



Exercise: Module 4 – What Plan Can You Realistically Commit to?

1. Answer the additional questions in the module that will determine what's realistic for you to commit to

What's your top goal?	
What products or services will be your focus?	
Who is your ideal reader?	
Which content areas will you focus on most? In other words, which will have the highest impact on achieving your goals?	





2. Create your one-page content marketing plan. Use the provided template and base it on the answers to the questions in this module. Be sure to identify the type of content you'll create for each area, the purpose of each piece, the frequency, and some idea of the length. Keep in mind that:

- Awareness and relationship-building content needs to be published on a regular schedule
- Lead generation content is usually a one-time set-up that's revisited regularly
- Paid content is based on your business model. You may not need anything at all here.

