



TRANSFORMATIONAL CONTENT PLAN

Create Your Transformational Content Plan

Welcome to our BRAND NEW training walking you through step-by-step how to create your very own Transformational Content Plan!

With the right strategy and plan in place, content will feel effortless and FUN. No more feeling confused or overwhelmed on WHAT to post, because you will now have a clear plan to follow.

We're going to give you a RADICALLY different way to think about your content and help you understand the reasons why you haven't been able to create the results you want. If you just follow the plan as we've laid it out for you – **YOU WILL SEE BETTER RESULTS.**

What are you going to learn?

We'll teach you a content **PLAN** to help you create **HOT LEADS DAILY** that you can contact using Authentic Outreach, and effortlessly convert into customers and consultants.

Why Does Creating a Transformational Content Plan Matter?

When you start to implement what you are going to learn here....

- 1 You'll attract more motivated & committed people, better customers, and quality team members to help you grow your business and make more money.
- 2 You'll have free time to focus on more important things – this strategy will help you get more done in way less time so you can fix your business & enjoy your life.
- 3 You'll feel so much more fulfilled creating content – there's no better feeling than when you KNOW you are creating content that is truly changing people's lives!

TRANSFORMATIONAL MINDSET SHIFT

What matters the most today isn't the **QUANTITY** of the content you create, it's the **QUALITY** of the content that gets you the results you want.

By the time we're done, you're going to realize that with just a few simple shifts in the WAY you create content, **you'll be able to INSTANTLY start to see better results...** no matter how bad you've been in the past, or how small your existing following may be.

With that being said, let's get started!

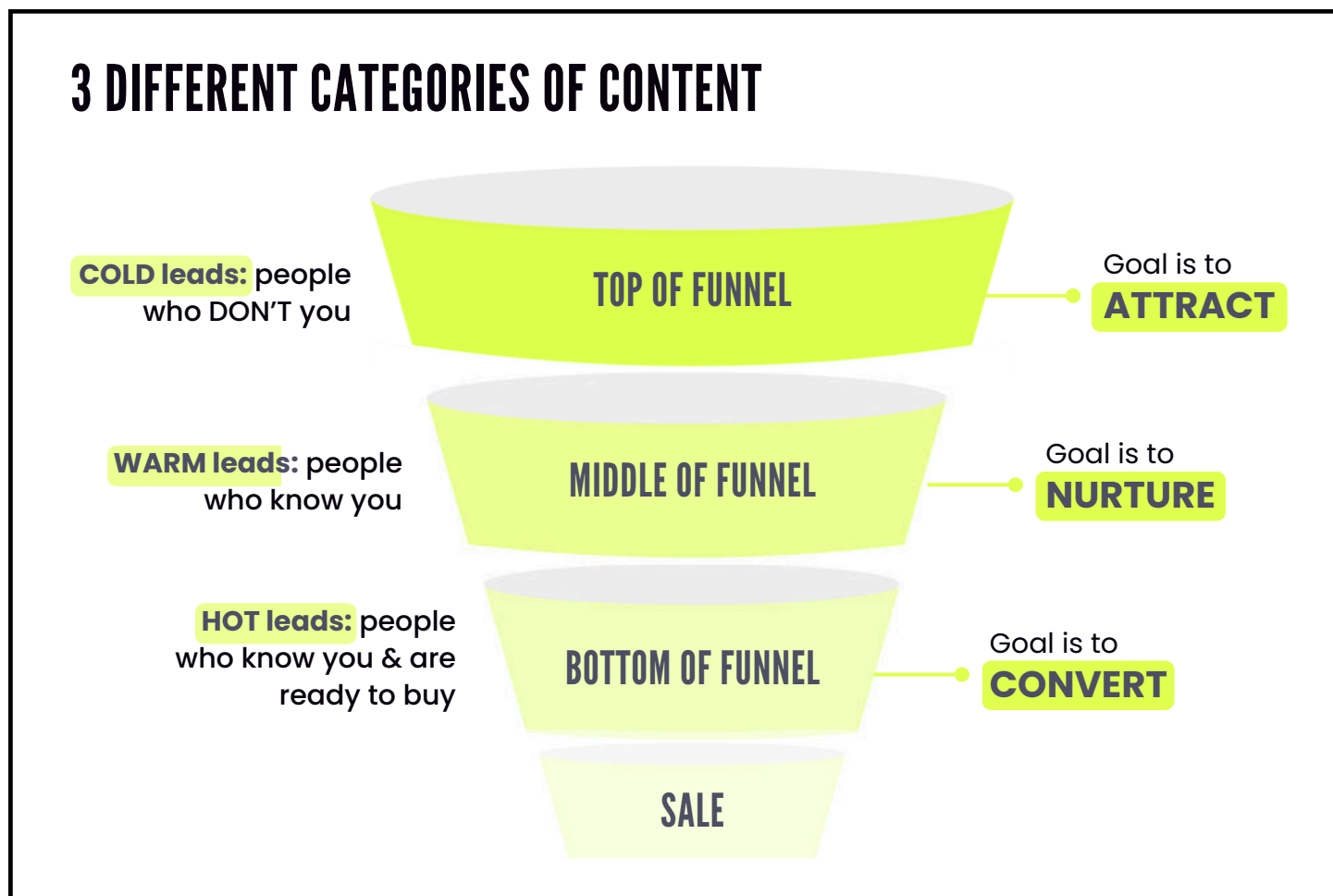
Love Serve Grow™ Transformational Content Plan

Our Transformational Content Plan will help you strategize and decide what you should post to help you achieve your business goals on social media. It's your roadmap to content success.

The first step of building a content plan is understanding the concept of a content marketing funnel.

A content marketing funnel represents the stages someone goes through from their first content exposure (becoming aware you exist), to conversion (them becoming a customer).

Here's an example of what a typical content marketing funnel looks like...



The plan we've created for you will help you create different types of content **to achieve each of the category goals** listed above. Let's move on to what that content looks like.

4 Types of Transformational Content

- 1 **Value:** no mention of products; informational and educational; 'How I...' content
- 2 **Connection:** values, lifestyle, inspirational, funny, shareable content
- 3 **Proof:** product-focused; user generated content and customer success stories
- 4 **Invitation:** making an indirect or direct ask; inviting to conversation; not selling

Each of these 4 types of Transformational Content are specifically designed for the 3 different categories of content that we shared with you on page 2. There is a diagram on the next page that breaks down exactly how this works.

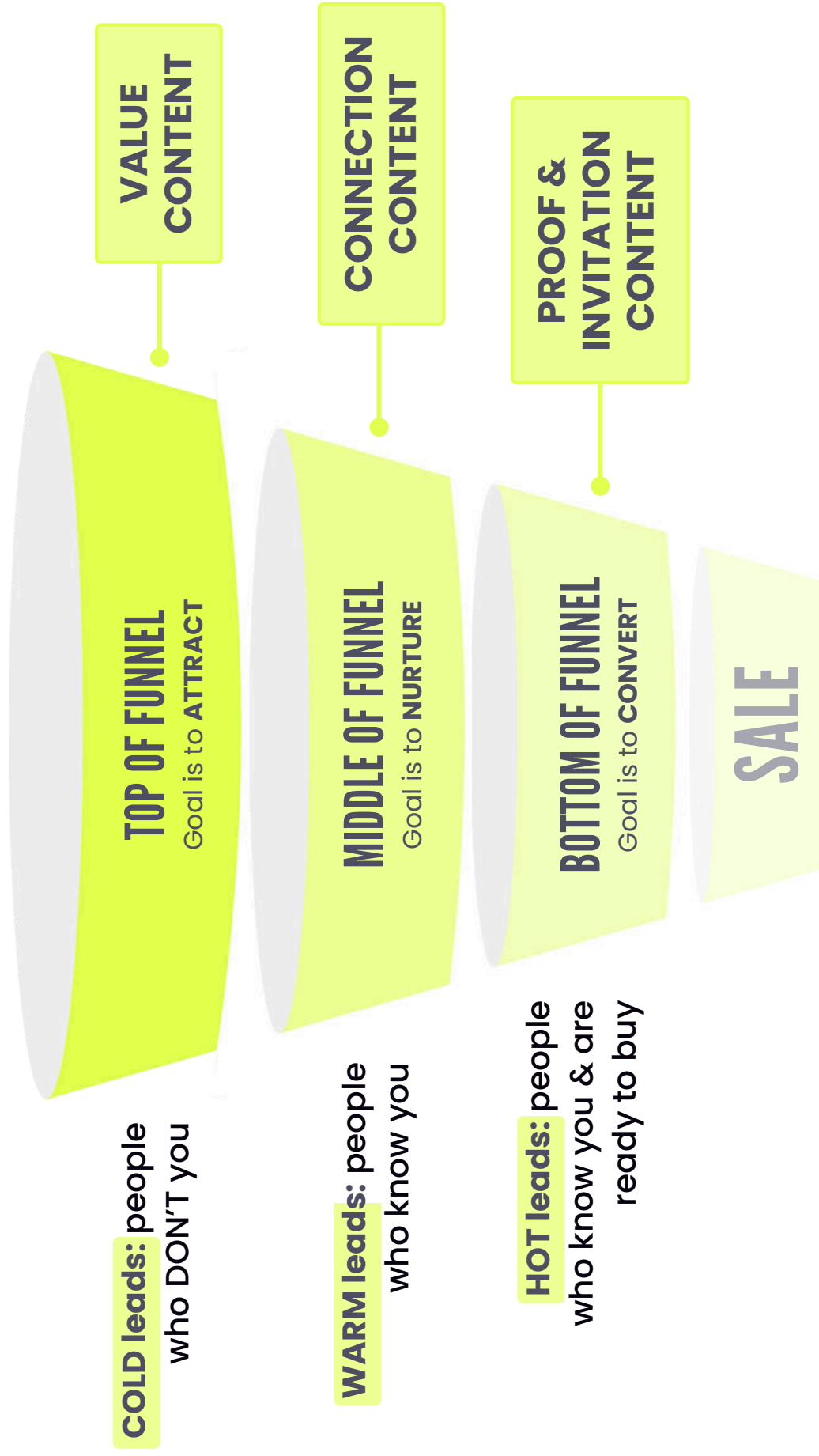
Here's my general recommendation on percentages for each type of content:

60 - 70% should be VALUE & CONNECTION, and 30 - 40% should be PROOF & INVITATION.

This is not set in stone, but it's something to shoot for. What's more important starting out is that you are actually creating each of the 4 types of content every month.

NOTES

Post Types Per Funnel Stage



TOP OF FUNNEL CONTENT

Types of Content

Value: no mention of products; informational and educational; 'How I...' content

Goal

AWARENESS: ATTRACT your IDEAL CUSTOMERS to you and your business

BRAINSTORMING SPACE

MIDDLE OF FUNNEL CONTENT

Types of Content

Connection: values, lifestyle, inspirational, funny, shareable content

Goal

NURTURE: NURTURE your WARM LEADS

BRAINSTORMING SPACE

BOTTOM OF FUNNEL CONTENT

Types of Content

Proof: product-focused; user generated content and customer success stories

Invitation: making an indirect or direct ask; inviting to conversation; not selling

Goal

CONVERT: CONVERT your HOT LEADS into customers

BRAINSTORMING SPACE

Assess Your Content Strategy

Audit Your Content

Using what you just learned, go back and conduct an AUDIT of the past 30 days of your own content. Tally up how many pieces of each content type you've posted.

[illegible]

Audit Your Facebook Group

If you have a **FACEBOOK GROUP** for your business, complete the same audit process for the group.

[illegible]

Transformational Content Implementation Plan

KEY TAKEAWAYS

WHAT I'M GOING TO IMPLEMENT

NOTES

NOTES