



How to create a realistic Marketing Plan Course

Accelerate your growth with a
content plan you'll actually
use

Who is Sue Kennedy?

Founder & CEO of Author Academy, Sue Kennedy Publishing & Author Academy Bookstore

#1 Best Selling Author

Written & Published 8 Books

Signature Write.Edit.Publish.Profit. Online Masterclass

Writing Groups

Publisher & Author Coach



Where You **MUST** Create Content as an Author



- Creating content isn't done on the fly
- Successful content marketers have a long-term planning process



- Content marketing means creating content valuable to your audience
- The goal is to build relationships that translate to readers



Content marketing is cost-effective

You need a constant flow of content

Content needs to align with long-term goals

Your strategy needs to be sustainable

You'll get excellent results through good planning



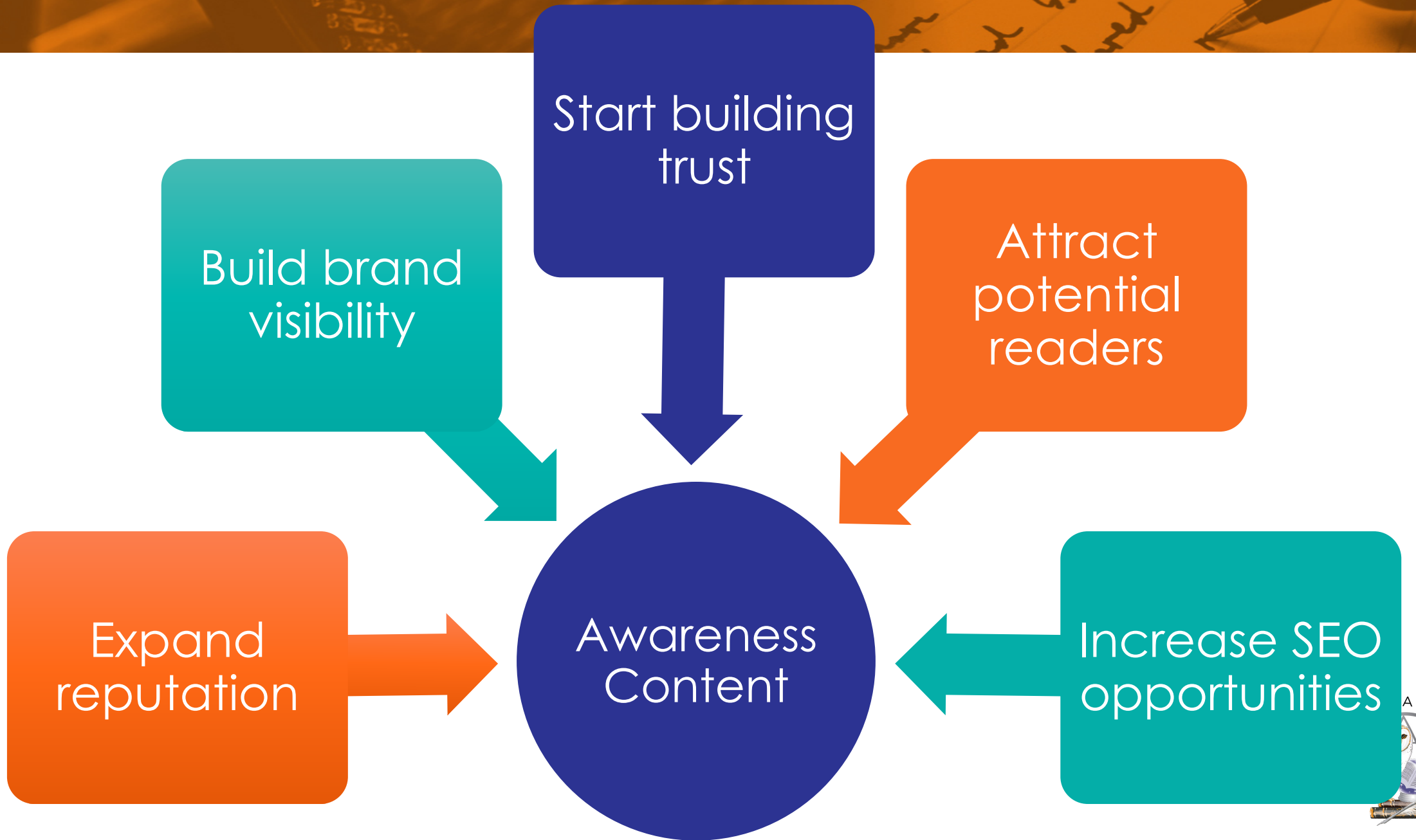
- Many authors fail to create a plan
- They fear they don't have the resources, or fail to see the benefits
- Plan well at the beginning to get consistent results later



Awareness Content

- Familiarise potential readers with your book
- The wide entrance to your sales funnel

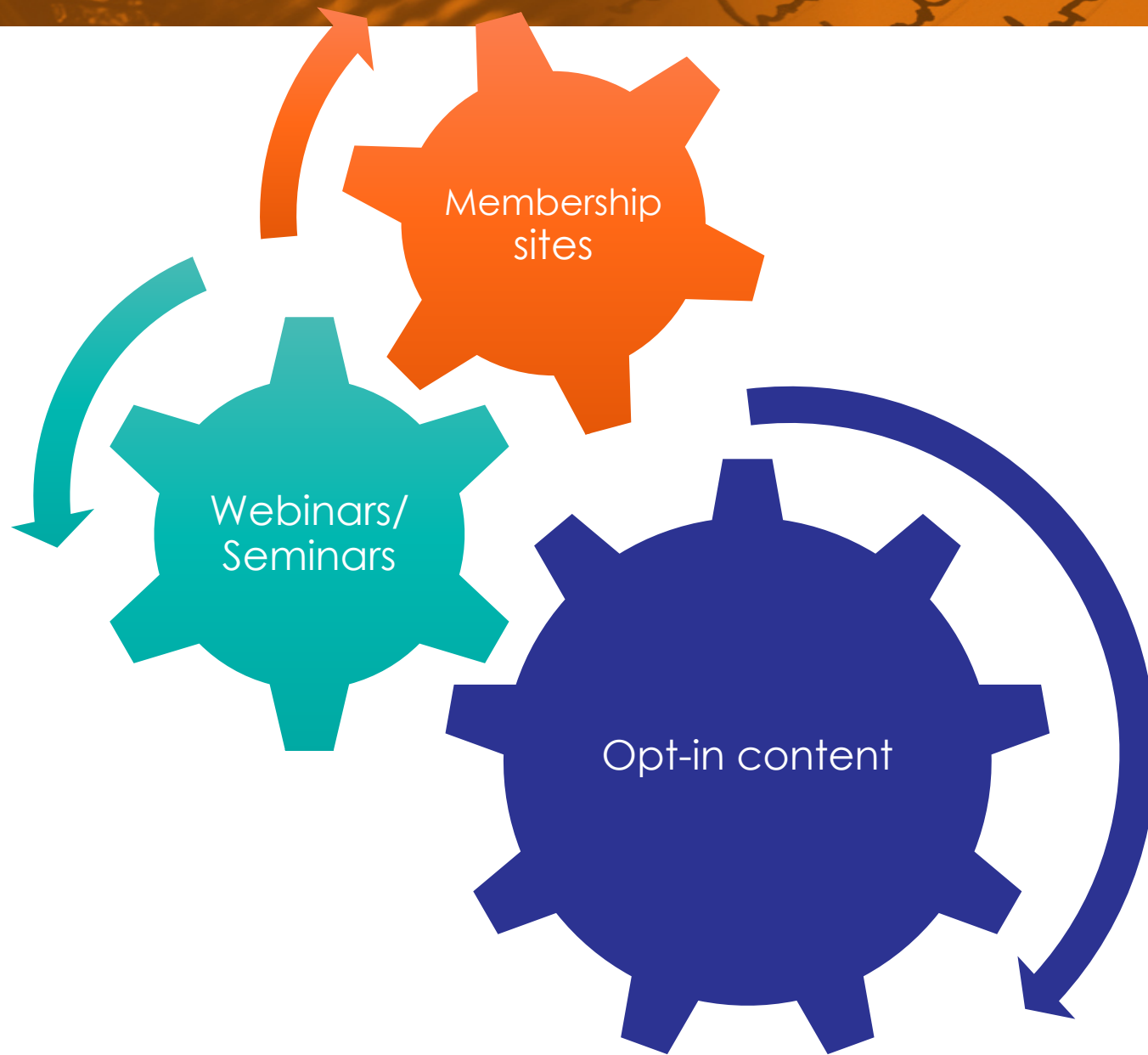




Lead Generation Content

- Use a sales funnel to qualify leads
- Someone who has encountered you and is interested in learning more
- Give these potential readers a taste of what you offer





Paid Content

- Content you'll sell for a profit
- The main purpose is to generate revenue



Online
courses

Webinars

Workshops

Coaching
resources

Membership
sites

Sales pages

Promotional
email series



Relationship Content

- Interact with readers and build a loyal following
- Increase reader satisfaction
- Listen through feedback and deliver content that meets their needs



A weekly
newsletter

Onboarding
tutorials

Live videos

Q&A calls

FAQs



Learning Objectives

- Recognise the four core areas where content is essential
- Identify core goals and the content that will have the most impact
- Identify the main focus for your content plan



Learning Objectives

- Describe your ideal reader and the content they prefer
- List questions you'll need to address for your audience
- Take inventory of existing content to save time



Learning Objectives

- Pick content types you enjoy creating
- Consider time and resources you can commit to content creation
- Create a one-page content plan



Learning Objectives

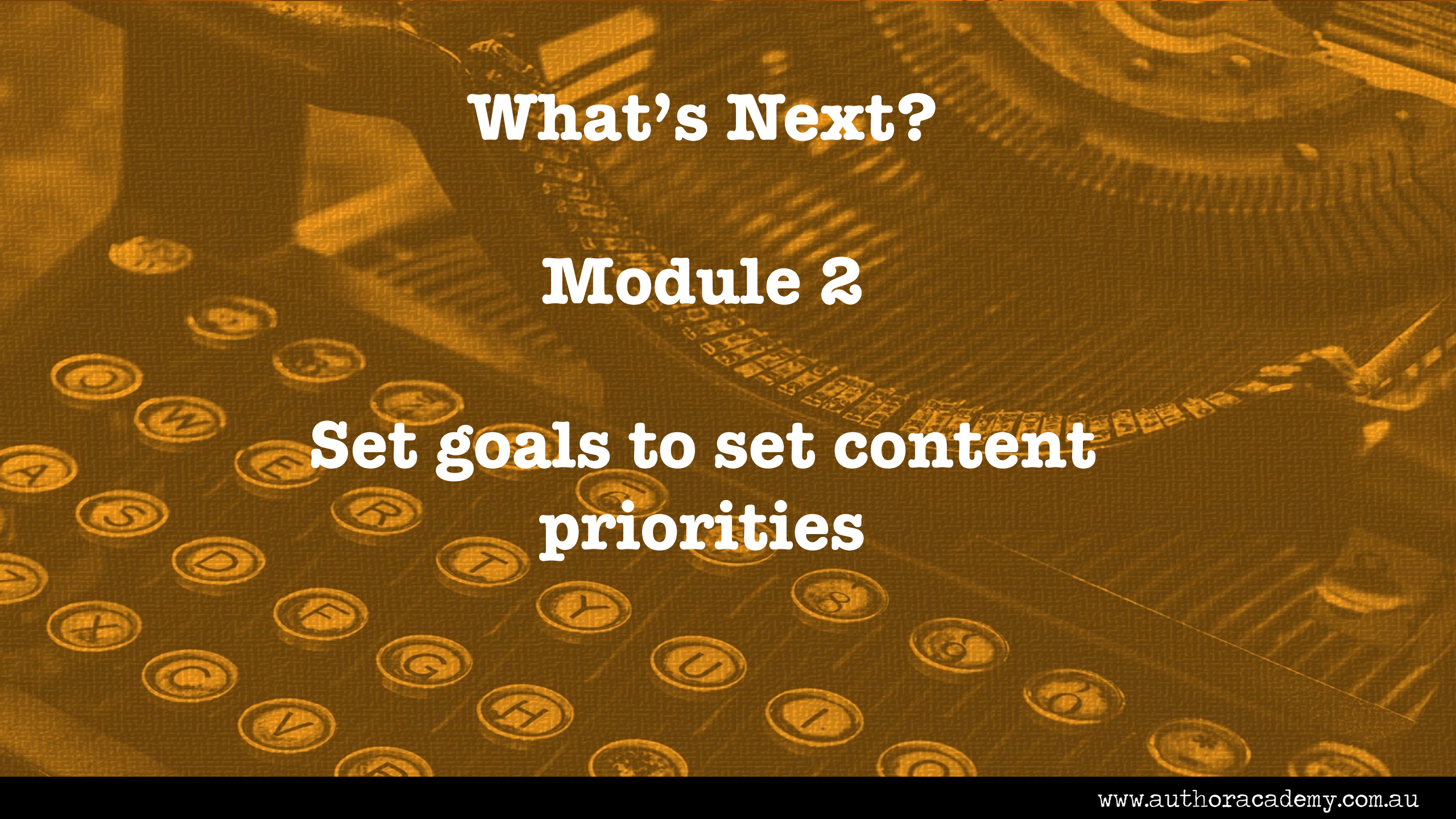
- Brainstorm questions you need to answer in each area
- Outline the first three months of your content schedule



Exercise

In which areas are you creating content now? How often are you creating and where are you publishing content?





What's Next?

Module 2

**Set goals to set content
priorities**