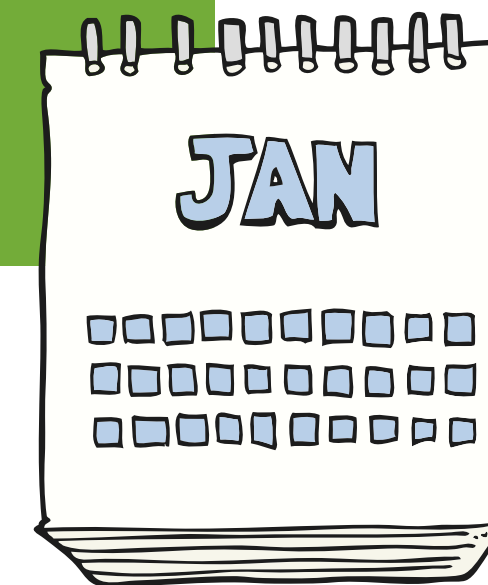




Aligning Your Content to Achieve Your Business Goals

Melanie Mitro and Katy Ursta, Chic Influencer

The goal of This Lesson is to:



- Set intentional marketing goals for your month.
- Position yourself as an expert by preparing a plan for your content that converts.
- Connect your social media content to your monthly goals.
- Plan your month in advance so that you know the tasks that need to be accomplished and by when.

Monthly Calendar



month:

marketing focus:

MONDAY	TUESDAY	WEDNESDAY

MONTHLY GOALS:

THURSDAY	FRIDAY	SATURDAY	SUNDAY

How to Set Intentional Marketing Goals

Questions to consider:

- What is your marketing focus this month?
- What products do you want to highlight this month?
- What is the company highlighting this month?
- What do you want to highlight?
- What is going on in society and in your personal life?

Establishing Your Baseline

What are my personal goals for this month?

- What are my sales, client & recruitment goals for business this month that help me get to my bigger goals?
- What have been my previous business trends?
- What can I leverage this month: trends, company incentives, personal, launch of new products, freemium, webinar?
- Are the business goals I am setting for myself aligned to the priorities in my personal life and my yearly bigger goals?

Setting Up Your Calendar

- Consider all other factors: trips, vacations and events that might impact day to day operations.
- Start with your marketing focus and create a monthly goal.
- Plug in deadlines and when you need to start marketing for each product, service or experience plus end dates (7-10 day rule).
- Add notes as to when you will plan content send emails or go live.







Pro tip: we don't plan out the next month until we have hit our goals for the current month.

Sample Marketing Calendar

Monthly Goals:

- Host 2 Parties
- Each party has at least \$250 in sales each.
- Enroll 1 Consultant


GOAL IS TO GET PRODUCT SALES/PARTIES DONE IN FIRST HALF OF THE MONTH SO YOU CAN SPEND THE 2ND HALF OF THE MONTH RECRUITING.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	START 1  Announce publicly open enrollment for parties in Feb Start Marketing For Party Hosts	2	3	4	5 New catalog launch	6
7	21st Birthday Special 8  Marketing for Party Hosts	9	10	11	12	Galentines Spa Day virtual event 13 
Valentine's Day 14 	15	Announce Consultant Enrollment Open 16	17	18	19	20
21	22	23	Opportunity call 24 	25	26	27
28 Last call to enroll as a consultant	START NEW CONSULTANT MENTORSHIP 					

LET'S FOCUS ON BOOKING PARTIES AND HITTING SALES GOALS FIRST!

Putting Your Goals Into Action

This is your brainstorm list
Let the ideas free flow



	Post Idea	Date to Post
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	_____	_____

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Post Idea	Date to Post
1. Go live and announce that I'm hosting virtual parties this month because lets face it! We all need a little "Me" time! Who is interested in hosting a party!	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

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2. Drop an emoji if you are feeling the winter blues right now? Would a few hours of pampering make you feel better? CTA host a party!	_____
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3. Have you been wanting to really clean up the skincare and home products that you use to be a little cleaner and less toxic? Host a party- get amazing discounts.	_____
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4. Why should I use all natural deoterant? (Educational post to share facts and position as expert).	_____
5. _____	_____
6. _____	_____
7. _____	_____
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5. What are 5 things you can start doing now to living a less toxic lifestyle? I'm sharing those 5 things this week with you in my private group, interested? CTA link to join group.	
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6. How to create a non toxic spa experience for your loved ones on Valentine's day. (GIFT IDEAS)	
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7.	Direct call to action, I have 2 spots left for party perks this month! How to host!	
8.	Today was leg day! Literally I gave every ounce of energy that I could give in that workout. I'm pretty sure I'm not going to be able to walk later! - Magnesium post about bath soak.	
9.		
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9.	Make a reel with the perfect self care routine using your fav JE products and make it a call to join or host your party	
10.		

Create A Content Outline That Connects To What You Are Promoting

WEEKLY SOCIAL MEDIA PLAN

THINGS TO CONSIDER

- Captions/Taglines
- Content I Like
- Hashtags
- Objections
- Collaborations
- Pain Points
- Well Received Content to Refurbish
- CTA's
- CTT's
- Quotables
- Community Driven Content
- Upcoming Events

CONTENT CREATION CHECKLIST

- Why are you creating this piece of content?
- Bold Tagline
- Personal connection/story
- Call to Think or Call to Act
- Image (eye-catching and matches the story)

	MONDAY	TUESDAY	WEDNESDAY
f FACEBOOK	Go live and announce that you are hosting virtual parties this month. Let's face it, we all need a little "Me" time	Drop an emoji if you are feeling like you have the winter blues right now.	What ingredients should I be looking to avoid in skincare products? Give advice, at the end CTA for more info on products.
IG INSTAGRAM	Take live and save to camera roll and upload to IGTV	CTA link in bio	Share same FB to IG
+ IG STORIES	Share IGTV to stories with CTA Poll option	Give 3-4 pieces of advice for how someone can beat the winter blues now.	Share the same advice in stories but talk to the camera and upload. CTA host a party or get a free consult.

MY GOAL THIS WEEK: Book 2 parties and make 5 sales

	THURSDAY	FRIDAY	SATURDAY	SUNDAY
f FACEBOOK	Let's talk about those pits. deodorant post!	How to create a non toxic spa experience for your loved one. Valentine's Day Gift CTA, DM me	Direct call to host a party	
IG INSTAGRAM	same as IG	Same as FB	Make this a pic of you being excited that you only have 2 hostess spots left.	
+ IG STORIES	Share how you made the switch and what your tips are.	Tell wives to pass their info to husbands and you can help them get the best V-day gift yet.	In your stories talk about the perks of hosting.	

The final step is delegating or assigning tasks to your calendar in the order that they need to be accomplished.



WEEKLY TIME BLOCKING TRACKER

WEEK OF		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
NOTES								
This is where I put my to do list at.								
	5 am							
	6 am							
	7 am							Weekly Content Planning and prep
	8 am						Create content, post and do my invites, follow ups and new connections	
	9 am	Go live Upload to IGTV Create stories			Post, engage, connect			
	10 am							
	11 am		Create content, post and do my invites, follow ups and new connections			Write post, schedule content, do my income producing activities, check in with clients and VIP group		
	12 pm							
	1 pm							
MONTHLY GOALS	2 pm							
Book 2 parties \$500 in sales 1 new team member	3 pm							
	4 pm							
	5 pm							
	6 pm			Create post, post with stories and invite, foll up and create new connections	Follow ups, invites, admin tasks			
WEEKLY GOALS	7 pm							
Book 2 parties & get those all set up	8 pm							
	9 pm							
	10 pm							

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Please note, sometimes the plan doesn't work the way we want. Don't get discouraged. Instead, refine, tweak, reflect, and try again. Learning through implementation is essential to success.

It's important to note that we focus on 1 big marketing idea at a time.

You want to stay consistent with your marketing message.

Always remember to use CTA (call to action) and CTT's (call to think).

Next Lesson We Will Learn About:

- Posting Formula
- Tagline
- Story Advice/Tips
- CTA/CTT

Our Action for the Week!

- Set your monthly marketing goals.
- Create your February monthly marketing calendar.
- Brainstorm your content/marketing ideas.
- Break your goals down weekly.
- Come to the next lesson with your monthly plan in hand!