

Content Marketing Planner

by Kylie Enkelmann



Build an engaged, loyal following

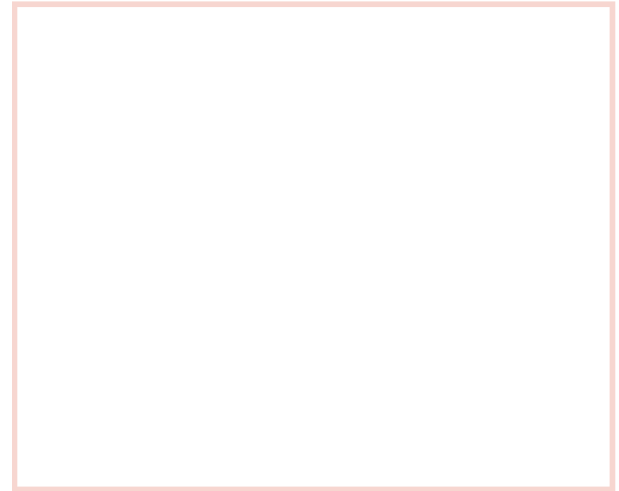
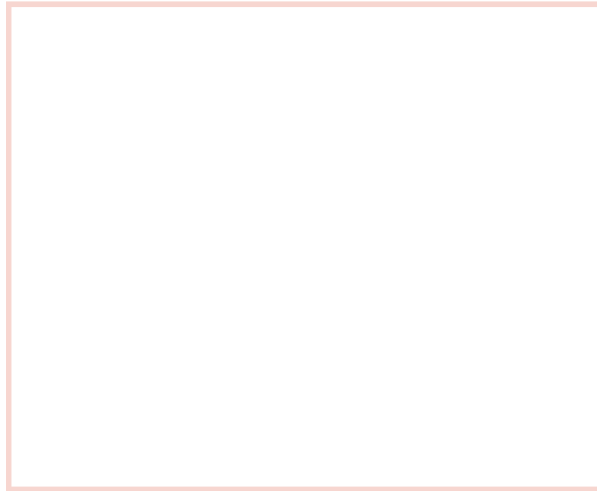
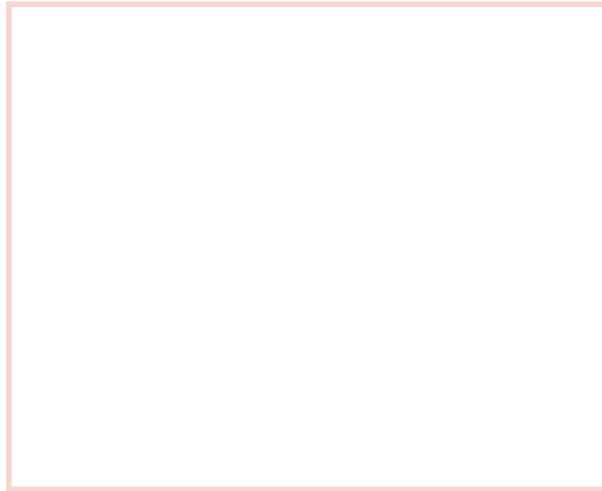
Soulpreneurs
Society

CONTENT STREAM - CLIENT TRANSFORMATION

SPECIFIC SYMPTOM

MY SOLUTION

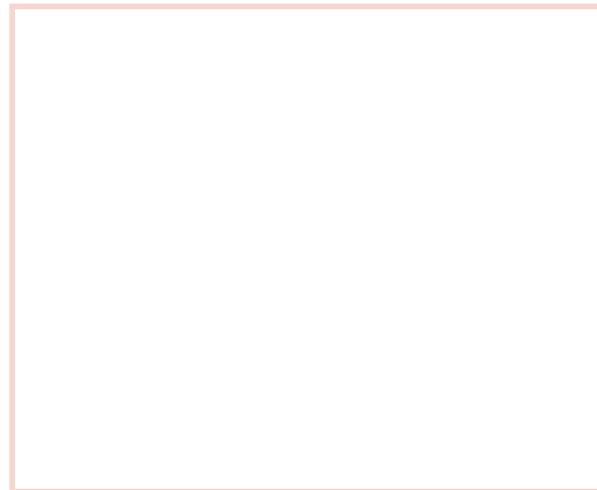
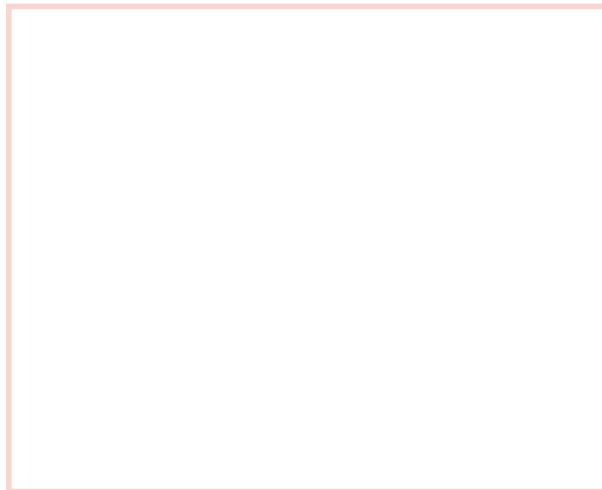
TRANSFORMED OUTCOME



COST / FUTURE PACE

POINT OF DIFFERENCE

IMPACT / FUTURE PACE

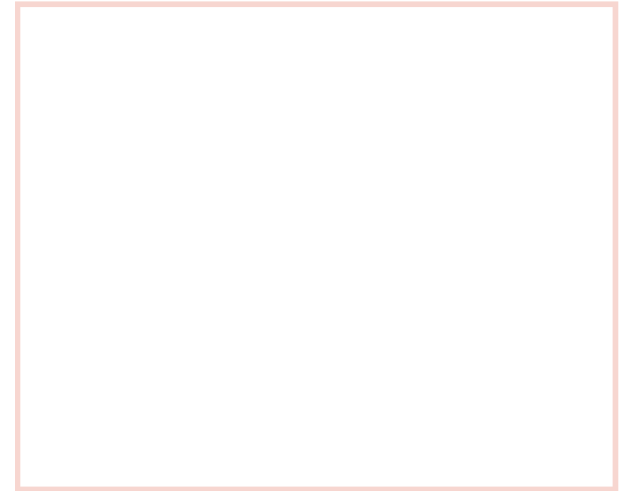
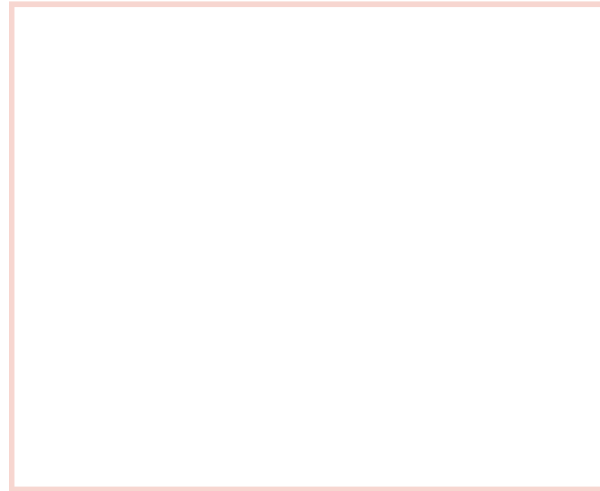
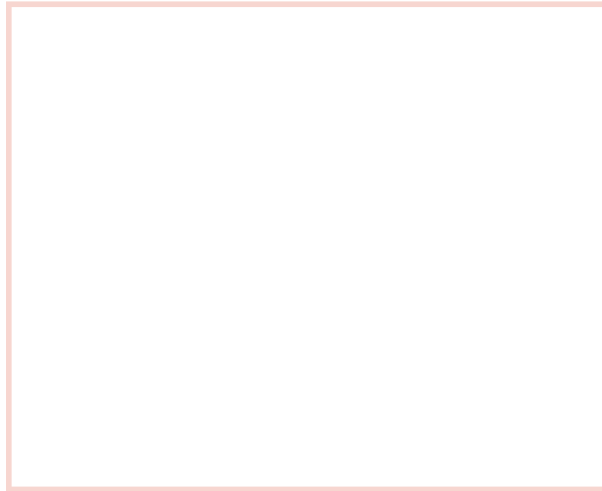


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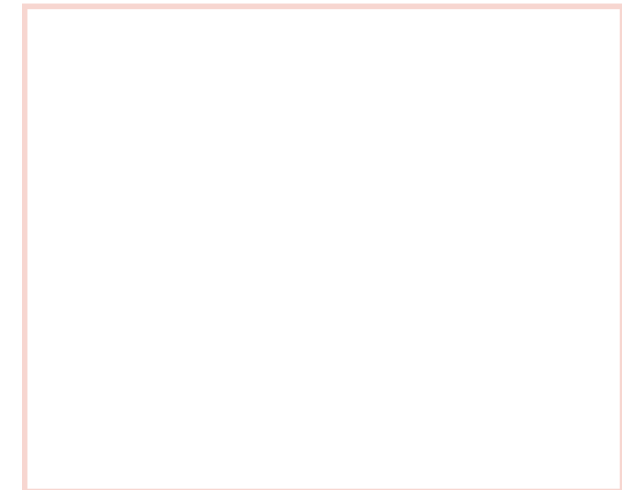
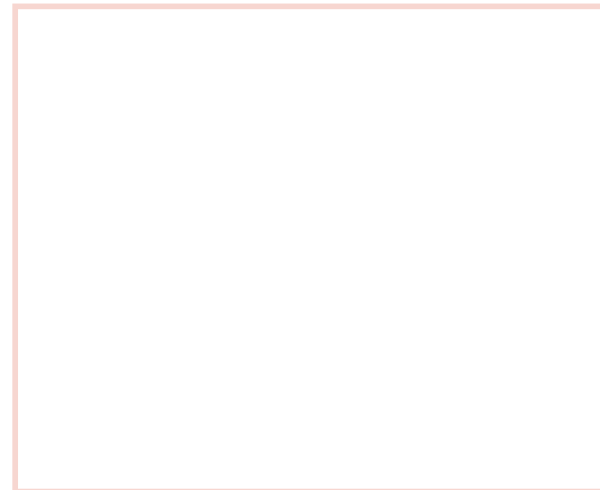
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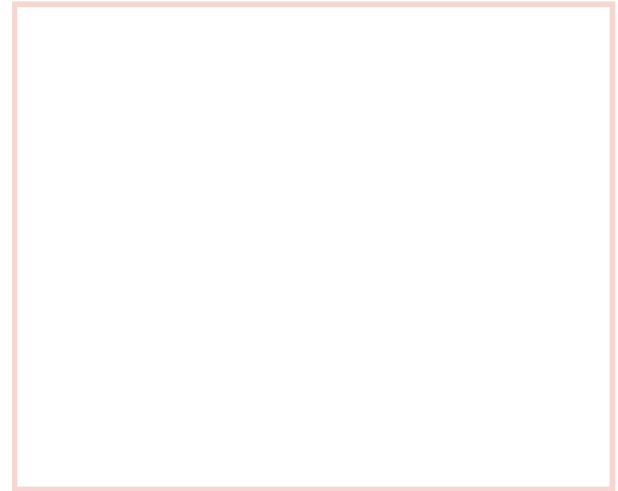
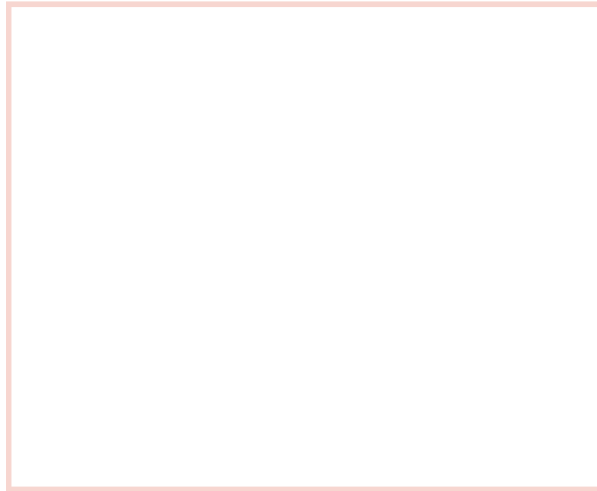
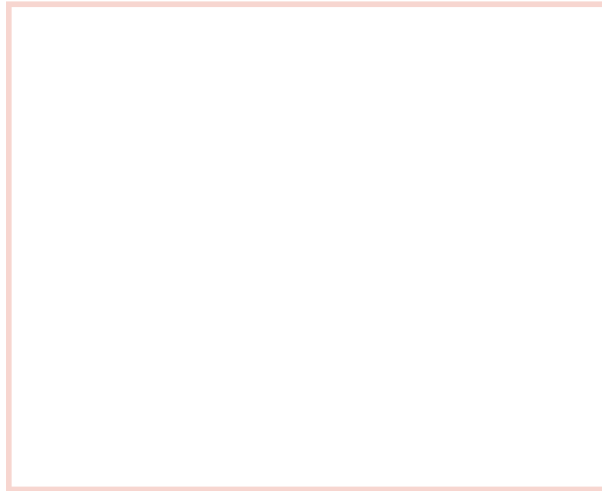


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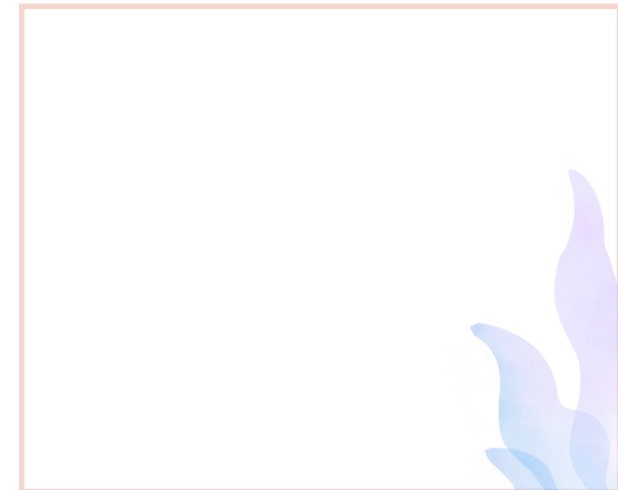
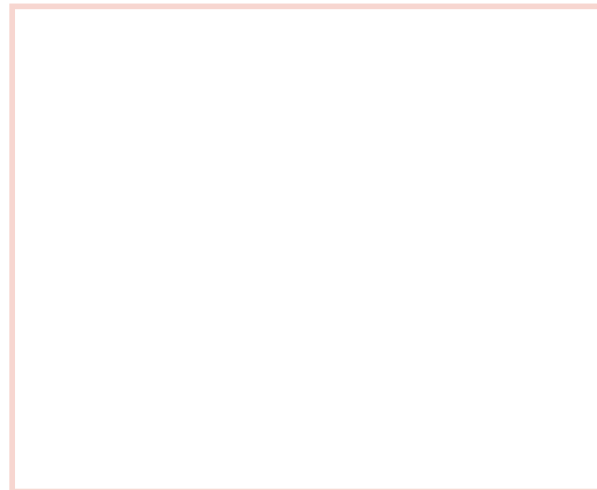
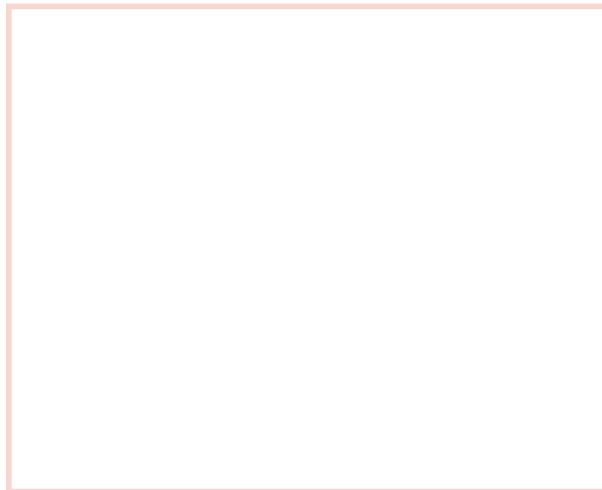
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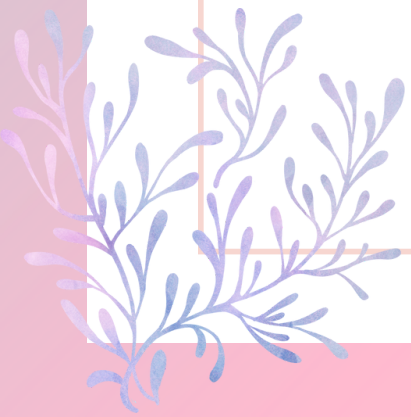
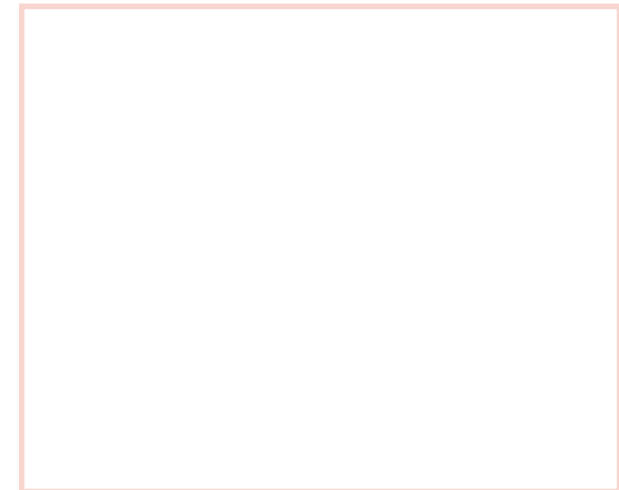
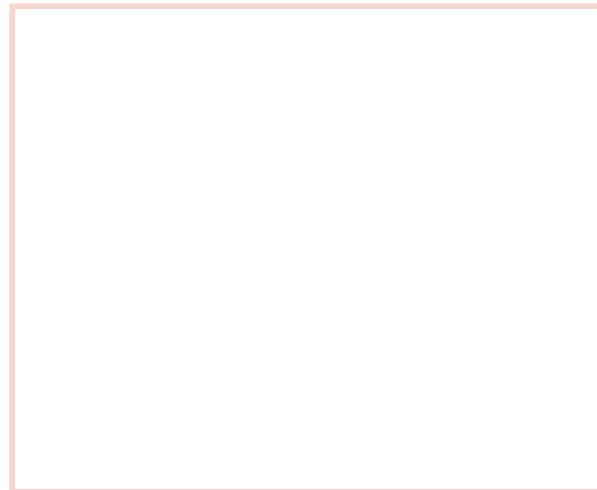
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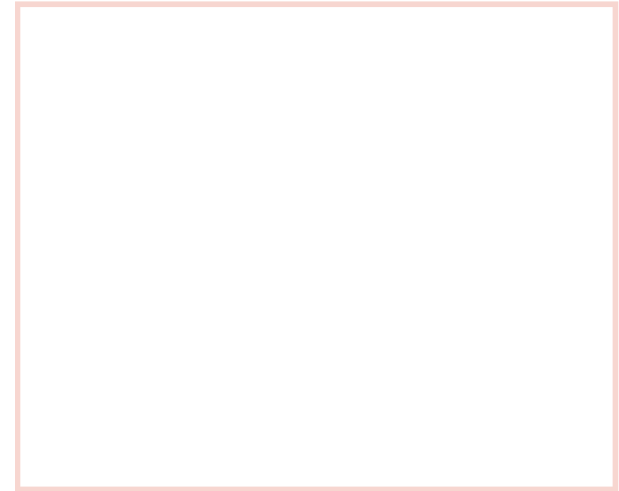
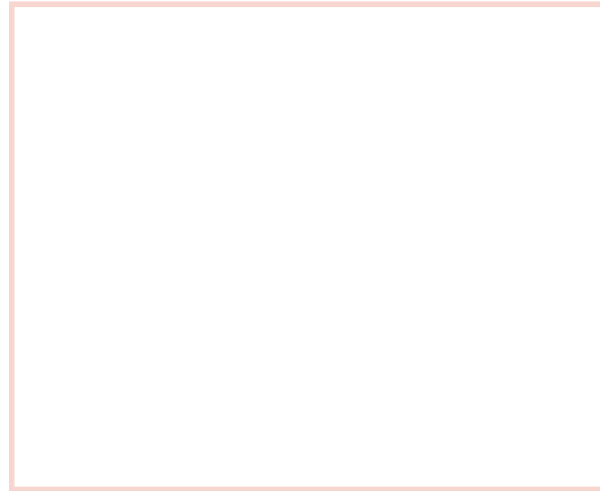
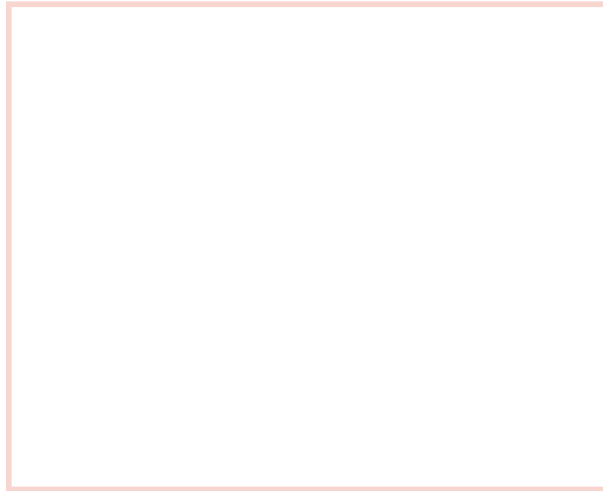


CONTENT STREAM - OFFERS

FREE RESOURCE / EVENT

LOW COST OFFER

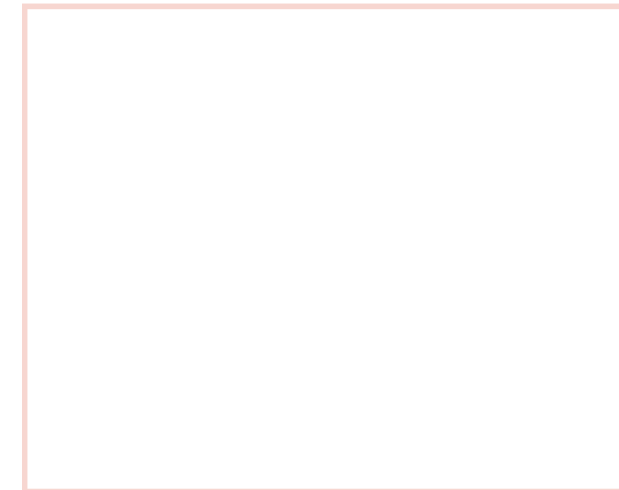
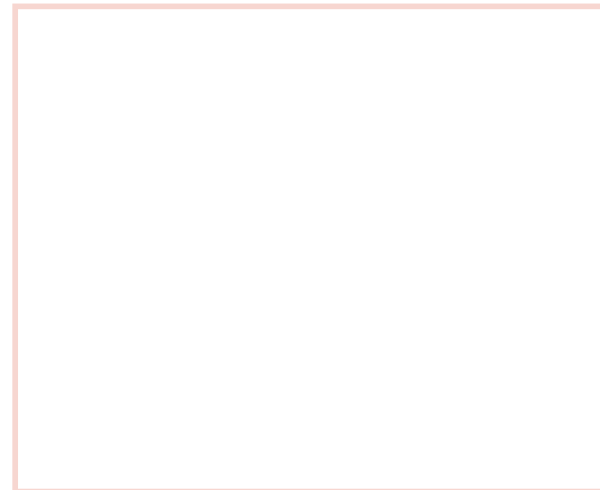
UPCOMING EVENTS



OFFER 1

OFFER 2

OFFER 3



CONTENT STREAM - VALUES

VALUE

VALUE

VALUE

HOW I EMBODY THIS

HOW I EMBODY THIS

HOW I EMBODY THIS

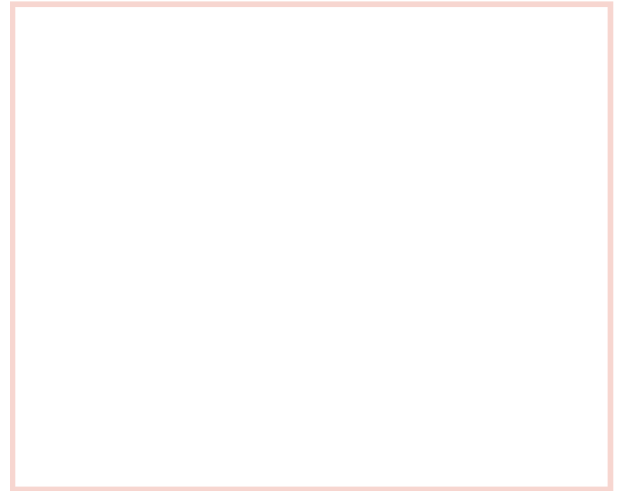
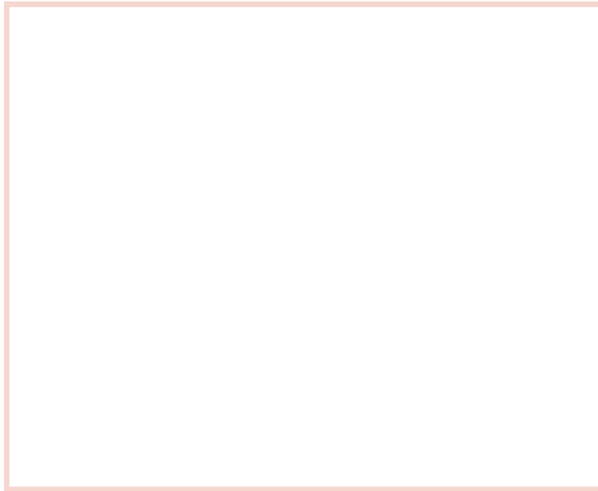
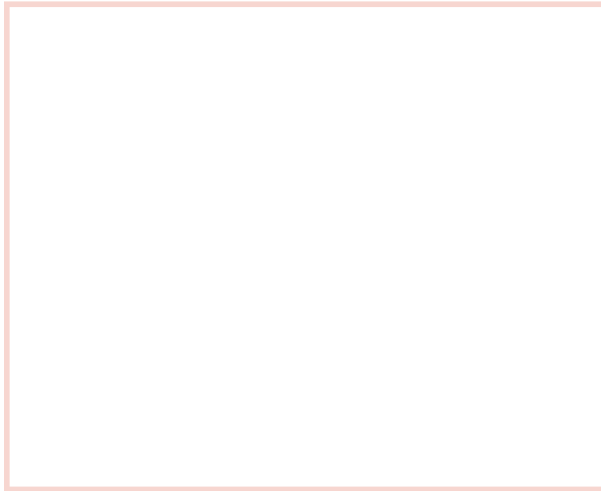


CONTENT STREAM - CLIENT CASE STUDIES

NAME + TRANSFORMATION

NAME + TRANSFORMATION

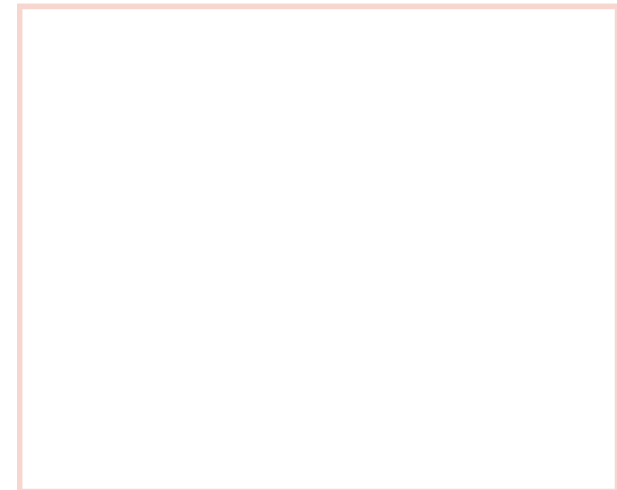
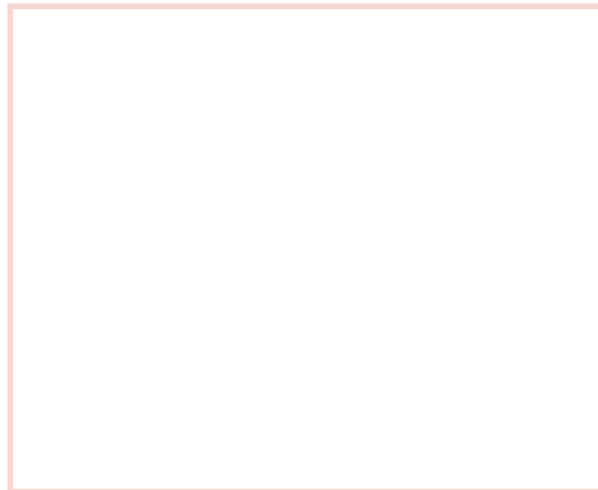
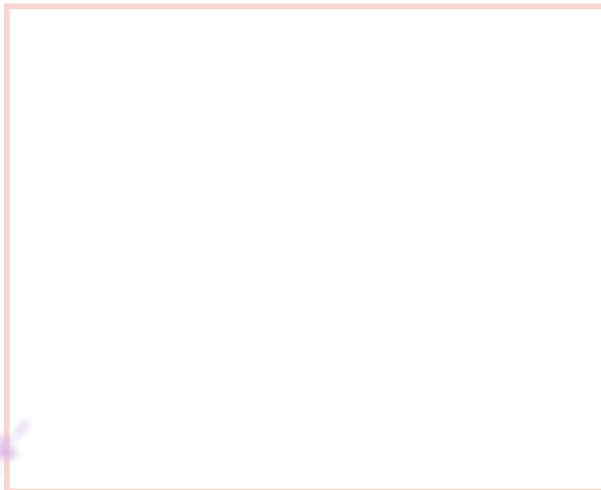
NAME + TRANSFORMATION



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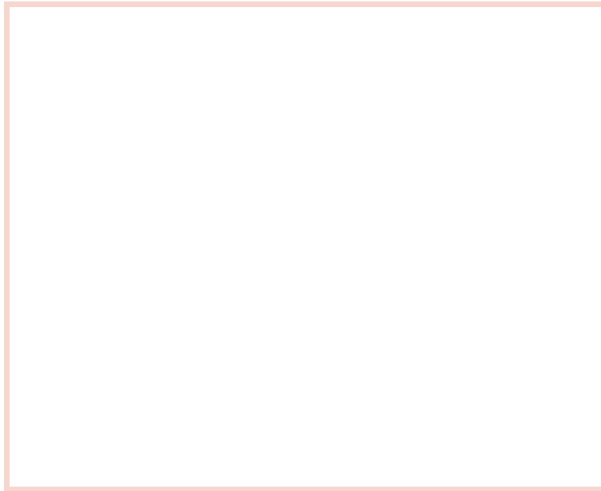
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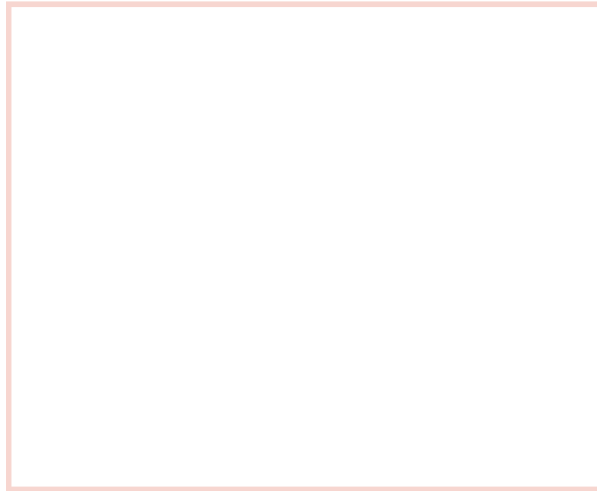


CONTENT STREAM - BEHIND THE SCENES

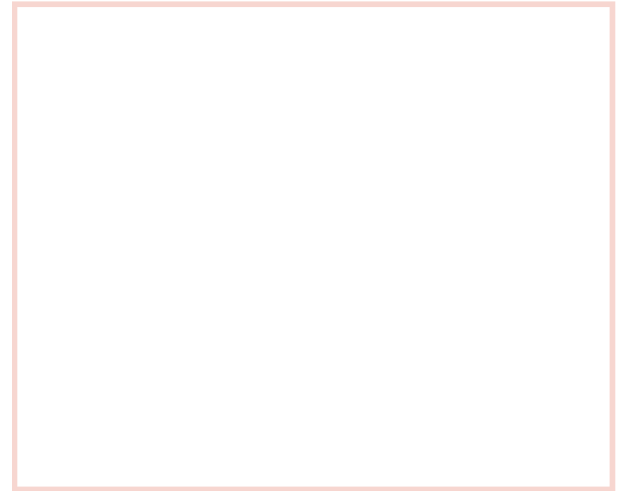
BTS + CONTENT IDEAS



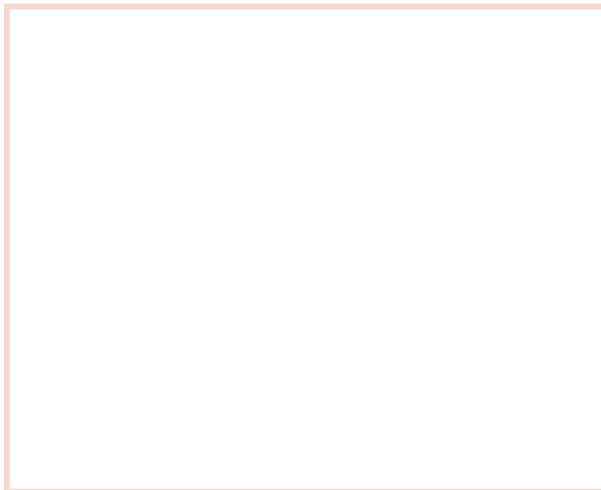
BTS + CONTENT IDEAS



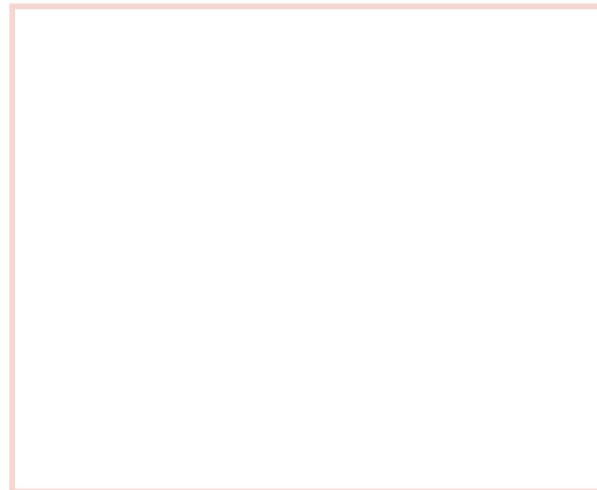
BTS + CONTENT IDEAS



BTS + CONTENT IDEAS



BTS + CONTENT IDEAS



BTS + CONTENT IDEAS



ADDITIONAL PROMPTS

- X Years ago I was at my lowest point, here's what I learnt..
- 3 Lies / Habits / Misunderstandings that are keeping you stuck
- 3 steps to (small shift they desire)
- "Want (this Outcome)? Here's how"
- "How I (do this thing they struggle with)"
- "My super simple approach to (overcoming struggle/ achieving result)"
- "5 Mistakes most people make when",
- "Want X? Don't do this",
- "(Doing this thing) is hurting your chances to experience (outcome)"
- Most (client demographic) get this wrong, here's what not to do
- Unpopular Opinion:
- A quick tip / strategy / tutorial for
- How to XXXX with / in YYYYY
- If you're XXXX you need YYYY
- Do you struggle with (this pain / frustration / challenge), here's what you need to know/do



ADDITIONAL PROMPTS (Continued..)



- This is why your XXXX isn't / aren't working...
- Five secrets for XXXX I wish I knew earlier
- The best technique / strategy / resource for (common problem / achieving desired outcome)
- A big mistake most XXXX make when YYYYYY
- (Interesting facts) and (what that means for your audience)
- Before / After transformation
- "You"isms - things you commonly say / teach / preach
- 5 common myths / misconceptions people new to (your work) have
- Why I fell in love with...
- Here's what most (your profession) get wrong when it comes to (your specialty)
- My top ten favourite resources / books / tools for (achieving this result)
- Here's what (current trend/new discovery) means for (your niche)
- This really makes me (sad / excited / frustrated / outraged - rant)

