AUTHOR ACADEMY

How to create a realistic Marketing Plan Course

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

Planning for Future Growth

- Look past the next few months into the more distant future
- Keep producing content to meet changing needs of your business
- Learn how to plan for future growth

Your Long-Term Business Plan

- Where do you see your author business in the future?

- How will your content needs change?

Time Management for Content Creation

- Decide when you'll work on content creation each week
- Work your way backward from deadlines to choose times
- Create a priority list determined by importance and due date

- Plan as far ahead of time as possible
- Also schedule content related tasks such as brainstorming
- Create a regular schedule to turn content creation into a habit

Content Idea Generation

- Create a system for idea generation
- Find some good sources to turn to for inspiration
- Keep an ideas file and watch your competitors

- Make the process of finding ideas more focused and passive
  - Create an email address for ideas and subscribe to relevant newsletters
  - Sign up for Google Alerts and focus on relevant keywords
  - Create a Twitter account to follow relevant people or hashtags

- Create a swipe file with relevant info to refer to
- Check Q&A sites to find out what people are asking
- Keep channels of communication to your audience open

Managing Time and Resources

- Cut down on resources and work needed as your needs scale
- Delegate content creation to someone else
- Start building a team of content creators

- Hire someone outside to create it for you
- Use their professional skills

- When outsourcing, remember:
  - Create your own content first, then delegate it so you know what's involved
  - Create editorial standards and examples
  - Edit the content to make sure it conforms to your standards

Exercise

1. Pull out your calendar and mark the time you will spend creating content each week, based on your editorial calendar and content plan.

2. If you don't already have an idea file or swipe file set up for building a source for content ideas, do that now with your tool of choice.

3. Based on the suggestions in the module, identify where you'll look for ideas and mark time on your calendar for adding ideas to your database for the future.

What's Next?

Module 7

Conclusion and next steps