

ASIAN FEMALE

ENTREPRENEUR *collective*


Content Marketing

"Shine and Rise"

Content Marketing

A great idea is to track the key metrics in your business on a monthly basis. Create a simple spreadsheet that tracks your email list size, Facebook likes, Instagram followers and anything else you feel is relevant! Make sure that you also always track your leads – but more on that in the sales training!

What content do you want to share that resonates with your ideal clients and speaks to their pain points?



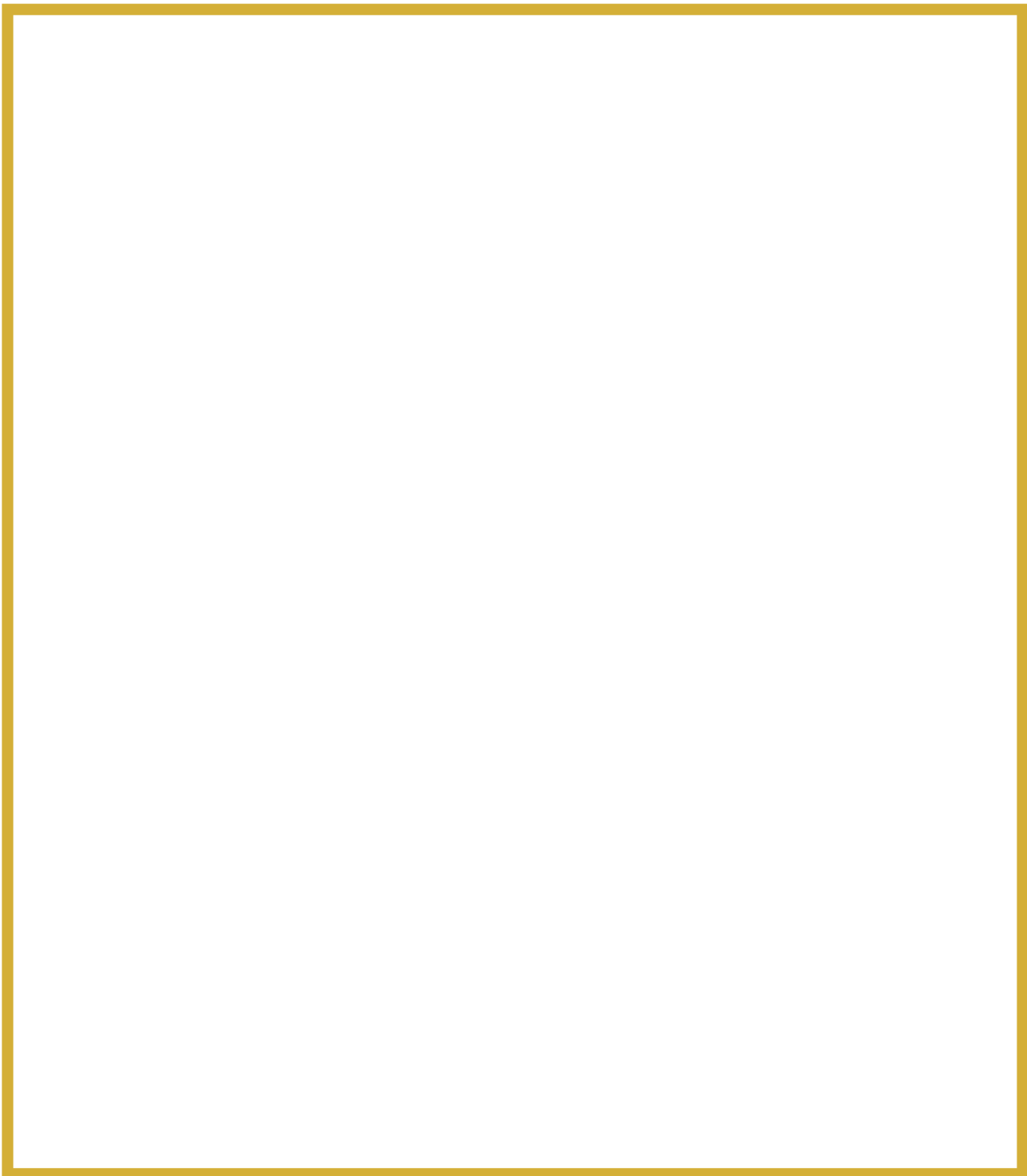
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Brainstorm what you want your brand to be known for. What are the key words that come to mind?




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Brainstorm key themes related to your ideal client's pain points – what are they currently struggling with and how can your content help them and/or solve their problem?



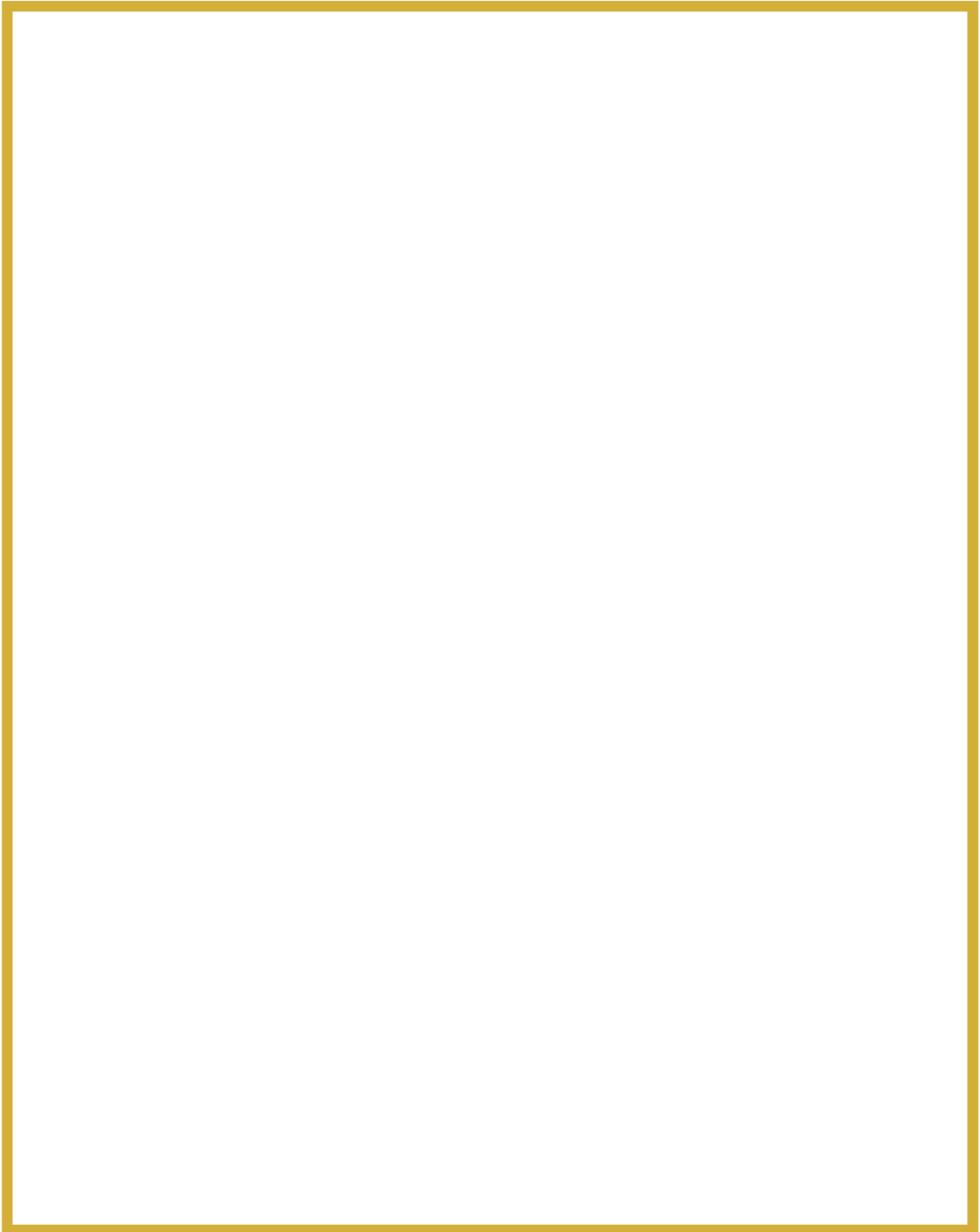
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Brainstorm and finalise the stories that you want to share through your content. These don't need to be super vulnerable or your darkest secrets, rather stories that build connection and trust with your ideal clients.



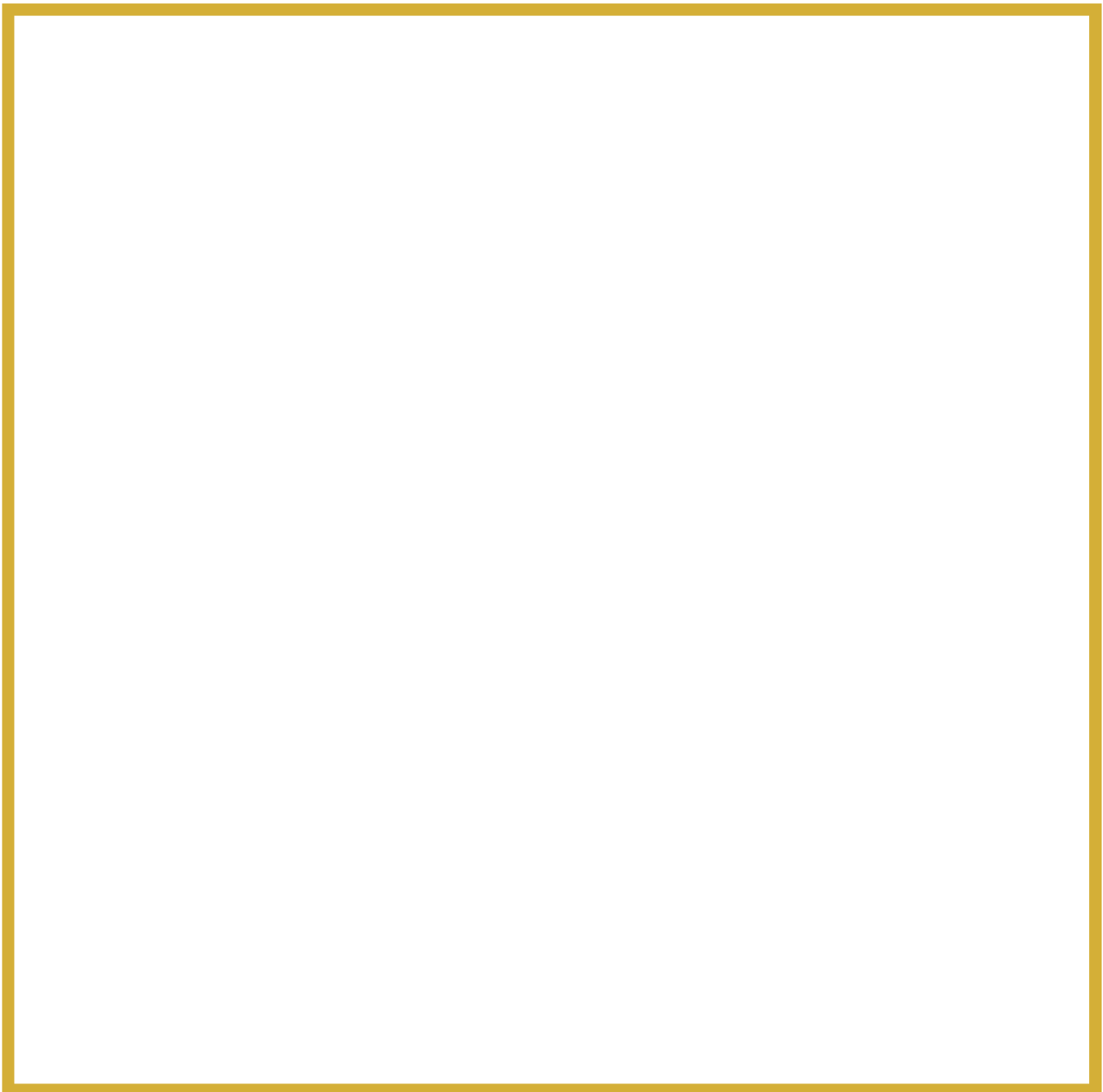
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Brainstorm themes relating to slide 9 that you want to share through your content



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Write down the packages/products/services you want to be selling over the 90 days and how this will feed into your content – get super clear on how you will promote what you want to sell. So, for example always add a call to action at the end of each post e.g ‘to book me click here’ or ‘to purchase click here’ etc.



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Decide which content formats you want to focus on – so for example Facebook lives or blogging etc. Tick below what you will focus on moving forward:

Facebook

Facebook Lives

Instagram

Instagram Stories

IGTV

Newsletter

Podcast

Blogging

LinkedIn

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Below is your visibility checklist. This will guide you on what to do on a daily/weekly basis in relation to your content and how often you should be posting.

Always remember that showing your lovely face through your brand will increase engagement and build trust a lot quicker! A lot of female Asian entrepreneurs are scared to be the face of their brand, but this is an absolute necessity in 2020! If you are able to have a branded photo shoot done then even better!

One thing to note is that your content will vary if you are launching a product or service for a set period of time. So, for example if you have a new product launch or service then you want to set aside a few weeks/days depending on the closing date. So, for example with the mastermind we promote this for three weeks and in those three weeks all content is created to sell the mastermind. The Lounge we normally open for 5 days so in those 5 days we only talk about the Lounge. Look at your calendar and map out content for key months. So perhaps it's peak enquiry season for weddings, or Christmas, Valentines or Mother's Day!

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Daily

- 1. Daily post on Instagram**
- 2. Daily post on your Facebook business page – you can repurpose your Instagram post for your Facebook business page. Please ensure that under settings you have linked both accounts**
- 3. Daily Instagram stories to share content and connect with your audience**

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Weekly

- 1. Writing a short/long newsletter to your list on a weekly basis at least**
- 2. Research and reach out to business friends to collaborate**
- 3. Research podcasts that align with your message and business that you can pitch to**
- 4. Identify Facebook groups where your ideal clients hang out and ensure you are visible in these groups – further information on this in the Facebook marketing training**
- 5. Do a weekly live on your Facebook business page**
- 6. Do an IGTV video on your Instagram account**
- 7. Write a blog post and publish on your website**

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I have shared below an example content schedule but please do mix this up and apply to your own business as you see fit. The below schedule is specific to social media and these are just some content ideas mentioned in the various different trainings.

Monday – Inspirational quote/raw honest story that creates connection

Tuesday – An opinion piece which demonstrates your skills and expertise

Wednesday – Client testimonial either written or in a graphic format

Thursday – Sales post and pitch. Tie this into a story or testimonial and add excitement into this

Friday – Aspirational content – so for example if you are in a creative/wedding industry sharing images/content from global leaders in your field

Saturday – Fun post that invites engagement

Sunday – Reflection or lifestyle post

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Now create your own schedule below along with the content types you will focus on. Please note it will take some time to test and experiment. Some things will work and some things won't, and that is ok. Building a brand is all about testing!

DAY	CONTENT THEME	CONTENT TYPE
MONDAY		
TUESDAY		
WEDNESDAY		
THURSDAY		
FRIDAY		
SATURDAY		
SUNDAY		