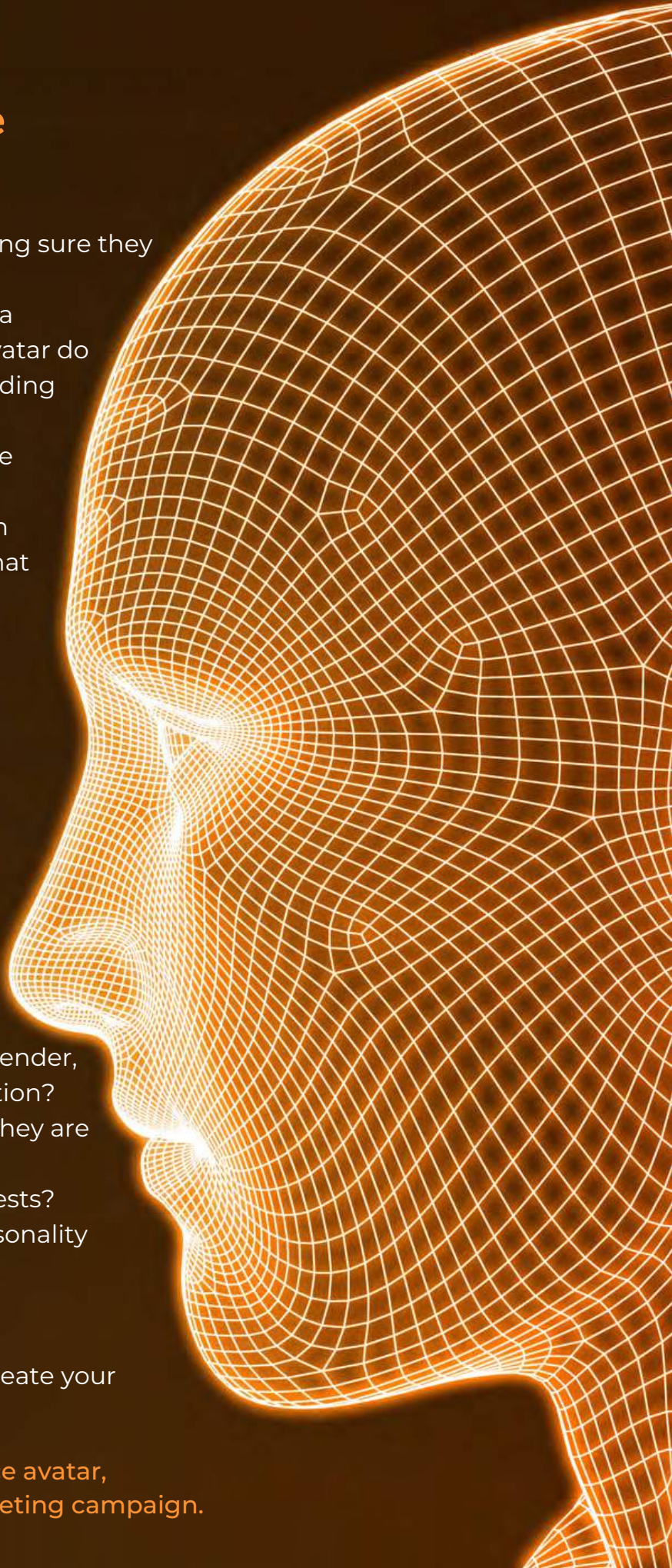
1. Your avatar is like a natural person, making sure they have a name.
2. Define who your avatar is. Do they have a profession? A location? What does your avatar do when they are not on the computer or reading content?
3. Next, define your avatar's goals. What are their wants and needs?
4. Now it's time to define your avatar's pain points. What frustrates or pains them? What are their desires and aspirations?
5. Next, define your avatar's passions and values.

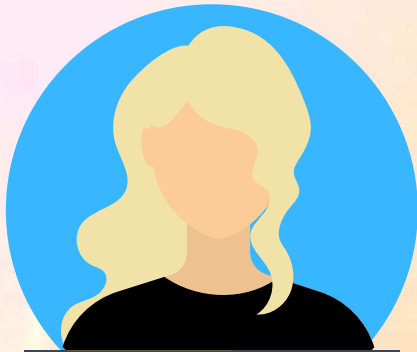
What is their passion in life?  
What are their values?  
What is essential to your avatar's life?

6. Your avatar has friends and family, too! Who are they? How do they influence your avatar?
7. You have to know more about your avatar's demographic. What is their age, gender, location, ethnicity, occupation, and education?
8. What does your avatar like to do when they are not working or taking care of the kids?
9. What are some of their hobbies or interests?
10. And last but not least, what is their personality type?

In conclusion, these are some of the most critical questions you need to answer to create your perfect audience avatar.

**The more specific you make your audience avatar, the better it will be for your content marketing campaign.**





**EMILY, 29**



### WHO IS SHE?

CEO of large fashion company worth \$20 million.

Founded the company 10 years ago.

Is an innovator and not afraid to take risks.

She likes to network on LinkedIn, avoids email, and uses Slack to communicate.

She listens to business podcasts, and reads fashion magazines.

## Audience Avatar



### HOW SHE FINDS US?

She sees our content on LinkedIn about creative innovators.

She comes to the website to further her interest, and to grow.

She appreciates the blog, and subscribes.



### PAIN POINTS

She seems stuck as to what to do next with her company.

Her team has become to large, and less engaged.

She doesn't want to lose her passion.



### WHAT SHE WANTS TO KNOW

- Financial Growth
- Latest Fashion Trends
- Creative Stability
- Growth Mindset



### WHAT SHE DOES NOT WANT

- Rush fashion decisions
- Scarcity Mindset
- Big Tech
- Price Wars

### HOW WE CREATE IMPACT

Creative Team Building  
Innovative Growth  
Relight the Fire



# Summary

The most important part of content marketing is knowing who your perfect customer is.

Creating an avatar is the best way to accomplish this. It's also crucial that they are realistic and well-informed.

The more you are informed, the more you can create an IMPACT!

---

## Lesson Completed On:

## ACTION & IMPACT:

### The goal for today:

Take the time to choose your perfect audience avatar.

Live their life, and feel what they feel. What are their pain points, who are they.

## Additional Resources



[How To Create A Buyer Persona & Customer Avatar | Template | Brand Master Academy](#)



[Building A Brand - Defining The Customer, Episode 2 | The Futur](#)



[Create a Customer Avatar in 5 Easy Steps | Digital Marketer](#)

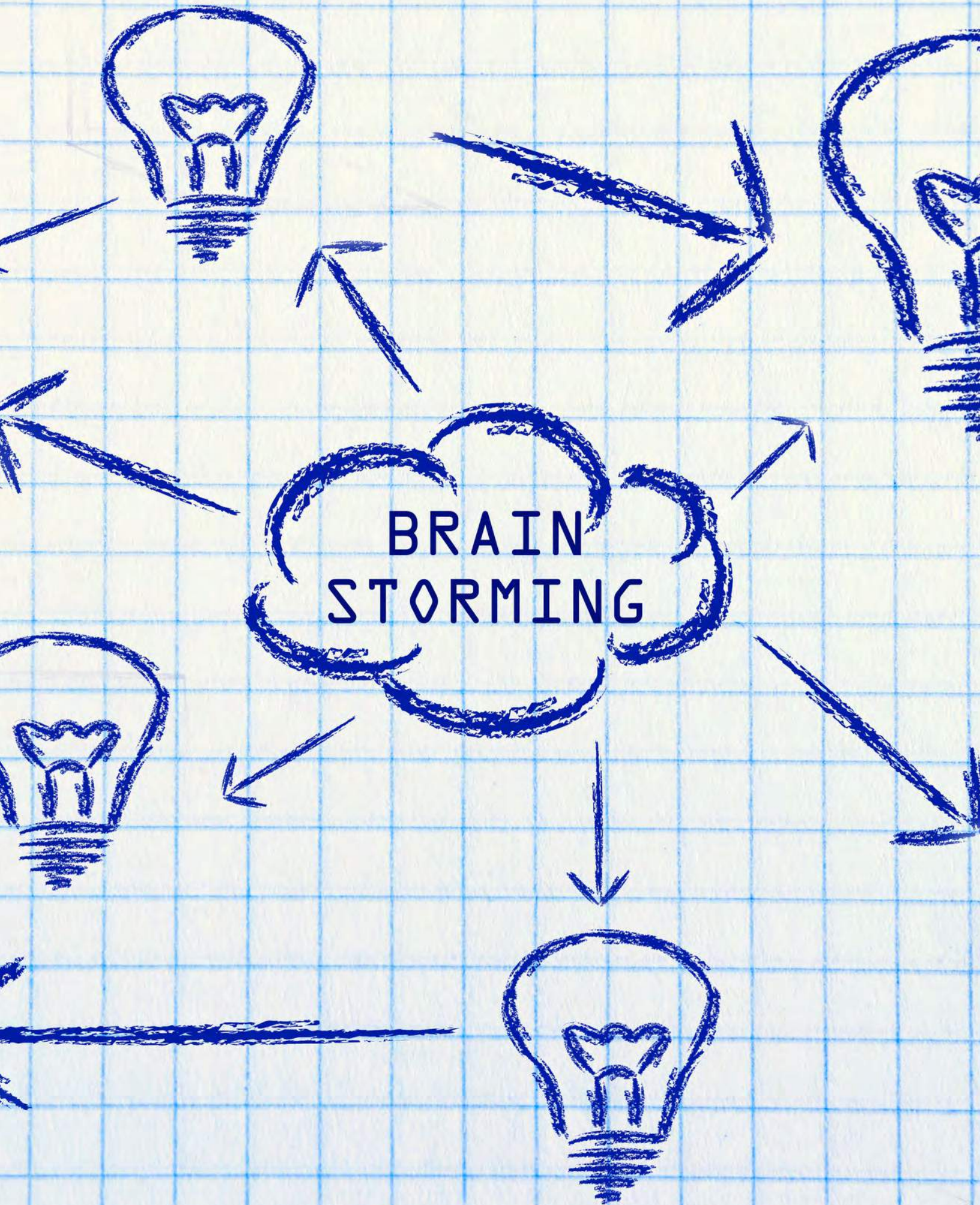
# DAY 4

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**Brainstorm Content  
Ideas That Impact  
People**



**BRAIN  
STORMING**







## Brainstorm Content Ideas That Impact People

You not only need a content marketing strategy, but you also need the constant production of high-quality content. You can't write an unfocused and uninspiring blog post in this day and age without ranking on top of most search engines, most importantly, Google.

The old content marketing approach was to create many articles where you try your best to rank for a few keywords. While that might have worked in the past, search engines are becoming more intelligent and see through this strategy. Nowadays, they can analyze hundreds or thousands of websites in your niche, whether it's correct or not. And if it doesn't fit their algorithm, you risk getting penalized or blacklisted from search engines.

If you want to outrank everybody, then you need to come up with **valuable content**. And by beneficial, I mean content that has the potential to impact your audience's lives for the better!

Something that offers valuable and unique insight into your niche will establish your brand as an authority. Not just some 'me too' content that rehash what everyone else is writing about.



Brainstorming for good content ideas is an integral part of your overall marketing strategy. If you're asking if you need a content pipeline, the answer is yes. You need to constantly create new content, and you need to have a system to consistently do so.

You should have at least 20 to 60 ideas in your pipeline, though, of course, the more ideas you can add, the better it will be, so you don't need to worry about it for the foreseeable future.





## Here are some techniques for brainstorming content:

Answer these 5 W's and 1 H. This is one of the best techniques you can use to create content ideas.

You've got a central idea, and you answer the 5 W's (Who, What, Why, Where, When) and the H (How).

Check what's popular and trending. Then find a way to connect your niche to the latest events. You could do it with what's prevalent in politics or even the top T.V. shows on Netflix.

Identify why people are sharing your competitor's content and then figure out how to do it better.

It helps to use the same ideas but focus on a specific pain point of your audience and make it more valuable.

Mind mapping. This is an excellent technique because you can visually see the themes and sub-themes for your main idea. You can have as many 'branches' and 'sub-branches' as you like.



W W W W W H

Use content idea generators. While there are several different ways you can develop original and engaging topics, one way to do so is with tools like BuzzSumo.



## Answer The Public

(<https://answerthepublic.com/>)



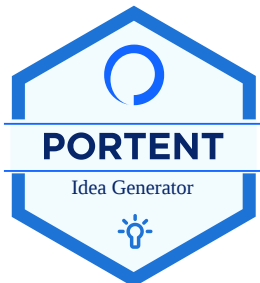
## Ubersuggest

(<https://neilpatel.com/ubersuggest>)



## Hubspot's Blog Ideas Generator

(<https://www.hubspot.com/blog-topic-generator>)



## Portent's Title Maker Tool

(<https://www.portent.com/tools/title-maker>)



## Imagine you are your customer...

What challenges do they face?

What's the pain point?

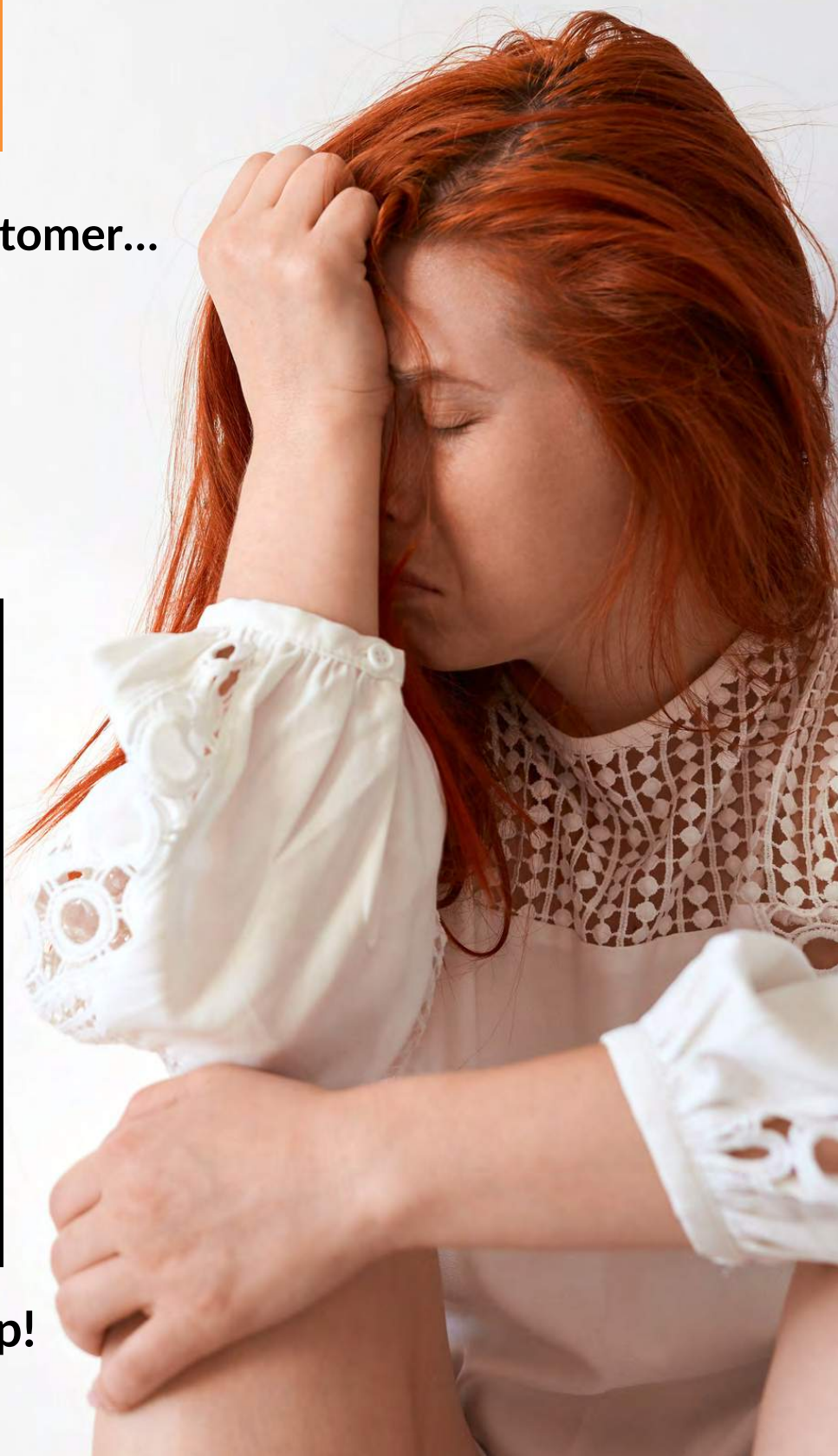
How can you show them  
how to solve their problem?

### WHAT YOU CAN DO TODAY:

Brainstorm content ideas that can have a positive impact on people's lives. Creating your list of ideas is an important step, but don't put these into action just yet.

Instead, you need to organize them into a structured outline that will help you develop each of the ideas.

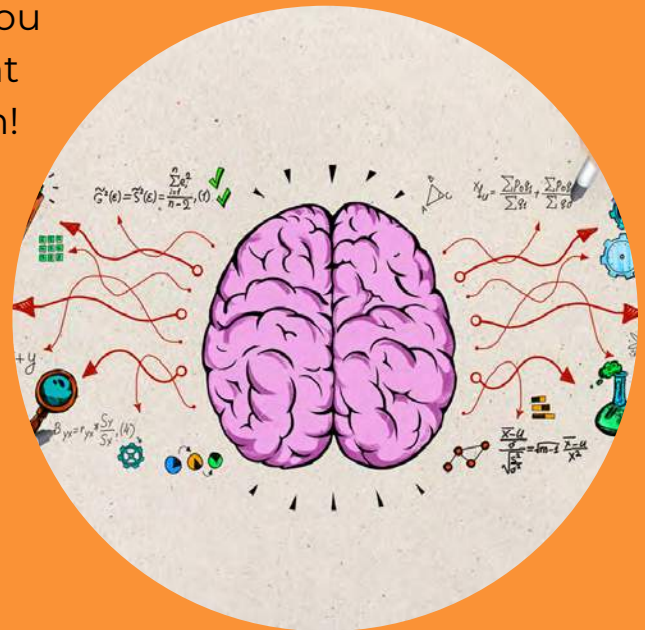
**GET READY, SET... Help!**





Brainstorming is essential for creating a content marketing strategy. Try different brainstorming techniques to generate the most ideas in the shortest amount of time!

For now, it's better if you have too many content ideas than not enough! It's better to have 30+ ideas that are mediocre rather than just 5 or 6 good ideas. No worries, though; you can always use the top 20 ideas in the first few days to create your content schedule for the next few weeks.



If you follow my guidelines, you can have a content marketing system that has the possibility of not just generating leads and business for your company but creating a community of like-minded individuals who share the same mission and values as you.

This will help create an evergreen system that will continuously generate more traffic, leads, sales, and profits for years to come!



# Summary

In the age of content saturation, you need to create compelling content if you want to outrank your competitors.

Brainstorming for quality content is essential for developing a successful content marketing strategy.

Brainstorm for Impact!

---

## Lesson Completed On:

## ACTION & IMPACT:

The goal for today:

So the goal for today is to come up with the best 20 pieces of content for your niche.

## Additional Resources



[Brainstorming Creative Ideas. Beyond the Brief – Dr. Samuel Holtzman Pt.2 Heineken | The Future](#)



[How to Find Endless Content Ideas | Louise Henry](#)



[10 Types of Content to Help You Brainstorm Article Ideas | R & R Web Design](#)

# DAY 5

---

**Find Out What  
People Are Actually  
Searching For**









## Find Out What People Are Actually Searching For

When crafting your content marketing strategy, it's essential to choose the best types of keywords: long-tail and less competitive. If you set yourself up with these sorts of terms, your content will rank much better on Google.

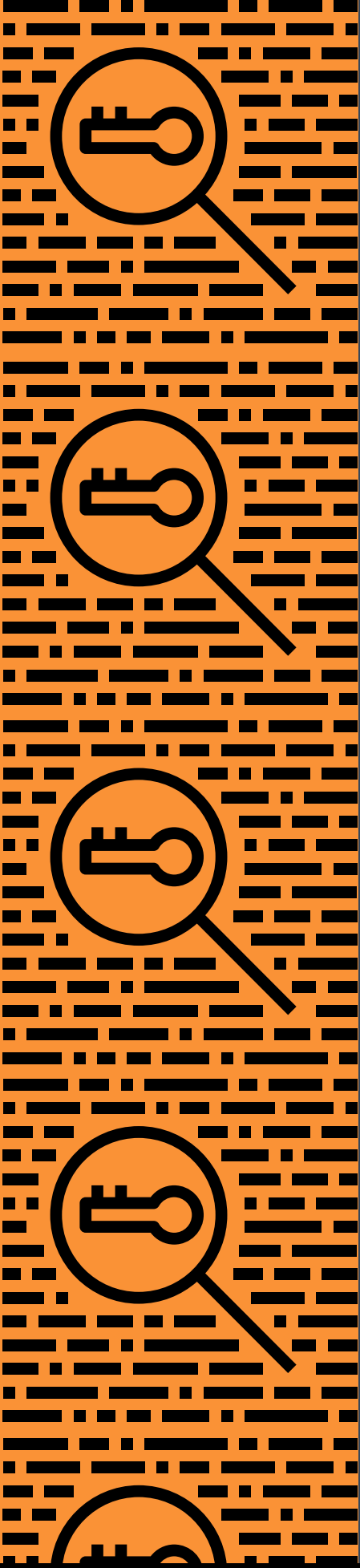
The problem is that sites ranking for short-tail keywords are usually established sites like Wikipedia. It would be challenging to knock these off their top spots!

For best results, you want to target keywords that not too many people are going after. If you're ranking for a popular keyword, it's probably too competitive and difficult to rank on the first page for.

With long-tail keywords, you can more easily figure out what people want and create content they're looking for. This means that the readers who eventually come to your page are those explicitly searching for it.

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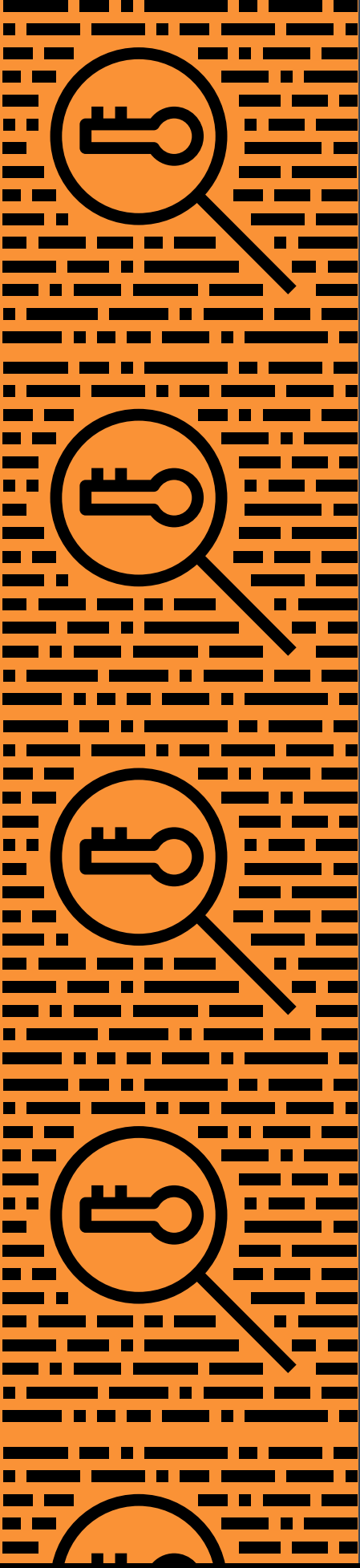
For instance, if a person inputs a short-tail key phrase like 'bag' in Google, they could be looking for any number of keywords. They might be attempting to find the synonym of 'bag' or trying to identify the definition of 'bag.'



Therefore, if someone types a long-tail keyword like "how to make an Instagram carousel" or "where to buy a red Patagonia bag in Los Angeles," you know what they're looking for.

And it's incredible that by targeting the right long-tail keywords, you won't be wasting your time with those without buyer intent!





To effectively use long-tail keywords, another keyword metric to pay attention to would be the search volume. You can find this data on Pages such as Moz and Ahrefs. You want a search volume between 500-2,000 or even less.

For example, while it is crucial to prioritize keywords based on their historical search performance, you also need to consider the current demand for a keyword.

It's common for long-term keywords to have lower search volume than trends, but that doesn't mean you should ignore them.

Even keywords with no searches can still be profitable. New keywords will come up all the time, so it is very doable if you want to create a demand for a keyword.

If you want to know what keywords your target audience will use, you need to look again at the avatar you made back on Day 3. Try to get into your avatar's head and think and act like them.

**What would 'John' or 'Jane' think?**

**What would they type on Google?**

Write your thoughts down. Write your potential keywords down.

Think about all the characters in a play and writing down their lines.

Every character has a role, just like every keyword has a role to play in your content marketing campaign.

The people you envisioned when creating your avatar should be able to help you come up with these phrases.

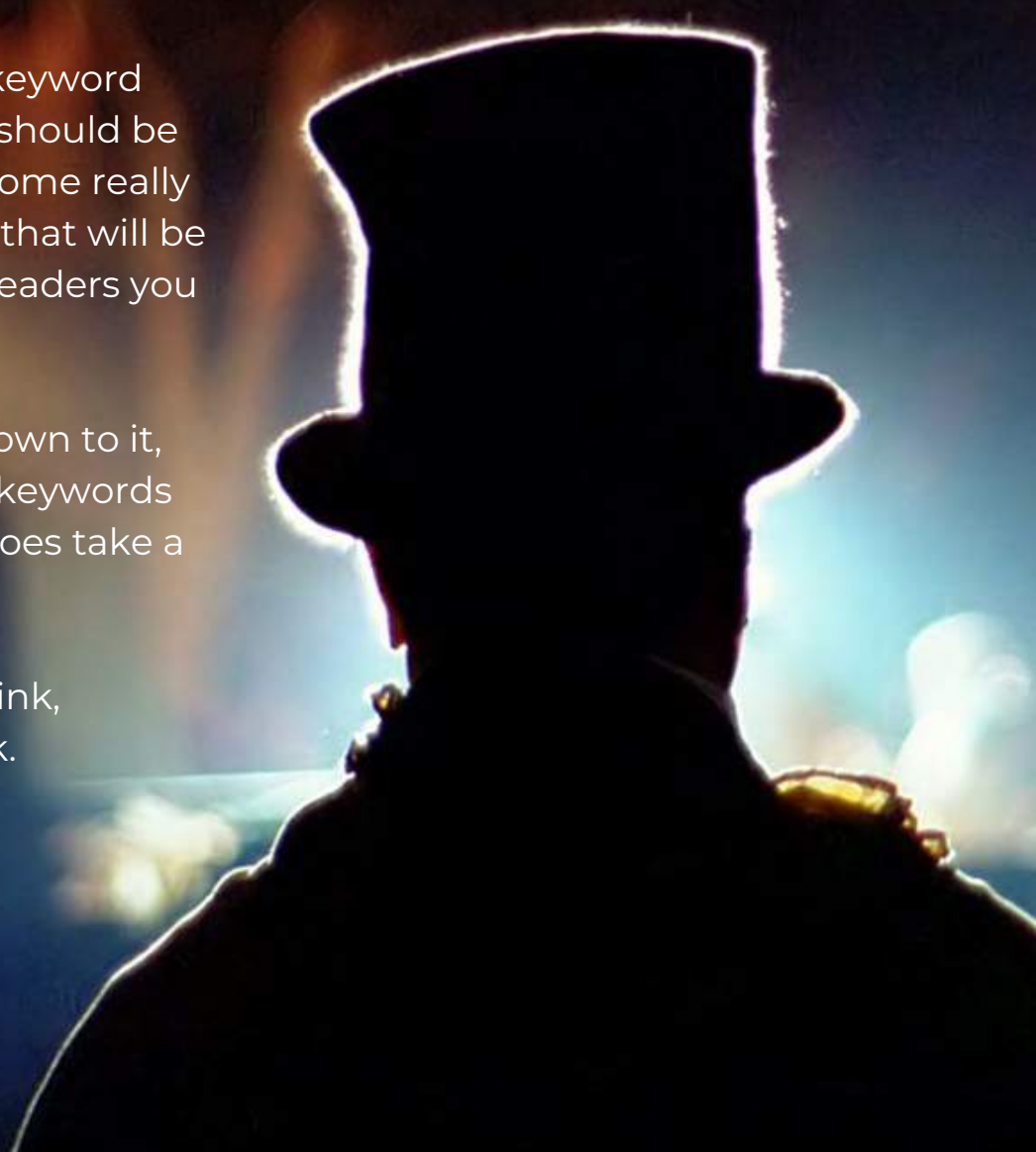
If you have done your keyword research properly, you should be able to come up with some really good long-tail phrases that will be highly relevant to the readers you are targeting.

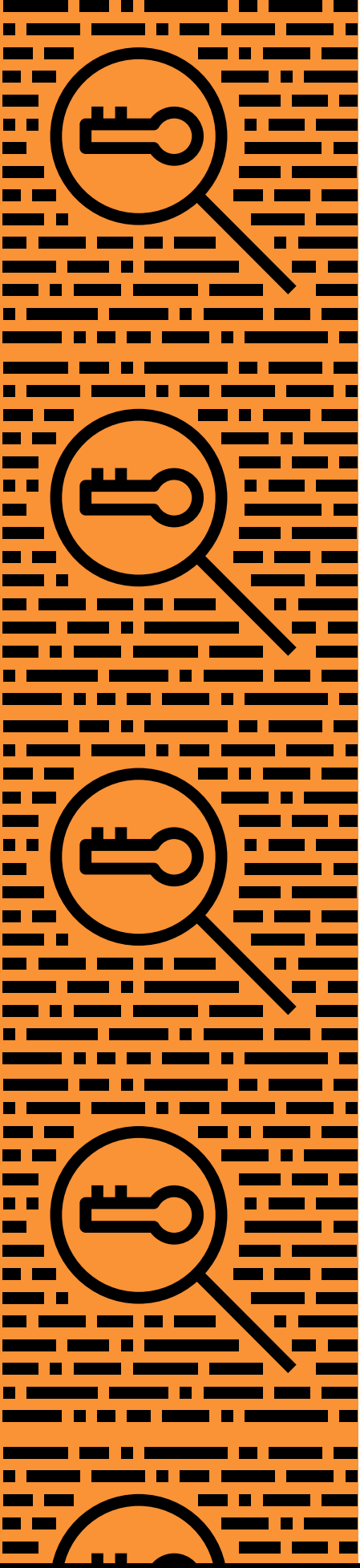
When it comes right down to it, finding these long-tail keywords is very challenging. It does take a little bit of creativity!

But think what they think, and not what you think.

Become that person.

**ACTION!!**



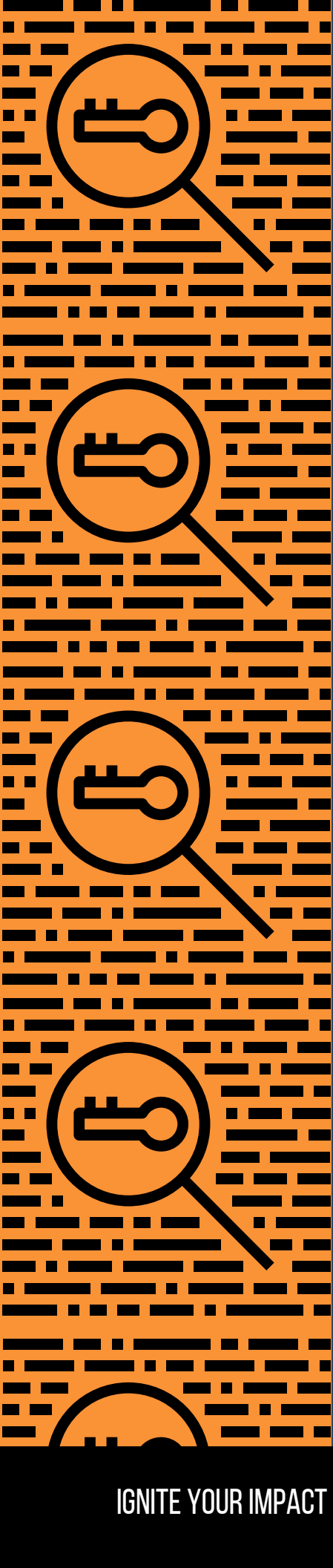


Incorporate this new list of keywords into your idea list from Day 4.

To find your keywords, use a keyword research tool like:

- **Keyword Tool**  
(<https://keywordtool.io>)
- **KWFinder**  
(<https://kwfinder.com>)
- **Long Tail Pro**  
(<https://longtailpro.com/keyword-research>)
- **Keywords Everywhere**  
(<http://www.keywordseverywhere.com>)
- **SEMRush**  
(<https://www.semrush.com>).





Each device has its pros and cons, so you need to shop around to see what's best for your needs.



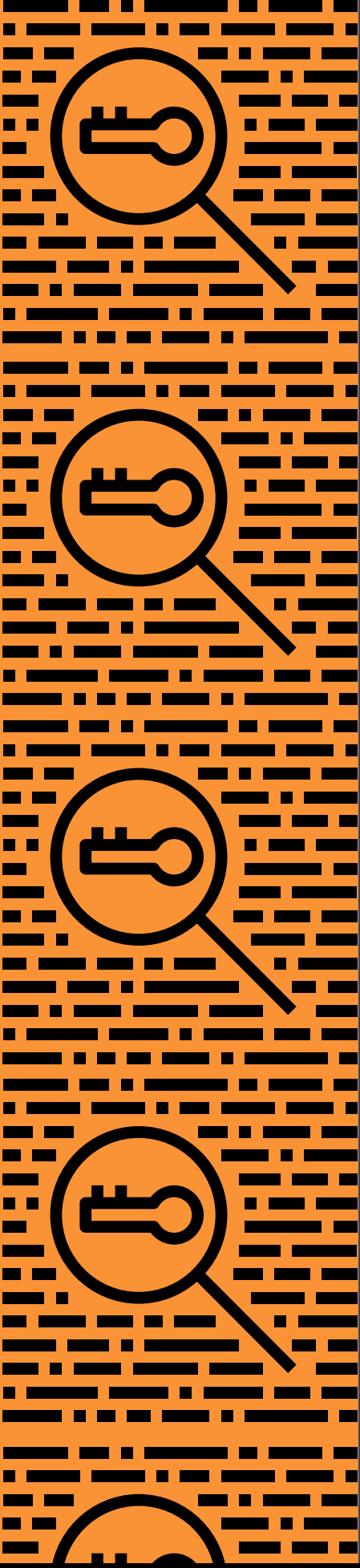
It's not easy to get the right keywords for your posts and pages. For example, some are too competitive, and others just don't have enough traffic.

That's where a keyword tool can help you find out how popular they are, but that doesn't mean it'll be perfect every time so give it a try!

Content marketing is difficult and frustrating when you have nobody to show it to, but you'll learn how to create content that matters with this marketing strategy.

This means if nobody is viewing your content, then those top rankings won't feel like much at all when you could've been targeting other less competitive phrases instead.. But luckily, good ol' Google has created the Keyword Planner tool, which will help you discover the most valuable long-tail keywords for your website.

Once you've finished your keyword research, you'll eventually end up with hundreds or thousands of keywords. You can then put everything into a Google Sheet.



You may want to go over your keywords, one by one, and group related keywords together. When you create your content, you can target all those related keywords at once!

Just a word of caution, though. Your keyword groups shouldn't have too many keywords in them, as it can get problematic if you try and target every keyword on the list.

The key to success includes up to 20 keywords per group (take one-word keywords off your list as it will be pretty challenging for your site to rank for it).

If you've initially grouped far more than 20, see if you can split a group into two or even three smaller groups. This will help you make even more targeted and specific content.

**Manually grouping a massive list of keywords can literally drive you crazy.**

To make the process relatively easier for your team, they can use a keyword grouping tool like WordStream's Free Keyword Grouper (<https://www.wordstream.com/keyword-grouper>).





# Summary

Google is currently making it harder for people to reach the top of their searches.

You want to minimize or even completely prevent this from happening because you're too good at creating impactful content that people **ACTUALLY CARE ABOUT**.

## Lesson Completed On:

## ACTION & IMPACT:

So your goal for today is to choose which keywords you want to build your content around.

Remember to review the long-tail, medium-tail and head keyword rankings for each group before deciding what's best for your site.

## Additional Resources



### KEYWORD RESEARCH TIPS

[How to Find the Right Keywords to Rank #1 on Google | Powerful Keyword Research Tools for SEO \(2018\) | Neil Patel](#)



[YouTube Ranking: 3 YouTube Keyword Tools You NEED! | Justine Brown - Primal Video](#)




[How to Use Google Keyword Planner | Backlink](#)

# DAY 6

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**Create Original, On-Brand  
Impact Content In  
Moments**



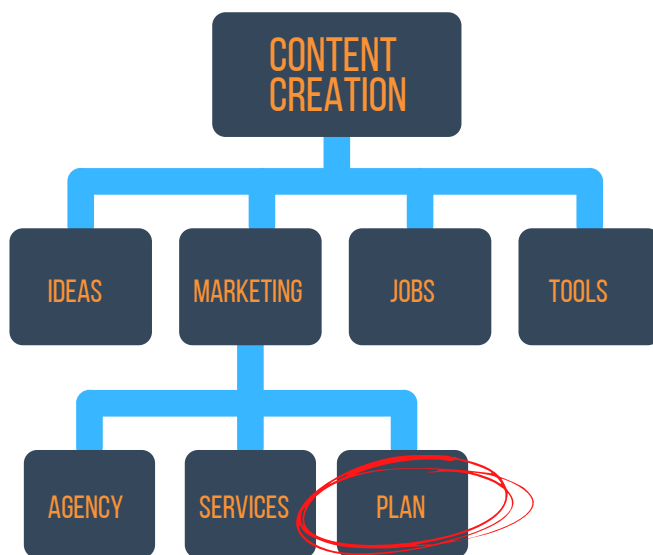




## Create Original, On-Brand Impact Content In Moments

Now that you've got your keyword groups all sorted out, it's time to create a title for each keyword group. Try to understand what each keyword group's theme is all about, so it's easier for you to make the outline and the content.

Any titles you come up with don't have to be set in stone; you're welcome to change them anytime, even after you've posted content.



For each keyword group, try to come up with 2-3 possible tags.

Repeat the process until you have a complete set of potential titles.

The best path for marketers who want to create a content strategy is here.

It will help you understand how to choose appropriate keywords and generate valuable content.

Then once you've selected an excellent title, you can start creating an outline. Your outline should include all keywords in your group.

You want the keywords in your content's headers and sub-headers as much as possible as you get some SEO points this way.

Of course, you don't want to keyword stuff.

If a keyword doesn't make sense as a header, reserve it for the main content later.

## **BEST CONTENT CREATION TOOLS FOR CREATING MARKETING IDEAS**

**EXAMPLE**





It's like writing a book, but without the final edit.

Once you've completed your outline, it's time to write your content using proper grammar and punctuation.

If you're already comfortable with grammar and punctuation rules, then you can afford yourself some leeway in writing your content.

You should also follow keyword research and SEO best practices as much as possible to increase your content's potential for success.

Your outline should be easy to understand. You need this to be the case because you don't want to get confused later when you start working on the content.

If you outsource to someone else, it's even more critical that your impact content outline makes sense and creates impacts.

Create outlines of all your keyword groups, or at least the ones you have many ideas for!



## EXAMPLE

- Brainstorming Tools
- Keyword Tools
- Content Strategy Tools
- Content Ideation Tools
- Content Marketing Tools

Takeaway: Content creation is a central part of every marketing strategy. There are a number of tools that can help promote your content online and align your messaging.



While writing the outline of your content, it's helpful to write down any links you can think of that point from one article or generic section to the next.

This helps you make connections between topics and is a practical way to organize your article.

Content marketing is challenging to navigate. Creating an outline that's too detailed will make it impossible for you to get your message across straightforwardly and simplistically.

If you need to reassign work, you may include instructions about how the task needs to be completed. Also include some history of what has been done before.





# Summary

Having an outline is crucial to your content's success.

It can help you eliminate unnecessary tasks, provide guidance for outsourcing partners and other marketers, and also communicate the overall meaning of your impact content.

---

## Lesson Completed On:

## ACTION & IMPACT:

The goal for today:

Start writing down ideas for your content while keeping in mind the instructions on the outline of each group.

## Additional Resources



[MY BLOGGING PROCESS: How I Come Up With Ideas, Maintain My Content Calendar, & More](#) | Cathrin Manning



[HOW TO PLAN 1 WEEK OF SOCIAL MEDIA CONTENT IN 30 MINUTES \(TIME SAVERS!\)](#) | Sunny Lenarduzzi



[5 Content Pieces You Can Create in 5 Minutes Or Less](#) | Entrepreneur

# DAY 7

---

**Master Your  
Content Calendar**



FRIDAY  
12

APRIL  
TUESDAY  
16

NOVEMBER  
THURSDAY  
11

SEPTEMBER  
SATURDAY  
20

AUGUST  
FRIDAY  
19

MARCH  
WEDNESDAY  
3

DECEMBER  
TUESDAY  
30

JANUARY  
SATURDAY  
13

JANUARY  
WEDNESDAY  
24

JULY  
THURSDAY  
18

JANUARY  
MONDAY  
1

DECEMBER  
TUESDAY  
23

FRIDAY

# DAY 7



## Master Your Content Calendar



1  
A content calendar will keep your content consistent and organized.

8  
9  
10  
Without a specific plan to keep your strategy from slipping through the cracks, you may end up doing tasks unrelated to content marketing goals.

11

16  
You can use a spreadsheet to create your content calendar as well as download templates from the Internet.

17

18  
You can also use Google Calendar, and you'll see below why Google Calendar is perfect for content calendars!

23

24

25



Put an event in your content calendar for each length of content you want to create and include deadlines.

If you decide that writing a blog article will take an entire week, put it on your calendar with start and end dates.

In addition to scheduling all of your current and future content, think about what you'll write next month. Include anything you can come up with into your calendar!

**You can also send yourself emails with the monthly calendars!**

You may either use Google Calendar or another tool to plan ahead, but there is a trick to get even more out of using Google Calendar for content creation.

This way it'll be easier for you to find everything in one place!



Google Calendar

It's easy when creating a new section in the Content template of the CoSchedule software to make it repeat, so you'll never forget what content you promised.



If you have a blogger friend, ask them if they want to share your new blog article or another type of content with their audience.

Make sure it's something that directly benefits both of you in some way.

This may sound like common sense, but it most definitely is not. If someone has agreed to help promote one of your articles or videos, follow through and actually do it on time.

Your promotion efforts should be as consistent as the content creation work itself. Before agreeing to anything online, remember this advice!

Content marketing strategy involves creating killer content along with actively promoting it with the help of your network.

Many businesses don't want to share their content, however!

If you decide to wait until you have a large following before putting together a collaboration, this may affect your timing and goals.

# Impact Thinking



It's like throwing a party; you can't wait until everyone has arrived before putting out the food and drinks.

Recruit as many people as possible to collaborate on your content projects, however, don't do it willy-nilly.

Be sure to create a strategy first and decide what kind of collaborations will benefit you most.

The more prepared you can get, the more impactful your content party will be.



You should also try to promote somebody's content if they are willing to do something for yours too, but don't do this for every piece of content!



Make sure that when sharing someone else's content on social media platforms like Facebook or Twitter, you include in those shares why people should read them as well.



People tend to be more interested in what others say about specific pieces of content rather than just sharing without explanation!

Don't forget about LinkedIn or Pinterest since they often get left out of the social sharing equation. Again, explain why they should think about checking out what you're sharing!





## What if your content has been shared 100 times without any link back to you or your business's website?

This can happen all too easily if you don't have a specific plan in mind! These are often called "drive-by fans," and these people are not likely interested in anything else that you have to offer or promote. You don't want these kind of followers!

That is why you need to master your content calendar and create a promotion schedule that will help you grow your following!

Your goal should be to get people back to your website since they can become real followers once they're there.

This means you must have call-to-action buttons in a place that leads directly where you want them — whether it's an order form or blog subscription.

By the end of this guide, you'll be able to set up and manage your content calendar with ease by using the tips I shared with you. You don't even have to worry about getting overwhelmed either because these are accessible strategies for everyone who uses a spreadsheet regularly!

An additional way is by using Asana to do this. It's a task management system for teams.

Asana is free, so if you don't have a Google Calendar yet, sign up for Asana (and then create your calendar), and add the different keywords or keyword groups to the description boxes at the bottom of each entry (the ones with the red dots to the left of each entrance.)

# Summary

Create a promotion schedule with the help of your team and be consistent about sharing others' content too!

By doing this, you'll be able to master your content calendar in no time.

---

## Lesson Completed On:

## ACTION & IMPACT:

### The goal for today:

Create your own content calendar for this week.

Don't worry about creating something big because you can always use this for what works best for you in the future!

## Additional Resources



[HOW I PLAN, ORGANIZE, & SCHEDULE MY CONTENT FOR YOUTUBE \(& my blog\): A look at my content calendar | Cathrin Manning](#)



[How to create a content calendar for your Instagram, Youtube and Podcast | Katie Steckly](#)



[How to Create a Social Media Calendar: Tips and Templates | Hootsuite](#)

# DAY 8

---

**Build A Website That  
You Are Proud Of**



```
mirror_mod = modifier_ob.modifiers.new("mirror_ob")
mirror object to mirror_ob
mirror_mod.mirror_object = mirror_ob
```

```
version == "MIRROR_X":
mirror_mod.use_x = True
mirror_mod.use_y = False
mirror_mod.use_z = False
version == "MIRROR_Y":
mirror_mod.use_x = False
mirror_mod.use_y = True
mirror_mod.use_z = False
version == "MIRROR_Z":
mirror_mod.use_x = False
mirror_mod.use_y = False
mirror_mod.use_z = True
```

```
version at the end -add back the de
ob.select= 1
mirror_ob.select=1
context.scene.objects.active = modifier_ob
selected" + str(modifier_ob)) # modi
mirror_ob.select = 0
key.context.selected_objects[0]
context.objects[one.name].select = 1
```

print("please select exactly two objects,")

OPERATOR CLASSES

```
classes.Operator):
    @ mirror to the selected object""
    context.mirror_mirror_x"
    mirror_x"
```

```
context):
    context.active_object is not None
```



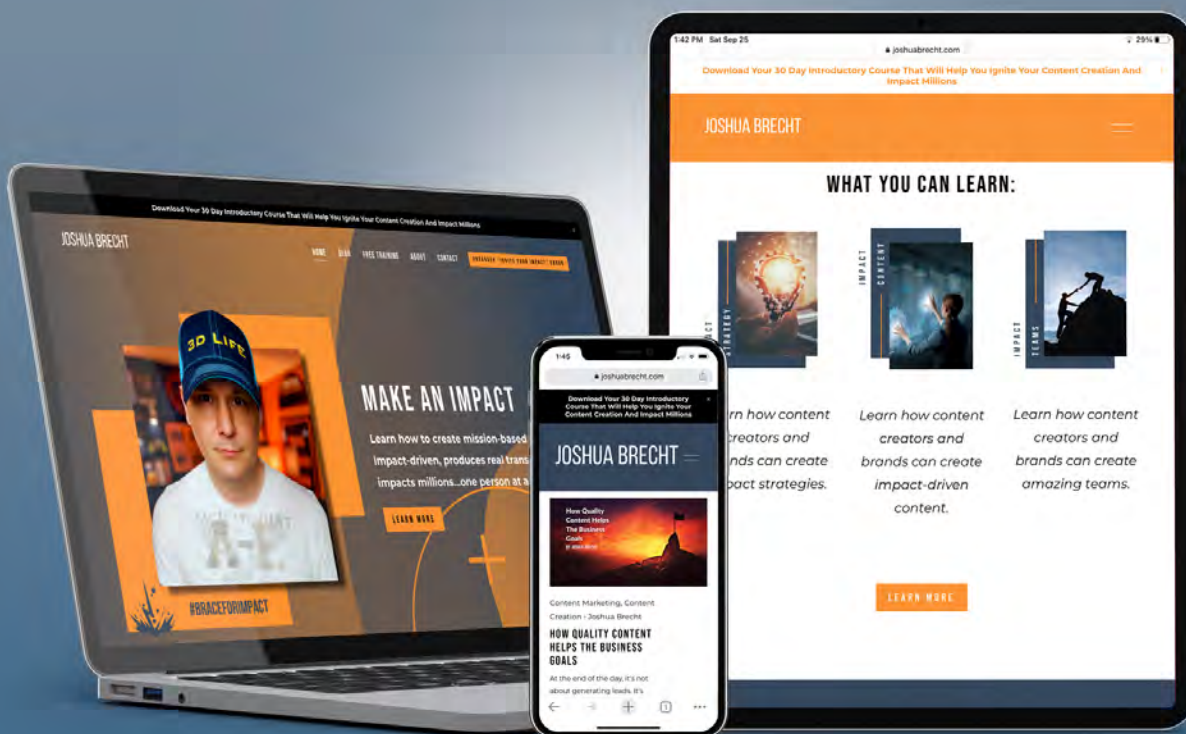


## Build A Website That You Are Proud Of

If you've already got a website, you can skip this part and proceed to the next day's task (the content creation part).

Trust me, you need a good number of days to develop a sufficient quantity of high-quality content, so any extra day you get is an incredible bonus for you!

If you don't have a website yet, and you're thinking it's impossible to create a website in a single day, then don't worry.

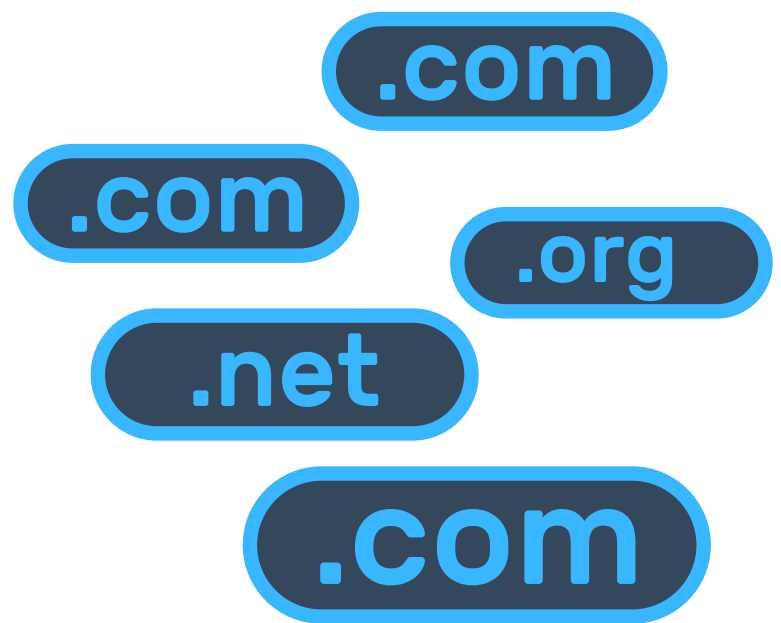


It's a question that's been asked so many times.

I can assure you that creating your website doesn't have to be complicated. By the end of Day 8, you'll have your own website, all without needing to touch a single line of code!

There are two ways you can go about creating your website. You can either use a website builder, making the website creation process very easy, like SquareSpace.

Whichever option you choose, it's best to grab your own domain name.



.COM

WHY?

Because if your website URL is something like:

MyBusiness.blogspot.com

Mybusiness.wixsite.com

Mybusiness.wordpress.com

then it's not going to look very professional at all.

Domain names are relatively cheap.

You can get a .com domain for as little as \$10/year. It's a worthy investment, and if you're serious about your business, then you need your own domain name.

Preferably, it should match your brand name, so it's easier for people to recall.

# Impact Thinking



You can't build a house without securing the land it's going to be built on, in the same way, you can't build your business without owning your own domain name.

Or, are you going to build in the middle of nowhere if you want people to be able to find you?

Would you build your business in the middle of nowhere?

Would you secure your land first?

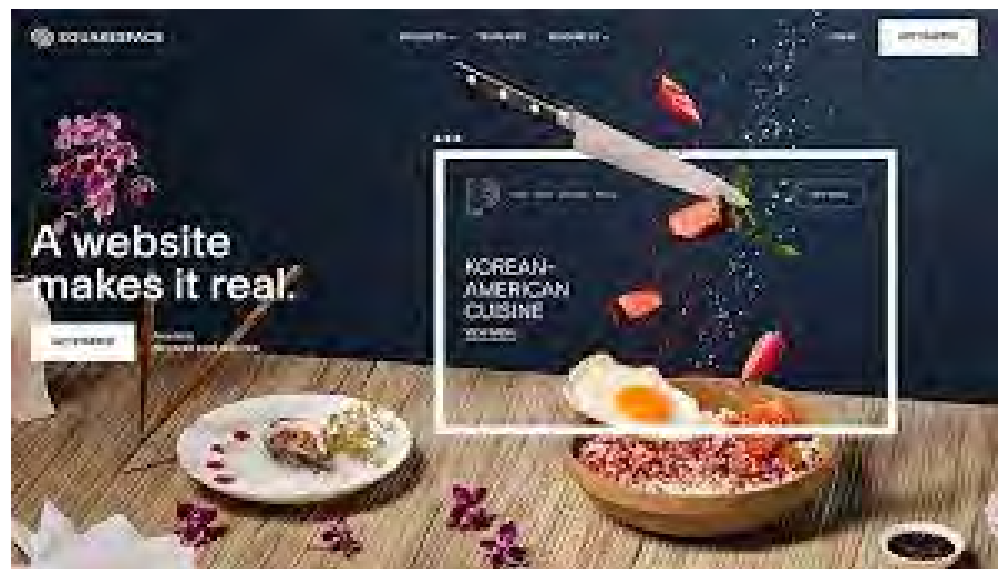






# I Recommend Using Squarespace For Your Site

Setting up your own website may scare off some people, but there are many benefits to using Squarespace for your website.





# Why do I recommend Squarespace?

1. It's not expensive to use. A free trial is available, and even if you pay for a membership, it's very affordable compared to other website builders out there like Wix.
2. It's effortless to use. If you know how to publish articles on your own blog (which is what we'll ask you to do), then it won't take long before you're able to publish articles on your website as well.
3. You get a live chat support feature in Squarespace, and that's something Wix doesn't offer. It can be beneficial when it comes to figuring out how things work (and not working.)
4. You can also use Squarespace to create your blog instead of getting your own domain name if you want (Squarespace offers this feature). It's up to you!

# Here are the main steps in the process. (I promise you can get this done in an hour or so):

- 1. Choose your template and customize it to your liking (you can always tweak the design later)
- 2. Name your site
- 3. Add a logo/favicon read this if you don't have one yet)
- 4. Fill in your contact details and description about what you do
- 5. Insert images, videos, or links into the "Featured" area (it's for your best content)
- 6. Add some social share buttons and configure them



- 7. Write an About page to let readers know who you are in more detail than on the homepage
- 8 . Insert pages you want to appear on the listing view
- 9 . Publish posts on Squarespace (they will appear on your blog and on the homepage)
- 10. Publish an article on your blog with a link to your new site
- 11. Write a press release about it
- 12 . Set up email capture
- 13 . Add a retargeting pixel
- 14. Use Google Analytics
- 15 . Promote it!



**For further instruction please watch the video by the Squarespace Expert Louise Henry.**



Create Your Website with Squarespace: This video will walk you through every step in detail.

It shows you how to create and customize your website template so that at the end of the 30 days, you won't have made just another empty website - but one that has actual content in it and looks great too!

# Summary

Squarespace offers a lot of advantages when it comes to creating websites.

Now go ahead and get your website up! If you don't know how to add images or links, just Google it and find some tutorials on YouTube.

---

## Lesson Completed On:

## ACTION & IMPACT:

Your goal for today is to create a website that you are proud of.

Have fun with it. This is your website which you can use to show off your work, or expertise on what you do!

## Additional Resources



### BEGINNER SQUARESPACE TUTORIAL 2021

[Beginner Squarespace Tutorial \(Updated for 2021!\)  
- Build Your Squarespace Website | Louise Henry](#)



### WEBSITE REDESIGN

[Redesigning my Website \(+ Tips for Designing Yours!\) | Louise Henry](#)



### WEB DESIGN

[How to Use Squarespace to Build a Website for Your Business | Squarespace](#)

# DAYS 9-15

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**The "Impact" Content  
Creation Framework**







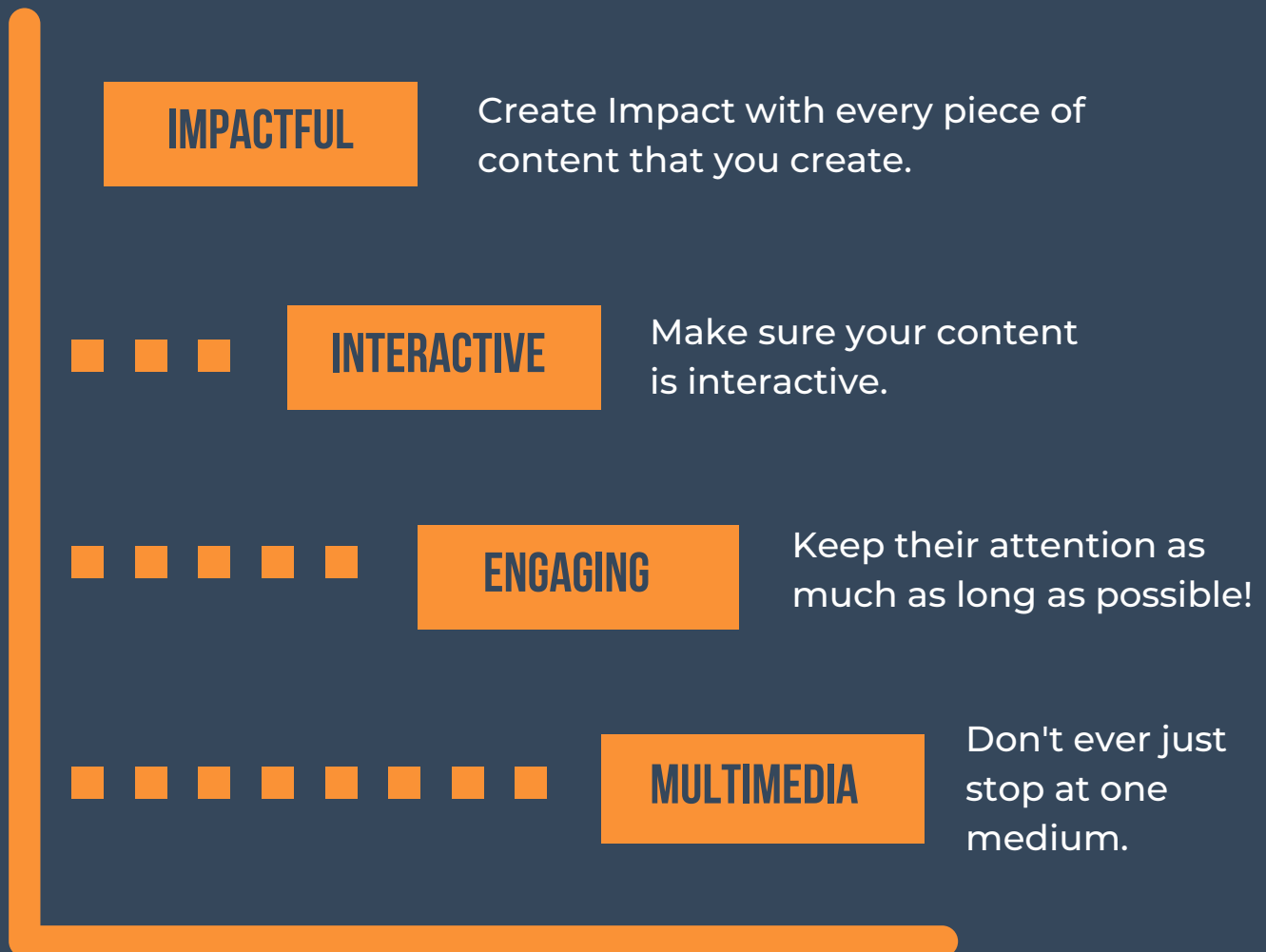


## The "Impact" Content Creation Framework

### What is the "Impact" Content Creation Framework?

Just like a house needs four walls to hold it up, The Impact Content Creation Framework has Four Walls of Impact.

Using The "Impact" Content Creation Framework, you will be able to create a massive amount of content that produces enormous amounts of Impact.



# DEEPER — DIVE



## Impactful

Create Impact with every piece of content that you create. Always think about how your content can create an impactful experience for your audience!

## Interactive


Make sure your content is interactive and not just something to read through or watch from beginning to end, but a fully interactive adventure!

## Engaging

You don't have time to bore people, so always make sure that whatever you send out into the world will keep their attention as much as possible!

## Multimedia

Once you start adding together all of the different pieces, it becomes way more significant than anything you could do on your own, and it allows you to reach more people and help more people!



The beautiful thing about this framework is that you can create almost any type of content, we're going to be focusing on videos because they take the least amount of time and have the most significant Impact.

Once you start using The "Impact" Content Creation Framework and follow these Four Walls of Impact, you are on your way to creating an impact with every piece of content you create.

**So  
let's  
get  
started!**

A top-down view of a lightbulb, several pencils, and a piece of white paper on a blue background. The word "CONTENT" is written in pencil on the paper and underlined. A yellow pencil lies horizontally across the bottom of the paper.

CONTENT

# The "Impact" Content Creation Framework in a video:

Now that you've seen what each wall is, let's talk about how we use them together.

We will give you a step-by-step process that you can immediately apply to your content creation process today.

This way, whatever you create today will impact and reach the people who will benefit the most from it!



## Step 1:

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Brainstorm a topic for your video. (Make sure this is a topic that intersects with your target audience's needs)

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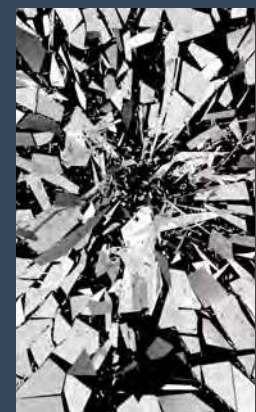


What's The "Impact" of what you're doing? What impacts will happen as a result of your video being created? Come up with three ways that this new piece of content will make an impact in their life. It could be something like saving time, saving money, or something else. Also, come up with at least three different types of problems/challenges/pain points your audience is currently experiencing.

---

## Step 2:

---





### Step 3:

---



What's your message (or main point)?

Can you summarize what you want to get across in a sentence? Make sure that this message relates back to the problems and challenges that your target audience is facing. If it doesn't, then change it or add some impactful stories to go along with it! Otherwise, your content will end up being useless!

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Implementation of each "wall" from The "Impact" Content Creation Framework.

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### Step 4:

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## Step 5:

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Impactful: Tell them exactly why they should care about this new content by ensuring that every part of this unique piece of content will be **IMPACTFUL** for them somehow. You can either do that with stories, facts, or other exciting information. The key here is to have them walk away knowing something new about what you're talking about and how this piece of content will make their life better in some way.

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Interactive: Make sure the piece of content you are creating is interactive! If it just stands there as a boring article on your website, nobody will read it, and if they do read it, 90% won't take any action afterward. However, if you turn your content into an interactive experience where people can click and interact with something, those things become triggers in their brains to take the necessary next step because it's more fun for them!

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## Step 6:

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## Important Note:

If your target audience expects more of a passive experience to get the value they're looking for (such as most business owners), make sure you're combining this with at least one piece of content that is more "impactful" and interactive!

## Step 7:



This is where the power lies. Adding different forms of media into your new piece of content not only makes it way better than anything you could have done on your own but gives you a bigger audience to reach and help!

Implementing Every single time. Now because we want to focus on video creation here so that this article doesn't go on forever, let's just say that each type of media has its own unique framework, which we will discuss in another publication.

## Step 8:





## Step 9:

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Measure the results! If you do not measure your results, how do you know if you are impacting or not? This way, each piece of content you create can be better and better than the last one.



In The End, We hope that this framework has helped provide a simple step-by-step process for creating content that impacts! Obviously, there are tons more strategies and ways to improve your Impact Content creation process, but we wanted to keep it as basic as possible so everyone could easily apply it right away.

By using the principles of The "Impact" Content Creation Framework in your content, you'll be able to create massive amounts of content that will impact the most amount of people. Remember, this framework is not limited to content about "impact" solutions... it can be used for any type of content.

The only thing that matters is the positive Impact your content will create. If your content is impacting, you can use this framework to create massive amounts of that type of content.

Once you have the content outlines ready, it'll be much easier to turn them into powerful pieces of content. And once you know how to create compelling video content, your videos will reach a much bigger audience.

# Impact Thinking



Content is like an apple. It looks nice, it smells nice, and you know that it's good for you.

However, because people are used to eating food that tastes really good, they'll end up throwing away this apple even though it can do amazing things for their health!

Why? Simply because there was something wrong with the taste!

The good news is by applying The "Impact" Content Creation Framework, you can make sure your apple tastes sweet, juicy, and delicious every time!

And the best part about it is that your content will stand out from the crowd.





## Content Productivity Tips

To make your life much easier, here is a collection of productivity tips that will help you increase your content creation speed and save you more time to create mind-blowing, impactful content.

### Work when you're most productive.

This is a pretty obvious tip. If you know that you're much more productive early in the morning or late at night than during your busy workday, then make full use of that time to crank out content! Think ahead. Don't start a video blog post without thinking about what you will say in the video. Make a list of bullet points, map out an outline, or write your entire script before you ever hit record.

Tons of apps can help you increase your content creation speed. Dictation software like Dragon Dictate can completely overhaul how much time it takes to create content, typing out long reports. Or, if you need to quickly edit some footage together, there are applications such as iMovie and Final Cut Pro X that allow you to slice up your videos with simple click-and-drag functionality instead of sitting there cutting stuff by hand.

# This Is A Big One!

We all know how difficult it is to get started working on something new, right? Well, the easiest way to get motivated and actually create content is by giving yourself a definite deadline for when it needs to be done.

When I first started out creating content, my friend told me that I needed to set deadlines for each piece I made. Just because of how much time it took creating content at the start and needing something else to motivate myself besides making money.

So after doing some research and watching many live streams from other creators, here's what we found: In the beginning it takes anywhere from 1 - 2 days (sometimes even longer) to finish creating one video or article, depending on its length. This includes everything from writing up ideas, recording, editing together footage shot by yourself or someone you hired with Final Cut Pro X, uploading it to your YouTube Channel, and finally promoting it on Social Media.



The best advice I can give you here is to bite off as much as you can chew. Don't think creating high-quality video content with tons of value will be quick, easy, or something that anyone could do in a few minutes once you first get started.

It'll be challenging at the beginning until you start building up your own personal or team workflow and processes.

But if you want great results fast, then focus on consistency, not speed at first. This means putting out 2 - 3 pieces of valuable content per week (even though there may be parts of the creation process that only take 1 day) just for example.

My #1 rule when starting out has always been to create the most content possible as fast as possible!



# Remove All Distractions

When you start creating content for the first time, even after getting into a good routine and having your own workflow down pat, it'll still take a long time.

There are many distractions in today's digital society, and it can be hard to focus.

Here are just some ways we'll help you stay on task: Turn off the Internet! No distractions, no temptation to check Facebook or Instagram. Get yourself an app blocker for your phone.

These will block out any apps you choose to block, so when you're trying to work on something and get distracted by games or social networks. There is also an app called StayFocusd, which works even in Chrome now, that will help.

The next tip is Time Blocking - this is a strategy we've recently personally adopted after reading about it in Cal Newport's latest book. You can read his post on it [here](#), but essentially the process is to block off chunks of time during your day (or week) for specific tasks.

For example, if you want to create a video blog or start another article for your blog, choose a few hours where nothing else can distract you.

After you have all of these tasks planned out and you've blocked off the time where you're going to be creating content, then leave it at that.

If something comes up during your time block (and it does), don't think about getting started on that content until you actually get started.

Having a defined space to create things helps immensely as you don't have to think about it while going about your day.

It's that simple. And if you use these tips, not only will you be more productive and create higher quality content faster, but you also save yourself from making those silly mistakes.



# The Pomodoro Technique

The Pomodoro technique is a time management method developed in the late 1980s by Francesco Cirillo.

It uses a timer to break down work into intervals, traditionally 25 minutes in length, separated by short breaks. It is named after the tomato-shaped timer that Cirillo used as a university student.

Pomodoro technique advocates two types of activities:



1. Pomodoros (plural) - a term coined by Cirillo from the Italian word Pomodoro for tomato ("Pomodoro the" is also an Italian word for "tomato"), are periods where you highly concentrate and focus on an activity without distractions.

These are usually 25 minutes in length, but you can do things like 35-minute Pomodoros and even 45 if it works best for your schedule.

2. Breaks - After every 4 Pomodoros, take a more extended break (15 to 30 minutes) to clear your head and return with fresh eyes.

Pomodoro technique advocates scheduling short, regular breaks to return entirely to the tasks at hand.

This will prevent your mind from wandering off and help you get into a more focused rhythm.

Tip: If using an actual Pomodoro timer like the one on the left, use it in conjunction with something that prevents you from getting distracted – we recommend StayFocusd, as mentioned above!

# Finish At Least 1-2 Pieces Of Content Per Day



The number one goal of creating content should be to get as much out there as possible. Resist the temptation to only do 1 piece of high-quality work if you can do 2 or 3 instead.

The faster you complete your content, the more often you update it and the longer it'll be until you have to create something new. You can also utilize this content to expand your reach.

The only issue with creating as much content as possible is that it's not always the best quality.

While this might not matter much to new potential customers (and shouldn't), if you're already at a point where you're trying to grow your business and start making more money from it, then you'll want to make sure the content is as high quality as possible.

It doesn't always have to be perfect, though. Sometimes mistakes do happen (though we're doing our best not to let that happen too often):

But when they do, it's better to admit these small mistakes and then do what you can to fix them instead of trying to cover them up.

Don't worry about getting everything perfect all the time – at least not until you really get going with your content marketing strategy. Then there will be plenty of time for that.

# Perfection

## Don't Worry About Getting Your Work Perfect

Just get it out there, enjoy yourself doing so and then learn from the results. Keep your content focused on 1 topic per page.

It's easy to make your blog cluttered by adding too much information into one post. Sure, this might take the form of "long content," but having a high word count doesn't mean you have high-quality content.

A good rule of thumb for making sure you don't go too far with your content: If it's not interesting or valuable enough to other people, then it probably doesn't belong on that page.

Focus more on the value and benefits of anything you write about – not just focusing on niche keywords.



# Save Editing For Last

When you start writing your content, don't stop yourself and edit everything as it comes out.

You'll end up spending more time editing than actually writing. Then, check for errors once you're done with everything else (and this should be the last step before publishing).

The only times you should consider stopping in the middle of writing is if you really need to take a break.

Keep your content easygoing and straightforward.

**When writing your content, don't get too complicated or fancy just because you can do so.**



Use big words sparingly (if at all) and focus on writing in a simple, conversational tone.

It's better to sound like your target audience than to try and impress them with vocabulary that's way beyond their level of understanding.

There are several ways you can do this :

Break up text into easy-to-read paragraphs containing 3 or 4 sentences at the most (if possible).

Don't use too many sentences without using commas. In addition, don't forget to put a period at the end of each sentence.



Break your content down into as much detail as possible – this is especially important for text blocks that might need additional explanation or examples (for example, you want your blog article to flow as smoothly for the reader as possible).

Keep your sentences short (10 – 12 words), and make sure to use as many sentences with a verb in them as you can. This makes it much easier for the reader to focus on what you're saying.

Add plenty of sub-headings so readers can scan through your content quickly and easily, but without losing any of your main points.

Break up paragraphs and sections with sub-headings (so you don't have giant walls of text).

Add plenty of bullet points so readers can quickly skim through whatever it is you're trying to say while retaining the main point(s) in each section.



Use bold and italic type fonts liberally to make sure your points stick out from the rest of the text and are easy to find (an excellent example of this is with blog titles).

The only time you should avoid making things too simple is if you're targeting a particular audience – like people who already know about what it is you're talking about.

In those cases, keep the technical terms and more "expert" details in there.

Use **graphics** and **tables** to add extra emphasis to your points (and make things easier on the eyes).

Don't worry yourself about using flashy or fancy graphics – only use them if they're really needed.

For example, don't just throw a big image on the page to make it look pretty.

It should add extra value directly related to your point or main topic.

Then save those for when you need them – and not anything else.

An excellent way to do this is by separating your site into different, separate "channel" websites.

This is a common practice in online marketing and is known as "niche marketing," – which means creating an entire website of content aimed at a particular audience.



It's important to remember: keep your target audience (and market) in mind at all times.

You need to know exactly who you're talking to and what they want or expect from you.

That's it – you only need two things to create successful content marketing: a solid strategy and the discipline to follow through with it for 30 days straight.



## Content Editing Tips

Be aware that this isn't an exact science. I give suggestions here, but you can always follow your gut and tweak things to fit your style. My only advice is not to get too complicated – the more simple you keep it, the better your results will be.

When it comes time to edit your content, don't go overboard – it's a good idea to have someone else read through your work for proofreading purposes, but you should only edit what they find. Don't worry about making small mistakes here and there – as long as the primary point comes across clearly, those little things won't matter in the long run (and can actually make the piece sound more natural).

Also, if you're writing a blog post, it's a good idea to have at least one other person run through it as well – give them your main points and let them see if they can summarize what you want to say. You might be surprised how much clarity this actually brings.

# Tweak The Content Structure First

Make sure you're following the above advice on structuring your content and that everything is in order.

Otherwise, there's a good chance your efforts will be worthless.

After that, tweak things like spelling and grammar. Don't get too nit-picky here – it's easy to let the technical details distract you from the actual point of the piece. Just make sure you're using your best judgment.

Don't be afraid to also change up the content style slightly – this is a technique known as "style drift," and it's been proven to give readers extra incentive to keep reading (especially if they like what you have so far).

If it works, then why not?

Use a tool like Hemingway Editor to get an idea of how straightforward your content is.

Words like too, well, so, and such should be used sparingly.

You're not writing thesaurus pages here – you only need enough words necessary to give the reader what they want.

This will also help you find ways that you can make your content shorter.

If you're finding that you have way too much extra space, try summarizing or cutting out some of the more "filler" phrases and sentences to make things easier for everyone.



Readers will quickly lose interest if they feel like you've gone overboard with your word choice – find ways to cut back on the jargon and overly technical information and keep things simple.

Also, remember that shorter content is more shareable – there's less reading for people to do, so they have a greater chance of actually getting through the piece in one sitting.

Get an idea of how much depth you should be looking for and when you've reached it.

Do this by writing a single piece that is around a thousand words long.

Read it over and see how far you can get through it before you find yourself getting bored. If you can make it all the way through, try doubling or tripling the length of your content.

**See if that holds your attention better and where things start to go downhill.**





## Refine Your Title

Does it grab the reader's attention? Does it convey what the content is about? If not, you should think of a new title.

Try to make sure your title is no longer than seven words. Longer titles will probably turn readers off, and that's the last thing you want.

Also, if you can find a way to include some keywords in your title, that's great – but don't do it at the expense of the "clickability" factor.

Now that you have a well-written piece, it's time to make sure your title is up to par. The easier it is for people to figure out what your point or argument is, the better.

Start with a keyword phrase like "Midyear Planning" or "Healthy Eating Habits."

Then, write the body text of your blog post. Make sure to make it enjoyable and to include some good keywords.

Compare the keyword density of your blog post to that of your title. If the article is much higher, you may want to consider rewriting the header.

# Edit Your Introduction

Ask yourself, "is the introduction intriguing enough to make readers want to read on?" You have very little time to snag your reader's interest here, so spend some extra time on this.

If your introduction is not getting a good amount of clicks, try using this formula: "Benefit #1 of Topic + 'Because' + Personal Story + More Benefits."

Also, if your introduction is too long or too short, you should look to adjust accordingly. If you find that your title is not attractive enough, try using some humor.

This has been shown in several studies to be a very effective way to catch readers' attention.

Serve up an interesting statistic, or poke fun at something that people identify with or find humorous.





# Put Yourself In Your Audience Avatar's Shoes



The more relatable you can make your content, the better.

For example: let's say you own a pizza restaurant. You could write a blog post about how you think pizza is overrated or why it's the best food ever.

Start by writing a draft that includes some facts, figures, and/or a history lesson on the pizza.

Then, look at the information you've written and imagine that you're writing to your audience.

What type of information would they be looking for?

How could you include it in your blog post while still maintaining the same topic?

Also, how can you take things a bit further than someone might expect? Maybe pizza is the most popular food in America, but does that make it the best?

Think about what you might be able to do to surprise your readers. If they come away from your post with a new opinion or a new way to look at something, you've done your job.

Focus on how you can give readers "real-life" examples of the points you're making.

If you're trying to get readers to buy something, give them a real-life example of how it can help them.

If there are any case studies you can reference or any other sources of information for your reader, do it.

If they don't know what's in it for them, they're not going to buy it.

If the shoe fits!



ew place. They ~~went~~  
ve. ~~Your~~ *You're* the mother of the winner gr  
stage. She dances ~~very~~ *beautifully* beautiful. Af  
~~illn't~~ *won't* be here. Finally

## Proofread, Edit And Format Your Content

Even if you have a team of professional editors, it never hurts to do at least one final edit yourself. It's easy for us to get caught up in our own work, and it can be embarrassing to have a typo or error of any sort. Make sure you check all of your headlines, links, and headlines for any mistakes.

Make sure your site is clean and professional-looking. If it looks sloppy or difficult to navigate, this will turn people off.

Make sure your content is well-written and easy to read. Nobody wants to wade through a bunch of filler text to find the basic information they're looking for. People might overlook your content if it's hard to understand or is written in such a way that it's difficult to understand.

If you've included many statistics and figures, make sure they're well-cited so that people can quickly check the information if they want.

Make sure to include links to your social media profiles in this section, as well as a brief description of what you do and how people can connect with you.

# A Few More Content Tips

Try to make your content humorous or light-hearted. People like feeling entertained and will likely share it on social media if they enjoyed it. Grab their attention at the beginning of your article, with a story or interesting fact.

Mention how you came up with the information and why it's essential that other people know about it (to help them with their problems).

Write in an informal, easy-to-read style. People will read what you write if they feel like you're talking to a friend instead of writing at them. Make it personal and relatable.

It's all about knowledge transfer, so make sure your content tells people exactly how to do something - or conversely, how not to do something.



If you can create a feeling of community among your readers, they'll want to come back and read more from you.

Don't be afraid to mix up your content style here and there. A blog post doesn't need to contain any images or links for it to be considered good content.

Focus on giving people high-quality "informational" content that will be useful to them.

If you do this consistently and have a plan in place for what kinds of content you'll create going forward, you're well on your way to becoming an expert at creating valuable content that gets read, shared, and talked about.

Remember that it all begins with you. What are you putting out into the world?

Knowing how to market content is essential, but you should also know how to create your own content.

If you don't have a blog and aren't ready to start one, that's fine. Create an email newsletter instead - or share your information through social media.

# Summary

Improve your overall content experience, stimulating your reader's minds with surprising information, provide real-world examples when you're trying to get people to buy something.

Proofread what you've written before publishing it on the internet, and remove distractions.

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## Lesson Completed On:

## ACTION & IMPACT:

### The goal for today:

Create your first blog post (if you don't already have one.)

Introduce yourself to the community (online or local) and ask them if they'd like to hear more from you.

## Additional Resources



[10 Rules for Creating Content as an Entrepreneur | Valuetainment](#)



[What Are Pillar Pages & How They Impact Content Marketing & SEO | SMA Marketing](#)



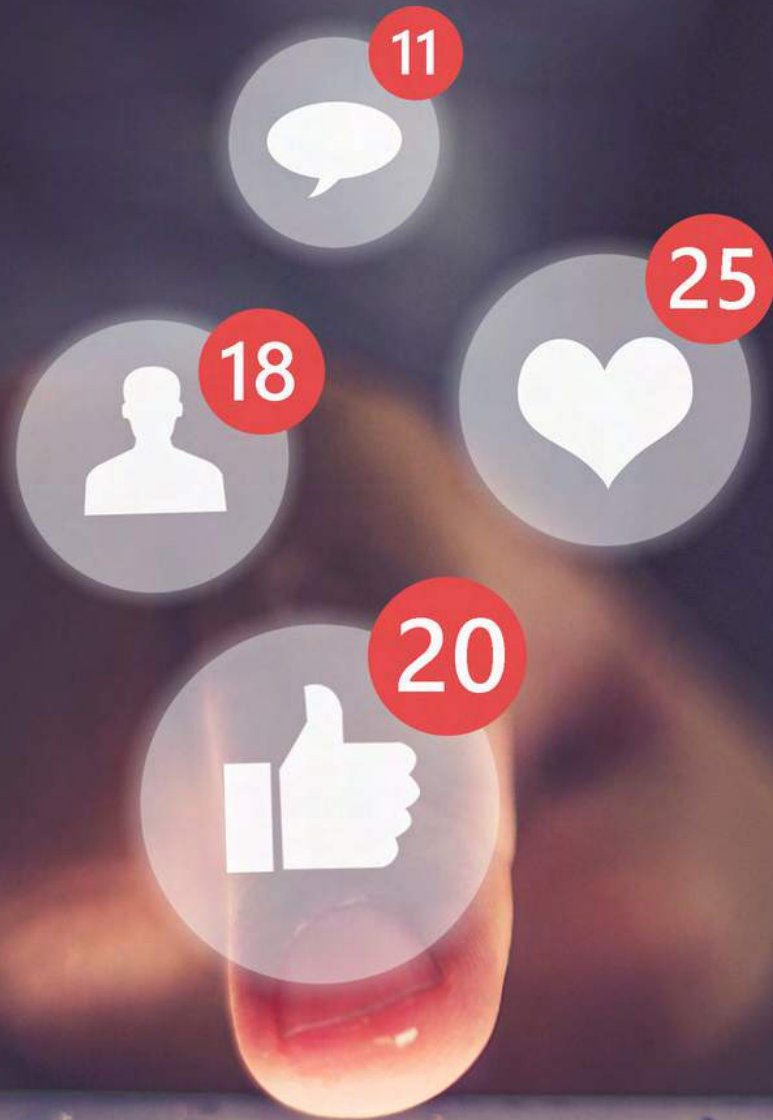
[How to Create Great Content: A Step-by-Step Guide to Content Marketing That Delivers Real Results | Inc.](#)

# DAY 16

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**Experts Practices For  
Setting Up Your Social  
Media Accounts**





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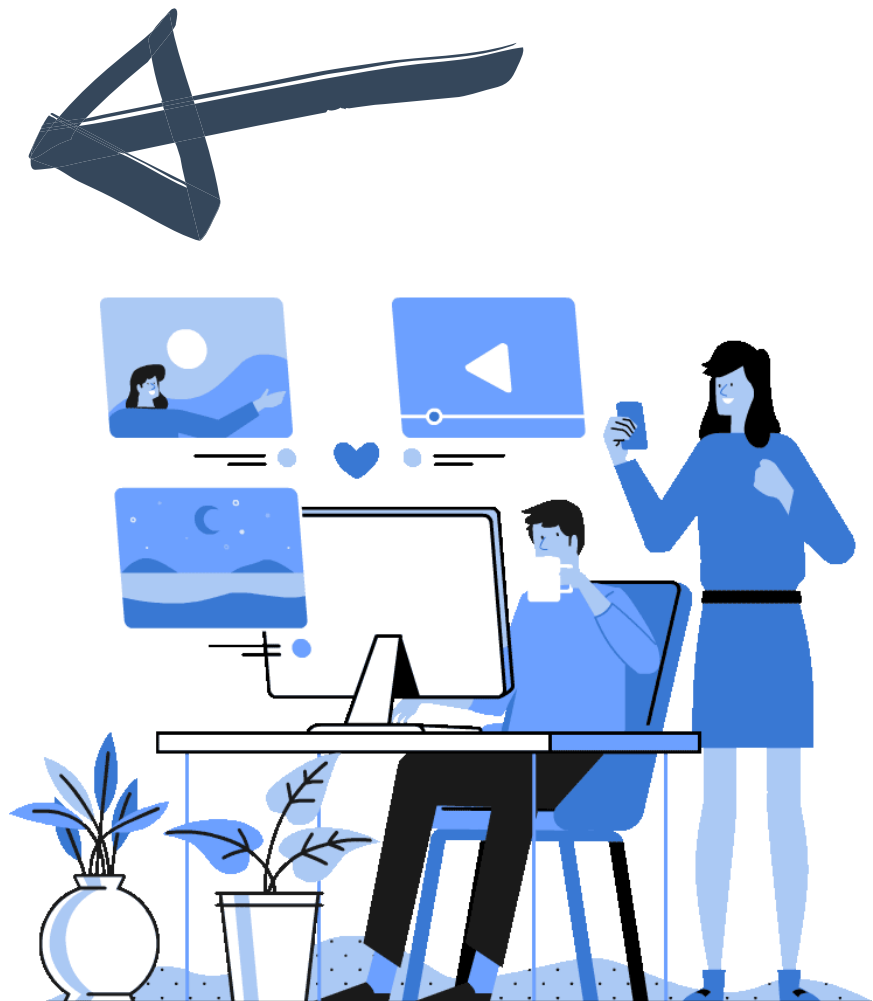


## Experts Practices For Setting Up Your Social Media Accounts

Why are social media accounts so important when the guide is about creating a 30-day content marketing plan? The answer is because this strategy will use social media as one amplification tool.

Whether you wait for people to find your content through search engines or just hope someone shares it, the clock is ticking.

- If you want more traffic today, use social media to share your content quickly with the people who are most likely to be interested.
- Wouldn't it be great if your content was shared by thousands or even millions of people?





You can let your audience know that you exist and that you can offer them solutions to their pain points.

You can quickly build up a following or fan base for your brand, especially if you do your targeting correctly and put the right content in front of them.

Having a solid social media presence will also help increase your trustworthiness.

You can even use it as an effective customer service platform so everyone can see how you conduct your business (yes, this means you need to put your best foot forward, always).

Social media complements content marketing strategies so well that it sends positive signals to Google.

In addition, the more you let people share your content, the better it will be for your SEO and eventually help grow traffic quickly.

Some of the best ways to generate high-quality traffic for your site include building backlinks and using social media sites.

# Which Social Media Sites Should You Focus On?

For starters, you should focus on where your target audience hangs out.

This usually means the most powerful platforms like Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, and SlideShare.





If you're a solopreneur, as I'm sure many of you are, managing all these accounts can be difficult. But if you devote the time to social media platforms - it works!

However, it is ideal for someone else to focus on your social media properties because they will bring exponential growth, unlike any other marketing tactic that exists today.

When tailoring your social media strategy to align with content marketing goals, ensure that all activity is cohesive. It needs to have the appearance of genuine engagement.

This means that you create a social media account or profile for your brand and post the same content.

Social media allows users to share this content, which helps to build awareness of your brand and, in turn, bring more people to your website.





Make sure you also remember the importance of branding when using content.

When you are using social media, make sure that your theme fits in with the overall branding effort of your company.

This means staying on-message, on-brand, and on target with your audience. For example, if your company offers business solutions for healthcare professionals, then use images related to doctors or nurses on Facebook pictures.

# Impact Thinking



Imagine you're out hiking in the woods.

You find a basket with chocolate chip cookies but no note or sign pointing to who left the basket. You would enjoy eating it, but because there's nothing directing you to who left it, you wouldn't want to.

Suddenly, an old woman appears and hands you the basket of chocolate chip cookies. She tells you she baked them for you, so now you can enjoy them without feeling guilty.

You know that this basket was meant for someone like you because it has something that interests you (chocolate chip cookies).

This is what social media should be like, creating experiences around items that are interesting to the people following your company.

# Summary

Everyone needs to set up their social media accounts in order to get their brand or company out into the public eye.

You can engage with your audience, grow your following, and increase your trustworthiness by using social media correctly.

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## Lesson Completed On:

## ACTION & IMPACT:

### The Goal For Today:

Have all your social media profiles set up with branding in order to protect your company.

## Additional Resources



[How to Use Social Media to Promote Your Business and Drive Traffic to Your Website | Think Media](#)



[WHICH SOCIAL MEDIA PLATFORM IS BEST FOR YOU? . \(HOW TO GET MORE CLIENTS AND SALES!\) | Vanessa Lau](#)



[Social Media for Business: A Marketer's Guide | Business News Daily](#)

# DAYS 17-23

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**The #1 Proven Method  
to Repurpose Your  
Content**





for what is  
to be best in  
point of view

# Repurpose

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## The #1 Proven Method to Repurpose Your Content

Over the next seven days, you're going to be repurposing the content you've created in Days 9 to 15 into some other format.

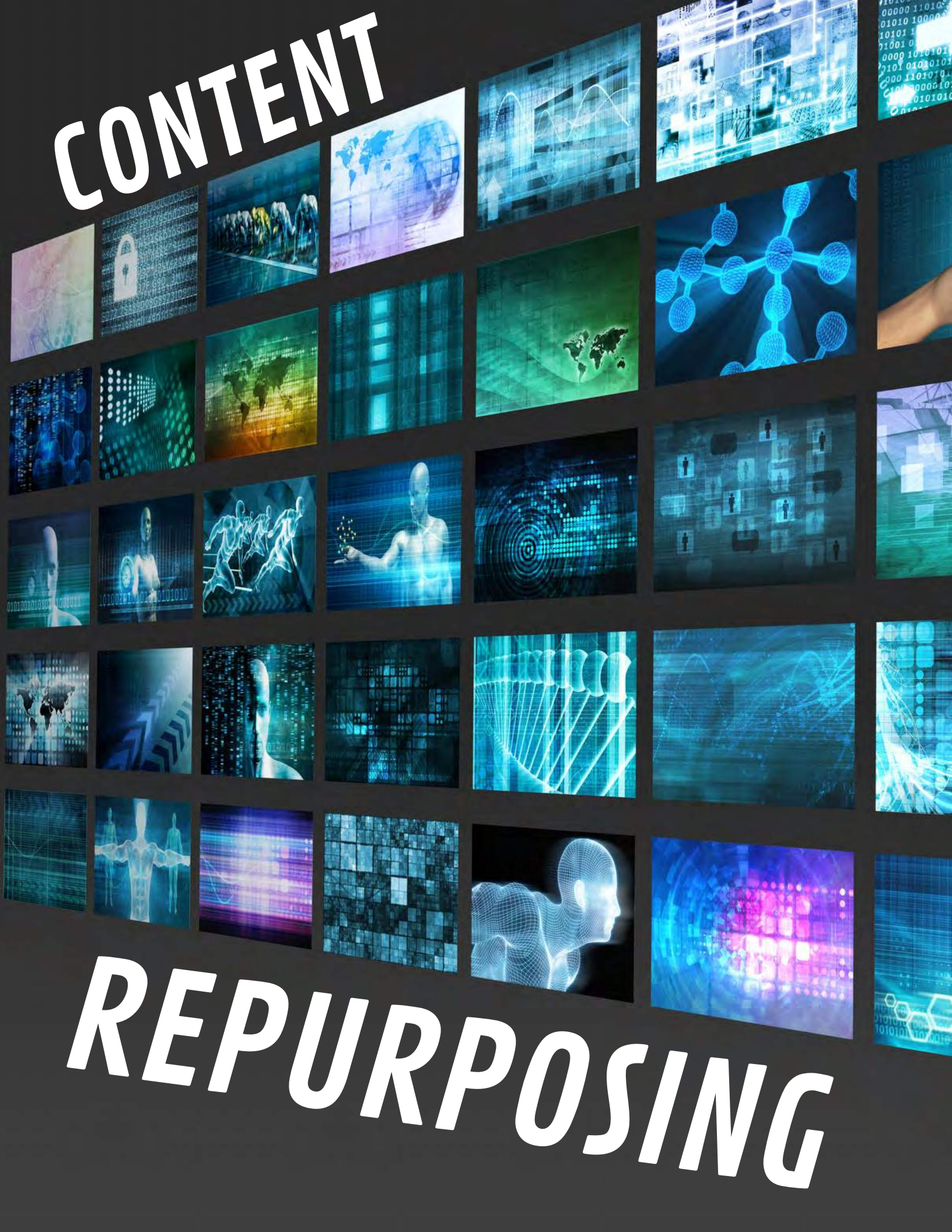
You're going to be using these newly repurposed content for your social media accounts.

If you're wondering why repurposing needs to be done at this point, it's because we want to have both website content and social media content launched at around the same time.

You want to streamline your tasks so it doesn't get too confusing or overwhelming.

You can also delay your content marketing launch if you're doing several unrelated tasks each day.

# CONTENT



# REPURPOSING

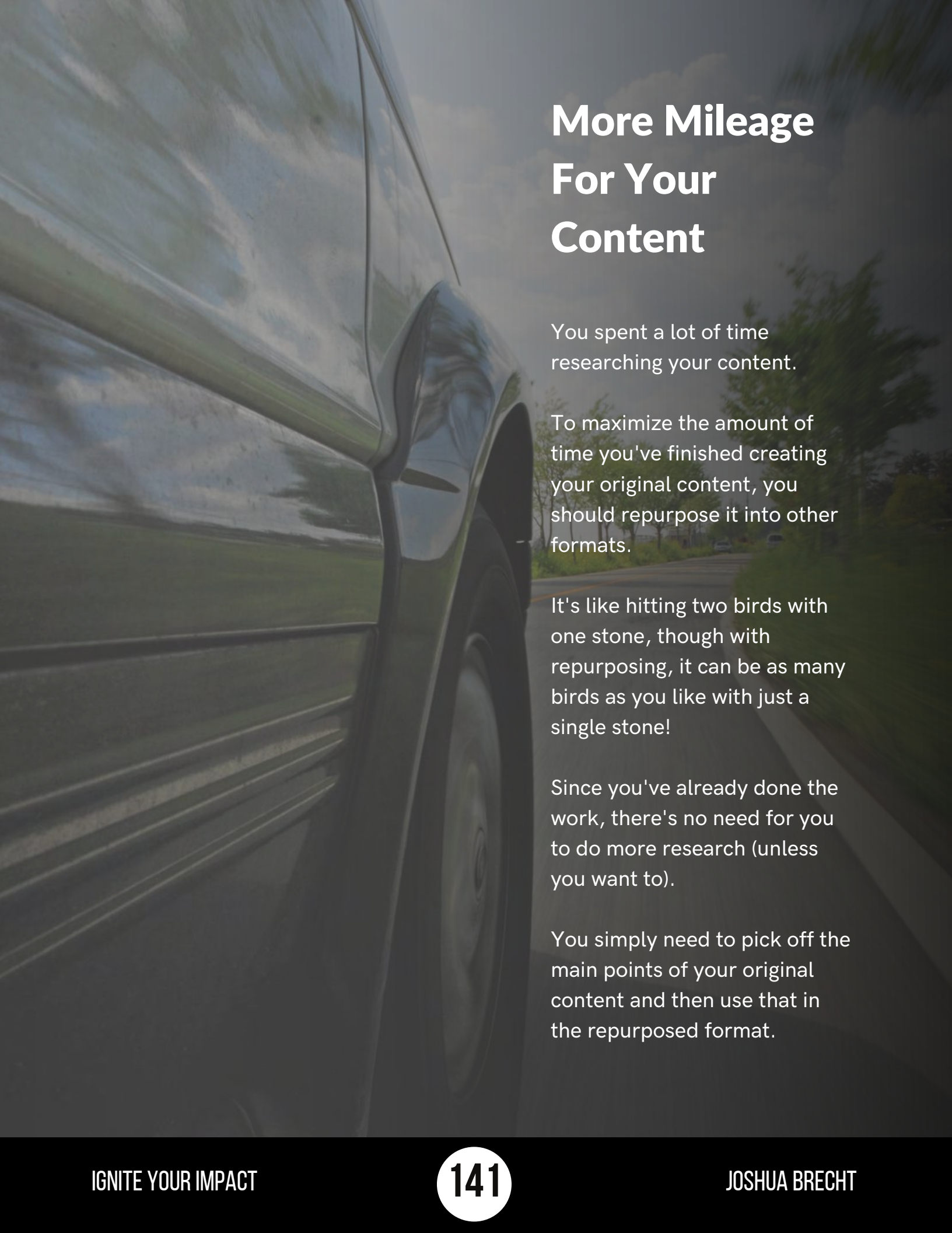
# Why You Need To Seriously Be Doing Content Repurposing

Repurposing your content can be the difference between an average and a successful business. This is because your repurposed content has already been pre-searched for keywords, thus increasing its visibility in search engines when people are looking for relevant topics.

Plus, if someone likes or shares your repurposed content on social media, that's a sign that it was good content, to begin with. It's also great because you can save time while repurposing, as the process is much faster and easier.

Just make sure your repurposed material holds at least as much value as the original piece of content did! You still want to be providing information that people care about.





# More Mileage For Your Content

You spent a lot of time researching your content.

To maximize the amount of time you've finished creating your original content, you should repurpose it into other formats.

It's like hitting two birds with one stone, though with repurposing, it can be as many birds as you like with just a single stone!

Since you've already done the work, there's no need for you to do more research (unless you want to).

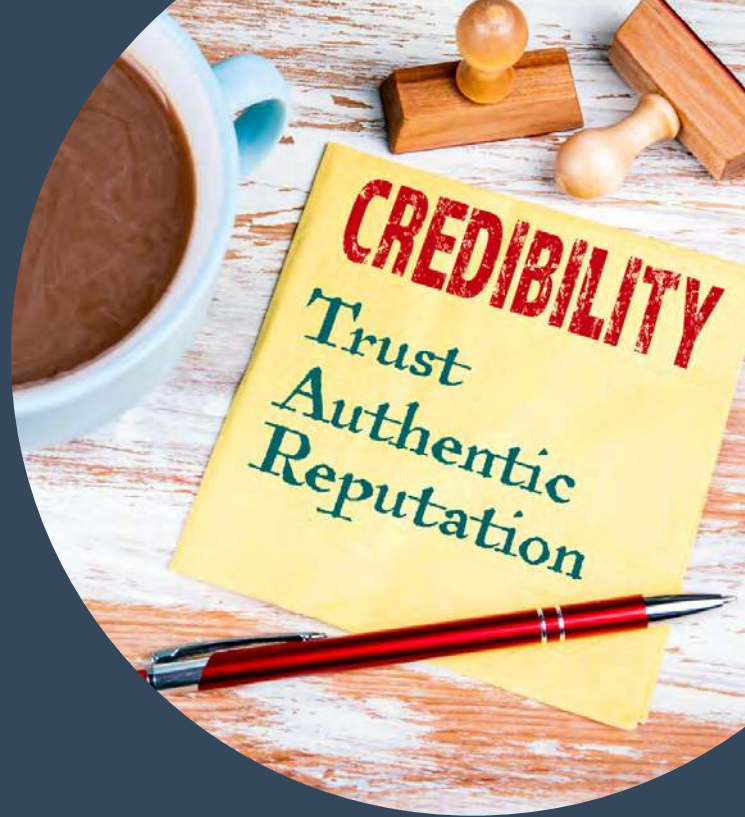
You simply need to pick off the main points of your original content and then use that in the repurposed format.

# Build Your Credibility

When you've published a lot of content on your website as well as your social media profiles, then you become a credible authority.

Just make sure, however, that you only publish high-quality content.

Otherwise, repurposing poor-quality content can backfire. Again, quality will always trump quantity.



Even when you're 'just' repurposing content, you should also pay attention to its overall quality.

Would your followers still find your content valuable?

Will they be able to learn something new from your content?

Your audience should always be at the front and center of any content creation activities.

# Plenty Of Backlink Opportunities

Sure, most social media links will be "no-followed," so the sites are not going to pass on any "SEO juice" to your website. But the point is you'd still attract plenty of web traffic coming from social media over to your website. That's still a good sign in Google's eyes as it means your content is popular and people love it.

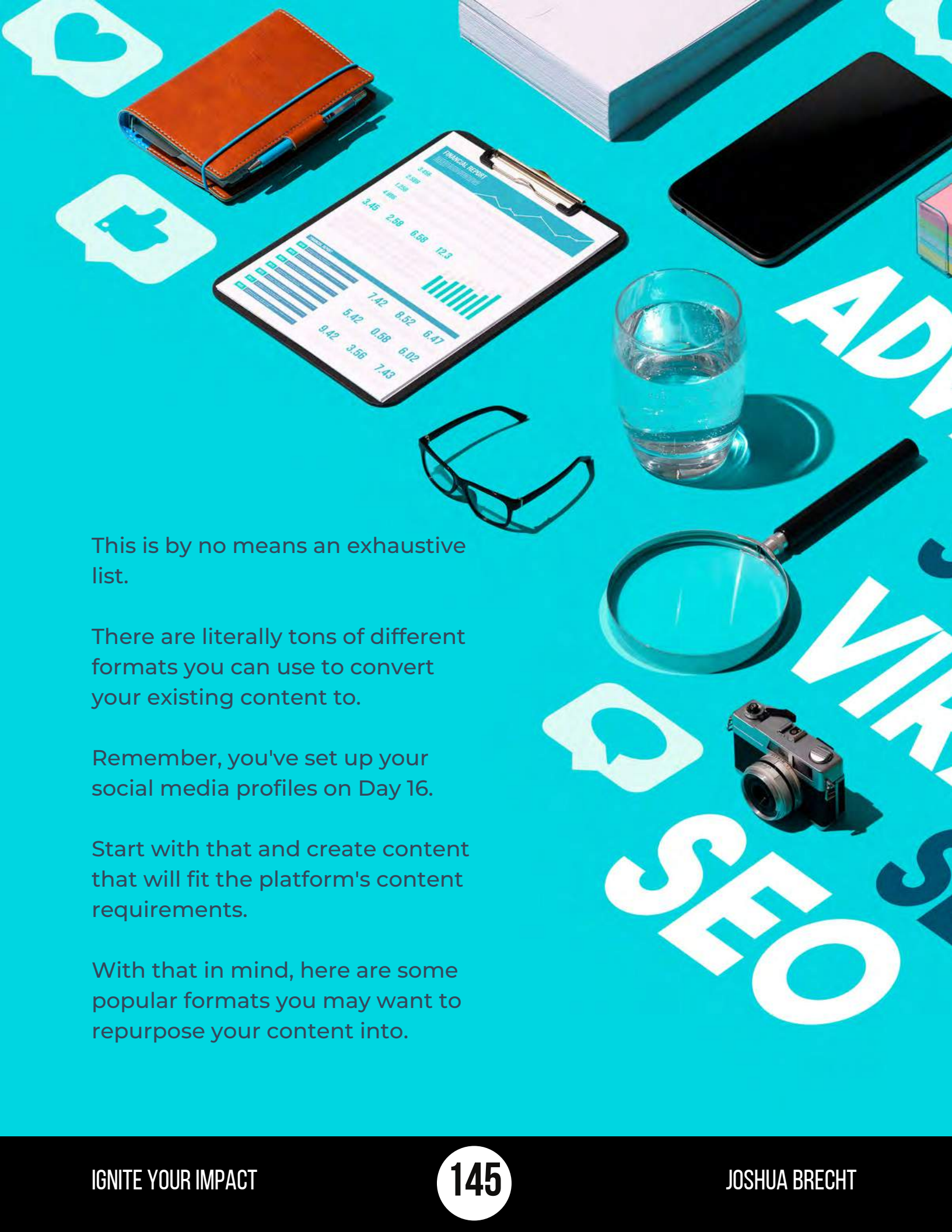
When you've got content published on other sites, you also exponentially increase the likelihood of someone linking to you from their blogs or articles. This may not happen overnight, but it's still highly probable. And when it happens, your content may find itself on the first page of Google search results!





# Content Formats That Determine Your Success





This is by no means an exhaustive list.

There are literally tons of different formats you can use to convert your existing content to.

Remember, you've set up your social media profiles on Day 16.

Start with that and create content that will fit the platform's content requirements.

With that in mind, here are some popular formats you may want to repurpose your content into.

# VIDEO

This is a prevalent format for repurposing your content.

You can create a video of yourself, replaying what you said in your written content.

You may want to do live streaming videos as well.

Another popular variation is the animated infographics video which does not have any images but contains many animations.

It's also fascinating and entertaining!



# Social Media Graphics

People on social media often have short attention spans. There are literally tons of pictures and videos to see and plenty of interesting people to follow.

To make your content stand out, you want to make it as visually appealing as possible. Luckily, there are plenty of apps you can use to make this happen.

The top one on our list is Canva (<https://www.canva.com>). This is a game-changing platform, especially when you are first starting off or a small business. Once you're logged in, simply choose the layout you want to use (different Facebook, Instagram, and other platform posts).

Then you can upload your photo(s) or choose from their available options. There are so many free options out there, and there are also many options on Canva itself.

With a tool like Canva, you can essentially create all of your social media graphics in a reasonable amount of time. So, you will ensure that you manage your time effectively by giving an hour to one platform (say Facebook), then another hour for Instagram graphics, and so on.

This way, you'll end up with many graphics that you can then schedule on your content calendar (you can create a separate Social Media Calendar on your Google Calendar account).

# Podcasts

Podcasts are as popular as ever. It's easy to consume, and you don't need to be tied down to your computer to listen to podcasts. You can stream or download episodes on your phone and then listen to them while you're on the go.

The most important part of a podcast is the sound. If you're not in an optimal environment, your listeners will hear all sorts of things that they don't want to listen to!

Use background noise-canceling microphone and stick with quiet environments for recording podcasts.

With the help of free software, Audacity (<https://www.audacityteam.org/download>), you can record and edit your audio tracks without any hassle!

For your podcast to be successful, you need to inject some excitement into it! You want listeners coming back for more and listening every week.

And don't just jump in talking right away-have an intro jingle that will catch the audience's attention as well as a closing outro, so they know when the show is over.



# Infographics

Infographics are a great way to get yourself out there on the Internet. They can be complex and costly for some business owners, but you don't have to go through all of that!

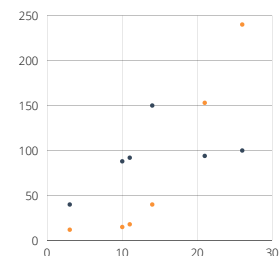
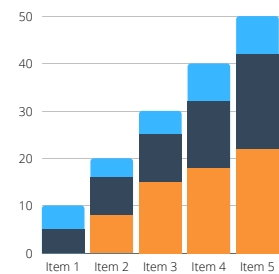
Canva is an excellent tool for creating infographics. It can also make more than just graphics and art, so there are many design options!

When creating your infographic, keep in mind that people love infographics because they consume content in just a few seconds.

Instead of reading a 1,000-word article, they can simply look at your infographic and process the information in seconds!

So, don't make your infographic wordy. It's OK to use text, but your graphics should stand out.

And it should support the information or the data you're presenting, so make sure you use pictures relevant to the subject at hand.



A woman with blonde hair, wearing a grey and white striped sweater, is looking down at a black tablet she is holding. The background is a blurred bookshelf with various books. The text is overlaid on the right side of the image.

## eBook

eBooks work great as lead magnets, giveaways, or 'bribes' for people to give you their email addresses (in exchange for your eBook).

If you have a couple of closely related content pieces, you may want to combine the main points and then use them to create a short eBook. You want to pack a lot of value into your eBook so people will feel compelled to sign up for your list so they can download your eBook.

Also, make the title as enticing as possible and let people feel like they're going to miss out if they don't grab a copy of your excellent, 100% free, and super valuable eBook!

Again, you can use Canva to design your eBook cover, or you can hire a designer to create one for you. Either way, the design should resonate with your brand and communicate visually with your target audience.

# Presentation File

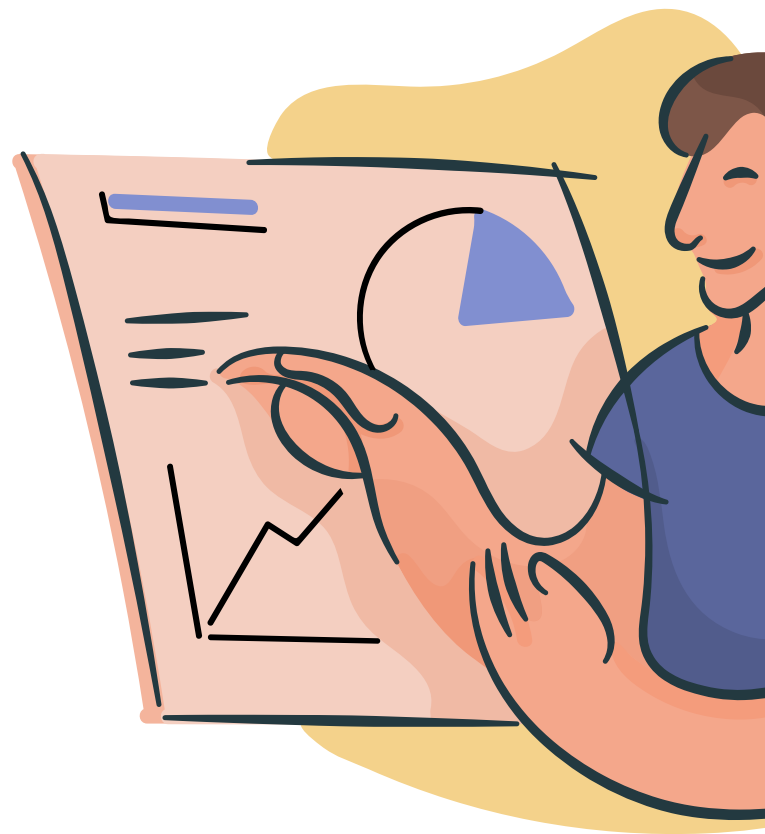
You can use a PowerPoint template and use it as a base to create your repurposed presentation file.

You just need to gather the most essential points in your content and then put it in the PowerPoint.

Try not to put blocks of text on any of the slides. Just a short description of your main point will do. And try to make it as visually appealing as possible.

Don't forget to include your watermark (your logo or website URL) so that people will know where it came from when you upload the file to sites like SlideShare.net.

Of course, you can use your brand name in your profile and add your link to your description, but the watermark works great for deterring possible theft (this is especially true if you publish high-quality presentations)!



# Summary

As a business owner, you have to be creative with how you use your content.

You can repurpose your text content into other formats such as an audio podcast, graphics, presentations, and even an eBook.

---

## Lesson Completed On:

## ACTION & IMPACT:

The goal for today:

Your goal for today is to pick one of the formats and create a piece of content from your pillar content.

## Additional Resources



[How to Repurpose Content \(7 Ways!\) | Louise Henry](#)



[NINJA WAYS to REPURPOSE Content on Social Media \(EASY WAY TO 10X TRAFFIC!\) | Vanessa Lau](#)



[Does Repurposing Content Work? Here's a Data Driven Answer | Neil Patel](#)



# DAY 24

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**Google Analytics  
Setup For Impact  
Driven Results**





## Google Analytics Setup For Impact Driven Results

Tracking your content marketing strategy is a must. Without monitoring, you won't know if you're making any progress at all. And you could be wasting the 23 days you've spent so far on this campaign. There are other analytics programs you can use, but the most popular one is Google Analytics.

If you're not convinced why you need to set up Analytics on your site, here are a few reasons why:

### It's 100% Free

This powerful tool is 100% free. All you need to get started is to have a Google account.

Since you're already using Google Calendar for your content and social media calendars, you may also use it to sign up for Analytics.



### Access Your Account Anytime, Anywhere.

You can view your Analytics data practically anywhere.

You can download their app for mobile phones so you can view your data while you're on the go.

# You'll Get Plenty Of Data And Insights About Your Site

You'll learn lots of new things about your website visitors and how they interact with your website.

For instance, you'll know which channels your visitors are coming from (organic, direct, referral, social, other), you'll know which pages they land on, how long they stay there, you'll know which keywords people are using to discover your site, and so much more.

If you're a data nerd, you'll love exploring Google Analytics and everything it has to offer. If not, well, that's OK.

It can get overwhelming at first, so you may want to read up on tutorials on how to make the most of your website's analytics data.

Squarespace offers an analytics report for their starter and business plans.

However, the data is limited, and you won't be able to track all of your website visitors.

If you want to get detailed information about your site visitors, how long they stay on your site, which pages they spend the most time on, etc., you'll need to sign up for Google Analytics.

You've got an entire day to play with Google Analytics. Get to know the platform better, check out tutorials on YouTube, and find out how to use this powerful software to help you succeed with your content marketing goals.

# Impact Thinking



Imagine you're in a desert and you're dying of thirst. You find the oasis and drink to your heart's content. (I hope it doesn't make you sick!) The water is delicious and refreshing, and after quenching your thirst, you feel great!

Just when everything seems perfect, someone comes up to you and says: "Not so fast, sunshine! If you don't boil the water first, you'll probably die of dysentery!"

This is how I felt when I was introduced to Google Analytics. Every time I would log in and check out my site statistics, my heart would beat faster because it looked like everybody was clicking on ads. After reading up on tutorials and watching YouTube videos, I finally realized that most of the "clicks" were actually people scrolling past the ads.

So after spending a good chunk of time looking at all my visitors and finding nothing but numbers that didn't make sense, I knew it was time to boil (or in this case, set up) the water.

**SEE WHY IT IS IMPORTANT?**

# Summary

Google Analytics will give you many insights about your website and its visitors, such as which pages they land on, how long they stay there, and what keywords people use to find your site. It's important to understand this powerful tool.

## Lesson Completed On:

## ACTION & IMPACT:

The goal for today:

Watch the tutorials in the Additional Resources section.

## Additional Resources



[How To Get The Most Out Of Google Analytics - Module 06 - Lesson 1 - SEO Unlocked | Neil Patel](#)



[UNDERSTANDING GOOGLE ANALYTICS AS A BLOGGER | THECONTENTBUG | Cathrin Manning](#)



[9 Ways Google Analytics 5 Helps Simplify and Track Your Data and KPIs | Neil Patel](#)

# DAY 25

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**Smoothest And Quickest  
Way To Publish New  
Content On Your  
Website**



I'M  
NEW  
—







## Smoothest And Quickest Way To Publish New Content On Your Website

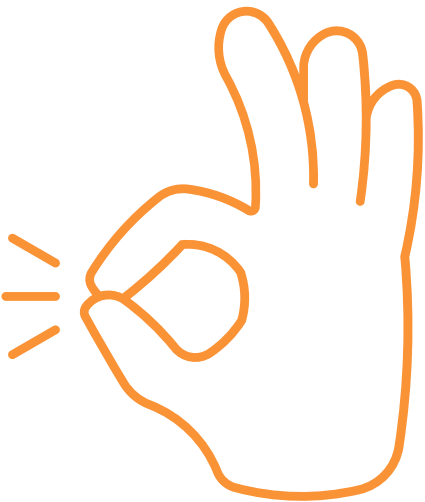
Now that you've got all the essential ingredients for your content marketing campaign, it's time to get the ball rolling!

With Squarespace, uploading your content is easy. Simply log in to your website, click on 'Content,' and start uploading your posts. Once you've uploaded a file (which comes out as content in the dashboard), you'll see it appear under "Drafts":



Click on any of your draft pieces to view them and make sure they're perfect before publishing. As I mentioned earlier, some of your content may require editing. There's a strong chance that you've titled a few posts differently now, and they may no longer fit with the original post titles you created earlier on in your calendar.

Of course, the real challenge will be to get all of your links working correctly. You may also need to replace images, change the structure of your content, etc.



It's like planting a garden. You need to till the soil before you sow any seeds. As you're working, consider what about the post needs to be updated.

Does it describe something that's no longer true?

Is there a new event that would better coincide with your posts?

Are all of your links working correctly?

Just like in your garden, if you're watering your posts with a consistent flow of new content, they will grow and flourish. In fact, the more you work on them, the better they'll get. And you can look for weeds and pests and remove them in order to boost your growth.

Another technique you can use to make your content more exciting is to insert the repurposed content you created in Days 17 to 23!

Yes, you can upload these to social media and other places, but there's no harm in inserting your YouTube video and your graphics in your content. It will help break up the text and make your content even more appealing!



For instance, if you've got a blog post on 'how to stop dogs from shedding' and you've repurposed your content into video format, a social media graphic, podcast, and a presentation, then what you can do is you can insert all these different (repurposed) formats in your post!

This is especially useful if you've got a comprehensive article that's a few thousand words long! People who don't want to read your long article can simply watch the video or listen to the audio file you've uploaded, or they can check out the infographic.

You may need to tweak your content and move things around to make sure everything flows smoothly. Take the time to check how your content will look on desktop and mobile devices (make sure you use a mobile-responsive theme).

When you're happy with how your content preview looks on the front end, then hit that Publish button!



# Summary

Content that appears on your website is created by you, whether it's a blog post, news article, or something else entirely.

You can schedule when your content goes live or publish it immediately.

---

## Lesson Completed On:

## ACTION & IMPACT:

### The goal for today:

Your goal for today is to populate your site with as many pieces of content as you can.

This will ensure that people browsing your site stay a while and explore more of what you have to offer.

## Additional Resources



[How to Blog with Squarespace \(Version 7.1\)](#)  
| Louise Henry



[9 Practical Blogging Goals To Set As A New Blogger In 2019](#) | THECONTENTBUG  
| Cathrin Manning



[What is Good Website Content?](#) | Domain.com

# DAY 26

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**Start Building An  
Audience Just By  
Publishing Content  
On Social Media**





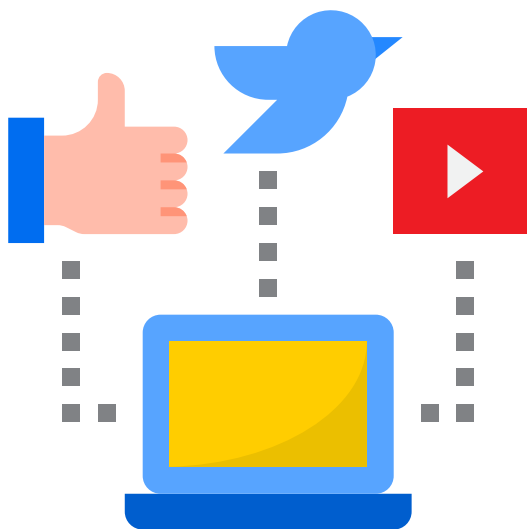
## Start Building An Audience Just By Publishing Content On Social Media

After publishing your content on your website, it's now time to work on your social media accounts. When you created your accounts on Day 16, you already put up your profile image, your background cover, your bio, basically the whole profile shebang! But it's still empty (unless, of course, you chose to write some introductory text, as I mentioned earlier).



Now, it's time to get your social content in order. You can set maybe 15-20 minutes for each platform.

Don't forget to add links back to your website. Even if it won't be a 'followed' link, there's still some potential to drive a significant number of people over to your website. After you're done with one platform, update your social media calendar to keep your to-do list up to date and current.



At this point, you should start engaging with influencers in your niche or industry. Add thoughtful comments to their posts and their communities, basically try to get yourself noticed by providing value.



Every platform has its quirks; you've got to read up on the best practices on how you can get real followers to like you back.

Building an organic following will take time. You can't expect hundreds of people to follow you on your first day.

You'll need to consistently pay attention to what's happening on your social media channels, be alert to what the influencers are doing and try to put yourself within their sights.



The most important thing you can do on social media is to be as social as possible. You need to be warm and friendly. You can proactively reach out to your target audience.





# Impact Thinking



If you think about sales, you lose. This is about building relationships.

Think of it like dating. I didn't meet my wife by going up to every single girl I came across and told them how great I was, and I was the answer to all of their problems.

It took a lot of effort and time to get to know one another. I met my wife by being engaging, friendly, and sociable. I was nice to her before she became my fiancée, then my wife.

A lasting relationship.

Don't be that guy or girl. If you're only in it for the business side of things, don't bother doing any of this in the first place.

Social media is not about numbers, it's about having good relationships with the people you want to impact.



If you want to speed up building your social media presence, you may want to consider spending some money on ads. One of the most affordable options for social ads is Facebook Ads.



Over the following weeks and months, publish social media content regularly and engage with your followers. Don't think of them as numbers; instead, think of them as people.



The platform has over 2 billion active users, and its targeting options are hands down the best on the planet. You can go as deep as you like and target really obscure demographics. You can even install the Facebook pixel on your site so you can track your visitors (no, it doesn't quite work like Google Analytics). What it does is allows you to retarget the people who've visited your website. When they go on Facebook, you'll be able to serve your ads to them!

You're trying to build a community around your brand, so try not to think about how much time you're putting into your social media channels. Just focus on helping people, and sooner or later, they're going to 'help' you out by signing up for your products and your services!

# Summary

On social media, it's important to have a presence.

The secret to success for influencers is building up a following and paying attention to trends among other influencers.

---

## Lesson Completed On:

## ACTION & IMPACT:

### The goal for today:

Your goal for today is to publish social media content regularly and to try to engage with your followers.

Remember that numbers don't matter, but people do!

## Additional Resources



[4 Easy Ways To Grow Your Social Media Following Quickly | Think Media](#)



[Zero To 10,000 Followers In 10 days | How To Grow Your Instagram | Josh Ryan](#)



[11 Ways to Grow Your Social Media Audience | SocialMediaToday](#)

# DAY 27

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**Everything You Need  
To Know About Guest  
Posts & Why They're  
So Important (&  
What Matters)**

**IMPORTANT**

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# Everything You Need To Know About Guest Posts & Why They're So Important

Guest posting or guest blogging simply means writing on someone else's blog (preferably a more established brand with a good number of followers). It's excellent to increase your brand's exposure to new audiences and build relationships with influencers in your niche.



When looking for sites to guest post on, you should first look closely at related places to your niche or operate within the same industry.

## This has two benefits for you:

**1**

You'll be able to demonstrate your expertise.

**2**

Search engines will love the fact that you're getting backlinks from sites in the same niche.



Imagine you're looking for new music to listen to. You type your favorite artist's name into Google, and up come to the top results.

Would you rather see sites that are only somewhat related to your favorite artist, or would you prefer seeing other artists in the same genre?

How many times have you discovered a new artist because you were listening to another?

I can't tell you how many times I have discovered a new artist that was opening for another artist.

That's what guest posting is like. You are opening to their content. You are contributing to the band.

Or you are related to their music. Cover other content producers, or collab.

You never know who else is listening.

You can reach out to site owners via social media, or you can contact them directly on their website. Check the site to see if they accept guest bloggers.

If yes, read the requirements and send in your pitch after. You can send links to your published content. Even if you're a new blogger, you can still land some guest posting opportunities.

If your published content can demonstrate your writing prowess and you come across as a total professional in your pitch, then chances are, you're going to get the gig.

If you really want to guest-write for a popular blog you love, but you know they have stringent guest posting rules, then you may want to build a relationship with the webmaster or editor first.

Show them you're a fan by making yourself known in the comments section or reaching out to them on social media or even email, basically putting yourself in front of them!

Once they start responding to you and you feel like you've finally gotten their attention, then it's time to send your pitch.





When you finally gain that much-coveted approval, then you better make sure you live up to your promises. If you gave your 100% to your own content, you should give 110% to your guest posts, especially if it's a top-rated site. Why? Because you want to impress their audience so they'll come and follow you as well!



THE MIDDLE  
OF INFINITY

START  
START

Now, this is a slow process. You can't do all this in a day, but you can start today. You should have a spreadsheet of sites you want to guest post on. Ensure you diligently follow up your contacts and chase up people's replies to your pitches over the next few weeks or months. Yes, this is a 30-day content marketing plan, but as you can probably already tell, **your work will not stop in 30 days.**

# Summary

We listed out everything that is needed to know about guest posts and why they are important.

We also went into detail about how to find opportunities for this as well as tips on how best to make a pitch.

---

## Lesson Completed On:

## ACTION & IMPACT:

### The goal for today:

Your goal for today is to focus on creating relationships with other bloggers - whether they are sites to guest post on or people who work for them.

## Additional Resources



[Is Guest Posting Worth It? | How to Boost Your SEO Rank Through Guest Blogging.](#) | [Neil Patel](#)



[GUEST POST GUIDE | 11 TIPS FOR GUEST BLOGGING](#) | [Allison Lindstrom](#)



[3 Ways Guest Posting Can Help Grow Your Online Audience](#) | [Jeff Goins](#)

# DAY 28

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**The New Marketing Wave:  
How to Capitalize on  
the New Influencer  
Economy**







## The New Marketing Wave: How to Capitalize on the New Influencer Economy

In addition to looking for guest blogging opportunities and building relationships with webmasters and content editors, you should also reach out to social influencers in your niche.



Social influencers are basically brands with a considerable following on social media. There are plenty of influencers on all kinds of social platforms.



So, whether your followers are primarily on Facebook, Twitter, Instagram, or any other social site, you'll usually find an influencer. Convincing them to give your brand a shoutout is another thing entirely, though.



Influencers probably receive many pitches every day from people who want to leverage the influencer's fan base and get the word out about their products or services. You need to stand out from the crowd.



Now, some influencers accept monetary payment or in-kind payment before promoting products. Try to find out how the influencer can benefit from your relationship to use that in your pitch.

If you're selling a product you know their followers are going to love, then you can send a free sample to that influencer and ask them to review your product (they can even keep it for free!). Or, you can give them a discount code or provide them with an affiliate commission for their followers' purchases!



When reaching out to influencers, make sure you choose those who are actually in your industry. If you're in the makeup niche, you wouldn't want some pet store to promote your product. It just wouldn't make sense! Some dog lovers out there might like makeup, but realistically speaking, you can't expect a reasonable conversation rate from such a promotion.

You can use a tool like Buzzsumo (<http://buzzsumo.com>) to look up critical influencers in your niche, or you can look for them manually. While Buzzsumo isn't exactly cheap, it's going to do more than makeup for it by saving you tons of time.

Manually looking for the right influencer on various social media platforms isn't going to be easy. You can easily spend days and still only have a few people on your list!

# Impact Thinking



It is like going on a treasure hunt. You may have to sift through a lot of people who simply aren't going to be the right fit, and I understand how time-consuming that can be. However, you must focus on the X on the map.

Keep your eyes on that prize and keep looking for the right person (or group of people) until you've found them. Don't give up!

How can you apply this to your content marketing strategies?

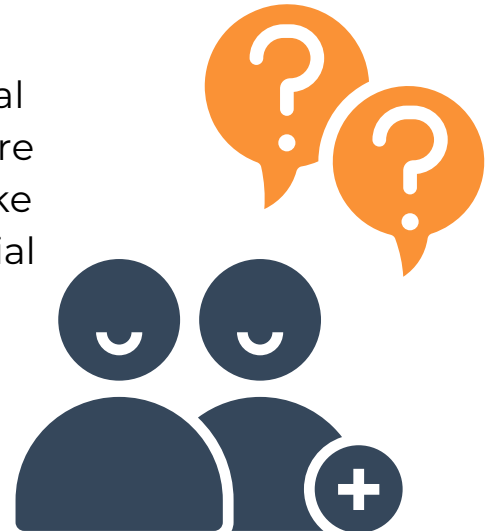
FOLLOW

FOLLOW

FOLLOW

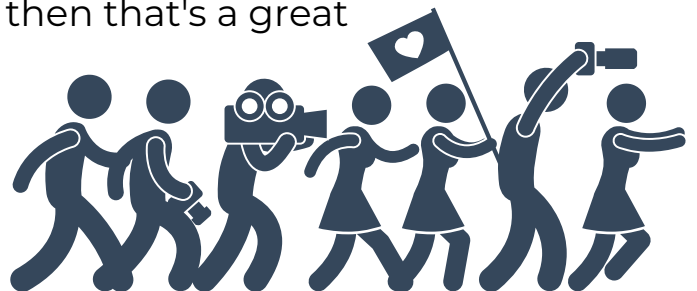
Just a word of caution though, if you're paying for influencers or sending products to them, you need to make sure that their followers are real people.

It's so easy to inflate your social following these days – there are tools you can use to create fake social profiles. Others buy social followers on Fiverr (of course, these are all fake!).



You'll know they're fake because they may have many followers (say 100,000), but their posts only get 1-2 likes or comments. That is, they get very little engagement!

What you're looking for is an influencer with an active community. It's OK if the influencer only has a few hundred or a few thousand followers – if these are all real people who contribute or engage with the influencer – then that's a great sign!





# Summary

The new marketing wave is coming from the niche of influencers who have a considerable following of people on social media.

These influencers are brands that people want to follow. You should also try to reach out to the right influencer in the right category in which you are in.

## Lesson Completed On:

## ACTION & IMPACT:

The goal for today:

Your goal for today is to find at least three specific influencers in your niche.

## Additional Resources



[How To Use Influencer Marketing To Grow Your Business \(Strategies & Examples\)](#) | [Think Media](#)



[The Influencer Economy](#) | [Fun Time Serious Money](#) | [1Up Gaming](#)



[How E-Commerce Brands Should Capitalize On Traffic From Social Media Influencers](#) | [Forbes](#)

# DAY 29

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**The Most Powerful Way  
For Brands To Build  
Relationships With  
Their Audience**



# The Most Powerful Way For Brands To Build Relationships With Their Audience



COMMENTS



COMMENTS



COMMENTS

You may have read on the Internet that blog commenting is dead. Well, the reality is it's still very much alive. Sure, most blogs have the "no follow" tag on comments which means your links are basically worthless in the eyes of search engines (in terms of SEO juice). But don't forget that people do still read comments, especially on popular sites.

The trick to blog commenting is by providing thoughtful comments that get people to either ask more questions or share their views. You can't just put "Hey, great blog post" or "Nice, awesome content" and expect people to click over to your site! These kinds of comments are commonly left by spammers and spambots.



If you want to appear like the human you are and stand out from other commenters, you need to take the time to actually read (or at least skim) the content and then write a thoughtful comment about it.



Make your comment sound intelligent, written by someone genuinely interested in the topic at hand.



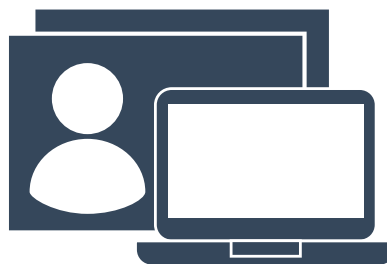
When people read your comment, you want them to be blown away. They're going to get curious about who you are, and that's when they'd click over to your site!

You can get referral traffic from blog commenting for a long, long time, especially if that piece of content ranks high up on Google.



The only problem with blog commenting is that your comment can get buried when commenting on trendy articles. The solution to this problem is by subscribing to a site's RSS feed. When they publish new content, you get a head's up, and you can be the first commenter!

When commenting, use your full name as your commenter name (e.g., John Smith), not your brand name (e.g., The Greatest Brand On Earth).



Any comment written by someone with a suspicious name will probably get ignored by the site's readers. So, if you want to come across as human and not a bot, use your name when making comments. It helps build your personal brand and makes your name recognizable to the blog owner and their community!

Best practices for commenting on social media posts are to always comment on older posts. Newer ones tend to get a lot of engagement and can clutter up your notifications.

While it's not a good idea to spam the same comment all over, you want to stay consistent with your commenting style. E.g., if you like to throw in a joke when commenting, then do it every other time. If you want to use quotes, make sure you leave a quote comment after every three remarks. This makes it easier for the blog owner or readers looking out for your name to notice when you're making a new comment!



Oh, and by the way – don't just comment on one post or page. Try to comment on a wide variety of positions so you can get your name out there and build your personal brand!

**Idea:** If you're a photographer, then do some research to find popular articles, photos, and videos that would be relevant to your niche. Then leave thoughtful comments targeted toward the content creator or their readers.

For example, if you're a wedding photographer targeting writers, try leaving comments on posts about love and weddings. Leave thoughtful comments and strike up conversations with the writer and their followers! When they see your name again in their notifications, they might just click over to your site!



# Impact Thinking



Imagine you are a wedding videographer who wants to target blog owners and their readers.

You could leave a thoughtful comment after a post about marriage, along with your favorite quote from the post to start a conversation going!

It's okay if people don't reply back to you right away. It takes time for relationships to build.

In fact, one of the benefits of blog commenting is that you can leave your comment and come back to it when the timing is right.

Best practices for commenting on videos: Just be a person. Don't just say "Great Job" or "Awesome"; instead, leave a comment that shows that you actually watched the video and you're not just dumping some spammy garbage. Reply to other commenters by either agreeing or disagreeing with their comment. Don't just say something like "Thanks," reply with an actual response that they are likely to read.



7

If there's a question being asked, answer it. If it's not directed at you specifically, then say something short like "Yes." Don't just say "No," be a person instead and explain why you disagree with that idea.





Ultimately, no matter what form of media you are commenting on, the idea is to create a relationship and recognize the impact of their content.



It's an interesting, slightly depressing thought that no one cares as much for others or anything outside their own little bubble as they do for themselves and those close to them. We often see this behavior played out with celebrities where people almost feel like it gives them some ownership over someone famous when a celebrity posts something- but we forget how common it may be around us right now!

Now you build a relationship with the content creator. And guess what? They are more likely to want to work with you if you're interacting with their content.



# Summary

Building relationships on social media networks is an important consideration when communicating for your personal brand.

When interacting with their content, you are able to build a relationship that can lead to work opportunities.

---

## Lesson Completed On:

## ACTION & IMPACT:

### The goal for today:

Your goal for today is to find 20 different people who are blogging in your industry and leave thoughtful comments.

## Additional Resources



[BUILDING SUSTAINABLE RELATIONSHIPS THAT BRING BRANDS AND PEOPLE CLOSER | TEDx Talks](#)



[How To Build An Engaged Online Community w/Tom Ross | The Futur](#)



[How to Develop a Lasting Relationship with your Audience in 12 Steps | Business Broken Down](#)

# DAY 30

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**Get Your Content  
Everywhere!**





# CONTENT



## Get Your Content Everywhere!

OK, your 30-day content marketing plan is coming to an end! So, where do you put all that new knowledge to use? How do we get your content everywhere and start to impact people's lives?

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Keep in mind that just because you've reached day 30 of your content marketing plan, it doesn't mean you stop!

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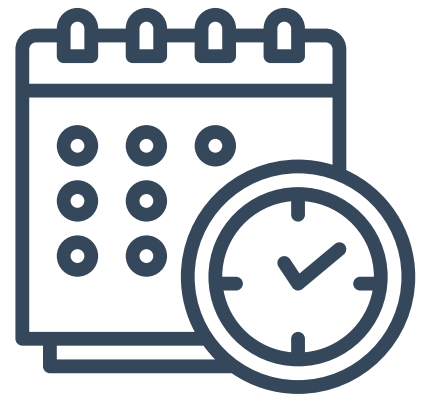
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## Remember to stick with the strategy that we started on day 1

The key is to keep your momentum going forward and ensure that you're still using social media platforms before promoting content. Make a schedule and stick to it!

Otherwise, you can run into trouble where you just end up throwing content on the wall to see what sticks. If you don't have a strategy in place, the chances are that your success rate will be meager.



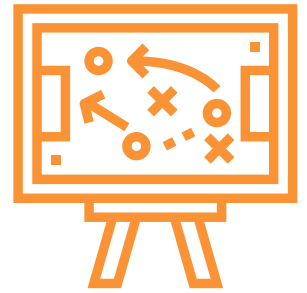
I've got some good news for you, though! You're already halfway there, and all of this hard work will pay off.

How do you get your content everywhere? It's a pretty simple process, in fact. First, identify the type of content you will be creating and how it will help people. Once you've determined that, with a system in place and some consistent strategies, begin promoting your content until the cows come home!



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Depending on your industry's market, some of your content will be more relevant to particular niches than others. So, go for those that fit with your overall strategy!



Do a little research and find out if any other relevant people may be interested in what you have to say too. If so, try contacting them about a possible collaboration.

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That's not to say that you shouldn't be promoting your content to people who don't fit into the same niche as you either! You still want to get the word out there, but you can tailor it based on their more relevance. Whatever you do, though, don't just randomly throw content at people!

That's a recipe for disaster in my book.



Just check out this Google search; it has the word "great" at the end of it. So, we've just found 1000+ webpages that talk about content related to Great Content Marketing - Talkwalker Search Results. Look at all those results! You could contact any of those websites and gain some relevant links to help build your overall content marketing strategy.

Or not.

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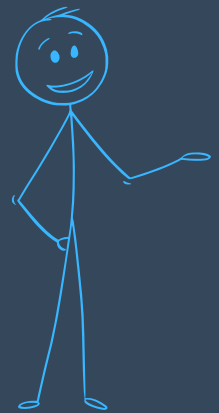
I don't mean that you should be spamming people on the Internet, or even worse, with cold calling! That's what leads to receiving many calls from people who want to know if you're selling cheese.



Remember, it's all about how you present your content to them. You may just have to do a little research before you contact the owner of those websites as well.

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Maybe they've already done a great job promoting their content and are already happy with where they are at in terms of traffic or whatever else is important to them.



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To ensure you're not wasting your time, do a little research to see what other content they already have on their website. So if you come to them with a new idea that is entirely different from everything else they are doing currently, you could be shooting yourself in the foot before you even get started!





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Take some time and do a little research on the potential website owner, see what they have to say about their content and if it's something they are already happy with.



You want to develop the idea that will fit into their overall content marketing strategy nicely without conflicts about your thoughts and theirs.

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If you find out that they could benefit from your content marketing ideas, you should create some great content pieces.

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# Impact Thinking



It's like driving a car in first gear and reverse at the same time. It will strip your mental gears.

Creativity is about generating new ideas, visualizing, looking ahead, considering the possibilities.

Evaluation is analyzing and judging, picking apart ideas and sorting them into piles of good and bad, useful and useless.

Most people evaluate too soon and too often, which causes them to create less than they would if they separated creation from evaluation--coming up with lots of ideas first before judging their worth later.

In order to create more idea-full thoughts, one must separate creation from evaluation;

You will provide more value to those you are reaching out to by doing this because they will see you respect their time and they will most likely appreciate your efforts in trying to help them out.

If they are already happy with where their content is currently at, ask them what they like about it the most.

Maybe they really enjoy doing videos or maybe it's something else entirely different that is unique to their website's overall content marketing strategy.

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What if someone doesn't have a website? That's fine, too! You don't have to ring them about cheese or anything like that. All you really need is their email address and a phone number, and then you can start the conversation that way.



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It's important to remember that if you're going to seek out content creation opportunities, it has to come from a place of honesty.

If you plan to scam someone with some fake website and name, chances are people will eventually see through your scheme, and all your hard work will be for nothing!

**SCAM**

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It's better to just take your time and do it the right way. That way, you'll be more likely to get your content marketing strategy off the ground in a productive manner instead of being stuck with a quickly constructed plan that doesn't get anywhere.

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Remember to make a real impact, you need to create a real relationship. People have to feel the Impact of your Message on their life. If you do that, then they will feel compelled to share your message with others as well.

That's really important when it comes to the overall success of your content marketing plan. You want people to see how your message can impact their life for the better and start telling their friends about it too. This is what makes it possible to create your online brand.

Just check out this Google search; You need to understand that everything begins and ends with the content that you create. If no one is reading or sharing your content, it will be hard to make things happen in your business.

You need to focus on making a REAL impact with your content! That's the only way it will work.

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## A.I. Action & Impact – Day 31 and Beyond

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You made it! Before you go any further, congratulate yourself on a job well done!

*Congratulations*

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It's been a challenging and hectic 30 days, hasn't it? But let me tell you, right now, your work doesn't end here. Because today is not the end, instead it's the beginning of the rest of your content marketing journey!

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Content marketing is all about having a system in place. You build that system over time. You'll learn which methods work best for your business and your audience.



Implement the techniques you've learned in this 30-day content marketing blueprint. Take this blueprint, and start creating an impact.

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As I said, you have to work hard. You have to be determined. You have to believe in yourself and your vision (and content marketing strategy).



You may find things are hard at the beginning, but stick with it! The results will come! What do you think?

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Are you ready to start creating content that matters and make an impact?



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Be sure to sign up for our weekly email for more ways to create an impact with your content.

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You can also check out our blog, where you'll find more tips and tricks on reaching your audience using content marketing.

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# Summary

You can't just create content and expect it to be an immediate success.

It takes a plan that is mapped out ahead of time with objectives set, vortex analysis done, and valuable information at every level for your audience to truly care about what you have to say!

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## Lesson Completed On:

## ACTION & IMPACT:

### The goal for today:

Create a list of your content marketing goals and start to make the necessary changes that will keep you on track.

Make sure you are able to answer each question presented in Day 1.

## Additional Resources



[Document, Don't Create](#) | [Scott McKenna](#)



How to Be Seen  
Everywhere  
in order to Grow your  
Video Production  
Business

[How to Be Seen Everywhere in Order to Grow your Video Production Business](#) | [Videography Academy](#)



[101 Effective Ways to Promote Your Content in 2020](#) | [Autogrow](#)





# Thank You For Reading

Contact information

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Stay tuned for more FREE CONTENT in the future.

I am already working on my next book "THE IMPACT AGENDA" a complete in depth look at marketing, branding, and creating through the companies of the world that are driven by making an impact. How can this help your company? Stay tuned.

I am really looking forward to sharing this with the world in 2022, in addition to my YouTube Content, and well as an ONLINE COURSE CURRENTLY IN PRODUCTION.

Thank you again, and I hope you continue making an impact.

- Joshua Brecht

