



**Blue Fairy**

# 12 Month Marketing Planner





# Get ready for take off!

So you have a big idea or are running a small business and are ready to level up!

Congratulations on taking the steps necessary to see it succeed. I'm very excited for you.

This handbook is designed to give you a little bit of information about the whys and hows of marketing, but primarily it's purpose is a fill-the-blanks guide to creating your perfect marketing plan aimed at your ideal client.

It's my intention that this booklet is able to be used on it's own as a stand alone tool but if you need any help, have any questions or want to get in touch with me I'd love to hear from you!

You can contact me at [bluefairydesignsolutions@gmail.com](mailto:bluefairydesignsolutions@gmail.com).

I'd like to give a huge shout out to the people who taught me a lot of this - Fasttrack Business and their Digital Marketing Certification. I did their course last year and if you want to really ramp up your knowledge in this area I highly recommend them.

Good luck!  
You got this!







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# Get to know your market

The most important thing about marketing is knowing who you're talking to. You might have an idea in your head of who your clients are but the following pages are designed to get you really clear on who they are, what they need, what is driving them to buy, and how you can help them create their best lives.

The following questions are designed to help you create your Target Avatar - an essential business tool for every business from the ground up but also vital for creating and designing effective marketing strategies.

Let's go deep!

## Your Clients

What are their fears/concerns/problems?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

What frustrations do your clients face when dealing with your industry?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

Describe your most common client - the person you see the most in your day-to-day running of your business:

Take an imaginary journey through the daily life of your ideal client. What challenges do they face? What kind of road blocks get in their way? What are they struggling with?

How is your most common client different from your ideal client?

What is costing them time, money, energy and effort?

What is the number one thing that most of your clients want to have RIGHT NOW and why?

What is the emotional impact on them? Does it affect the people around them, and thus impact their relationships? Do they carry it alone?

What is the cost to their finances/mental health/relationships if nothing changes?

If they could wave a magic wand and have the perfect life, what it look like to them?

In their day to day what is going right for them, what do they place value in, where do they find comfort?

Do they have any other unmet needs?

What are their 3 strongest wants or desires?

- 1.
- 2.
- 3.

Of these, what is their single biggest want/desire - in the present?

What is their single greatest aspiration - in the future?

Imagine your client, imagine them as their life is consumed with the desire to experience the ultimate outcome you listed. Also picture as they worry over their biggest problem and how it's holding them back. What that scence in mind, finish their sentence: "If I could just....."

What are your clients 3 strongest frustrations, right now?

- 1.
- 2.
- 3.

Of these, what is their single biggest frustration?

How are these impacting them emotionally?

What is their single greatest fear for the future?

# Your Target Avatar 1

Frustrations:

Fears:

Wants:

Aspirations:

Unmet needs:

Desired Transformation:



## Identity

- Their name:
- Their gender:
- Their Age:
- Cultural Background:
- Current Location:
- Annual Income:
- Occupation:
- Level of Education:
- Marital Status:
- Family:
- Age of children:
- Personal Characteristics:

Goals:

Values:

Challenges:

Pain Points:

Possible Objections to Sale:

Likes:

Dislikes:

## Consumption habits:

- Books:
- Magazines:
- Blogs / Websites:
- Who do they follow on socials:
- Conferences:
- Source of Inspiration:
- Where do they shop:
- Where do they find information:



# Your Target Avatar 2

Frustrations:

Fears:

Wants:

Aspirations:

Unmet needs:

Desired Transformation:



## Identity

- Their name:
- Their gender:
- Their Age:
- Cultural Background:
- Current Location:
- Annual Income:
- Occupation:
- Level of Education:
- Marital Status:
- Family:
- Age of children:
- Personal Characteristics:

Goals:

Values:

Challenges:

Pain Points:

Possible Objections to Sale:

Likes:

Dislikes:

## Consumption habits:

- Books:
- Magazines:
- Blogs / Websites:
- Who do they follow on socials:
- Conferences:
- Source of Inspiration:
- Where do they shop:
- Where do they find information:



# Your journey story

How important is your personal journey and success relevant to the success of your business?

If you're building a business that needs connection with your clients on a personal level then the chances are that your personal journey and your own "hero narrative" will make a huge impact on your clients. It's something that makes you human, relatable, likable and connected to the people engaging with your business and brand.

The following section will help you to realise the impact your own story has on your business and help you to use that in a way that will connect, create community, engage and make you a relatable and REAL person to the people you're reaching out to.

How did you get to where you are today? Why have you ended up running this business?

Why is this business important to you personally? Is it a way to look after family, create freedom, solve a problem you saw in the market?

What are the main aspects of your personal success story?

What have been some major turning points for you that relate to your business - what things changed your way of thinking, gave you passion for your business, taught you some significant lessons that you've brought with you into your business?

What do people say about working with you?

What is your favourite part of running the business? What keeps you going?

Do you have any notable achievements, skills or knowledge that you've had in your business or career? Highlight those that are most clearly related to your business and what you're offering, including unique learning experiences:

What do you know that most others don't?

What specifically could you say you are the best at? Why? This doesn't have to be big. It may help you to think of something small and intricate, but relevant (ie. a particular way you think or your approach)

What are your aspirations for yourself and your business (ie. website, e-books, promotional material, other projects etc)? What is your long-term goal/vision/dream? Do you have specific ideas on how you'd like to achieve this?



# Your industry

Before you go into any market - no matter how small or niche - you HAVE to know who else is operating around you.

Competition is a bit out of fashion, collaboration has taken over. We all serve our market differently in our own unique ways, and finding that spot that is being underserved or could be done differently means that you'll be reaching a different audience to your "competitors" but you'll also be able to share the market space with them in a way that is productive to you both.

Do your research. Find out who and what is out there. See what you like and what you don't like. Define how your unique offering can be positioned and work alongside theirs.

Use your ideal client in conjunction with your industry positioning to find your unique voice.

## Industry Research

Name who you feel are the three biggest players in your area of expertise:

1.

2.

3.

What do you like about how they operate?

What don't you like about how they operate?

What business products do you admire and why?

What products/services/industries do you feel need to be improved and why?

What are the big hooks or offerings that your competitors are claiming?

What kind of proof systems are your industry colleagues using?

Any other observations:



# Your message

What is the main theme or message you want to impart to your prospective clients?

What is your businesses personal story?

How did it start:

Who is involved:

Why it exists:

What is it that you hope your business will acheive (in the world, for your clients, for you, for itself):

What are three words that best describe the values of you and your business?

1.

2.

3.

# Your value offerings

What are you providing them with? Literally outline your product service:

What do your services/products provide the client with on a needs-based/emotional level?

What big problem can you solve for your clients?

# Automation at your fingertips

Later.com or other similar social media scheduling software will change your life.

It takes a little while to get used to it and set it up but they're very affordable and save a tonne of time and energy.

You can re-use images across each of your social platforms and really plan out how you want your marketing to hit the audience.



## Scheduling Tips

- Get to know when your market is online: use Google analytics or Facebook insights to see when your audience is most active and schedule your posts to go live around this time.
- On the days of the week that are quiet schedule your content that will build you up as an expert - the kind of knowledge based content that people will go looking for but not stuff that you really want them to see or engage with.
- Schedule content that is designed to get the most engagement on days when your audience is most active so it bumps your post up in the algorithms and positions.
- When you know the above choose which topic to go out on each day of the week.







# Get Connected

Building a functional business that is discoverable, connected to people and bringing in clients is partly about word of mouth and referrals, but it's largely about having an online presence. Most people will check out a businesses website, socials, reviews, before going in in-person. If you're invisible online you're missing out on many potential clients.

## Google My Business

This is the business listing that comes up on the right hand side of the search results when you google a business name, or is what shows up on the map listings 'near you'. It's vital for any business, but especially brick and mortar businesses.

### Step One

Get a gmail account (it's not strictly speaking necessary, but it really helps, Google makes it much easier for you if you're a 'native' user on their interface - ie Google rewards people using their products by making it easy for them to use).

### Step Two

Go to [https://www.google.com/intl/en\\_au/business/](https://www.google.com/intl/en_au/business/) and sign up. It's a matter of following the prompts putting your businesses details in, BUT it won't let you publish anything live until you have been verified as a legitimate business. It does this by sending you a physical paper postcard in the mail to your business address with a verification code on it. They say it takes 6 days... in my experience it takes more like 6 weeks so make sure you this part as soon as you can.

### Step Three

After you've got your basic details in you can fill in all the information about the products and services you offer. Try and make sure the words you use to describe your products match the terms that people will be using to find your products. ie if you're a hair dresser people will be searching terms like "best hairdresser near me", "cheap haircuts", "cut and blowdry". So when you're filling in your products and services, don't be too unique or experimental.

### Step Four

Post regularly directly through the Google My Business platform. This will drag your rankings up on google searches and flag to google that you're a value-producing business so it will prioritise you more. Also, it shows your customers that you're active, engaged and showing up.

### Step Five

Get all your friends and family to review your business page on google, share the link with your clients and get as many people as possible to give you props. This provides social proof but it also acts as another value flag to google to show them you deserve to be pulled up in the rankings.



## Facebook

Yes, the rate of incline for facebook as a social marketing platform is declining. It is becoming more expensive and harder to advertise through and less people are signing up to it. BUT it's still one of the best ways to create and grow community around your business.

### How?

1. Use facebook as a way of promoting more local, specific, personal and community based content.
2. Make sure your story, cover images, profile photos and posts are all brand-consistent and reinforce your business's mission statement. Fill in as many details as possible.
3. Set up automated message replies - but make sure you actually do respond to the messages personally too. In the auto-response include your phone number or a way to contact you faster if they need to and thank them for reaching out.
4. Regularly express gratitude. Facebook users love being appreciated - make sure you're liking their comments, responding to them directly, messaging them privately if it warrants it, and post about being grateful for them.

## Instagram

Is still booming for social marketing but it's more 'aspirational' content (as opposed to facebook's 'community' content). The age of the big Insta-star Influencer is wrapping up as more and more people have lost faith in the promotions of people who have a vested interest and research has shown that the age of the 'micro-influencer' is dawning. This means people who have under 5000 followers or they are working in your local community or industry. These people have more power over swaying the market because people trust them.

You can leverage this two ways - one is to share and repost their content (while giving them the props of course) so it aligns you with their brand, exposes you to their audience and brings you to their attention. The second way is to reach out to them and see if they're interested in a partnership - maybe you can help them solve a problem they have and offer their followers some kind of kick-back.

Also, this is the perfect time to become a micro-influencer yourself.

### How?

1. Post regular content that is high quality - good pictures, relatable content, especially content that tells emotional stories.
2. Use 'aspirational' focus - instagram users want it to look great and while they still want it to be relatable it needs to appeal to their desires - who they want to be, what they want to feel like, the future they want to have.







# Hashtags

If you want to reach new audiences on Instagram and get your brand out there you need to reach people who aren't following your business yet. The easiest way to do this is to get your posts showing up in the newsfeed of people who are following certain hashtags or who are searching for content using hashtags.

Try to aim for between 10-16 hashtags per post on Instagram for the happy balance between what is allowed as the maximum and the scale that Instagram will prioritise. If you use too many Instagram thinks that the information isn't specific or niche enough and so won't push your post as far.

Try to use a combination of both really popular hashtags (ones with 100K + posts) to get a really wide audience for brand exposure, as well as smaller more specific hashtags that are really targeted at your location or ideal client so you're getting the depth of exposure to the people who are most likely to engage with your brand.

You can find hashtag suggestions when you get a paid subscription to scheduling services like Later, but you can also find them by going down the Instagram rabbit hole and seeing what similar brands use and following the hashtag suggestions.

Using the same hashtags on every post will reduce the amount of times your posts are shown because it will tell the algorithms that you're copy-pasting content and aren't thinking it through. Have a look at what hashtags other people in your industry are using. Find the big players in your area, copy their hashtags into a big list and then for each post use a different selection of hashtags. Also use smaller, less famous hashtags so you're highlighting yourself to a smaller community of people who are less likely to be inundated with content.

Never over tag. The algorithms like if you're using under 16 hashtags on each post, even though you're allowed more. You want a nice combination of wide exposure to a lot of people to increase brand recognition but also smaller-scale deep exposure to the RIGHT people. Ie using a combination of " #newcastlensw #drinking #newy " will bring your post up in threads for people following Newcastle NSW and the 'proper' locals who use the 'Newy' shortening.



# Secret Trade Tools

There are a few secret weapons marketers use to influence their audiences and gain a following of people who are engaged, purchasing and act as micro-ambassadors or influencers for our brands. These include the following:

## RECIPROCITY

Returning favours, creating a sense of 'indebtedness'. You do something kind or generous for your people, they are more likely to return the favour.

## COMMITMENT AND CONSISTENCY

You need to show up regularly and consistently. Your brand needs to reflect your values and your brand needs to be consistent to be recognisable. Use same fonts, colours, styling as well as same tone, words used, messaging. People also take a while to get to know you and trust you (the customer journey goes through stages similar to courting a new lover), so you need to be consistent, visible and committed to your idea or message.

## SOCIAL PROOF

Safety in numbers is a strong psychological trait in most people. If other people think it's ok, it probably is. How do you provide social proof to your clients?

## LIKING

We are more likely to purchase from someone we like - make sure you keep your business personality relatable and likable to your ideal client. It also means we need to maintain our integrity and keep our promises to clients, over-communicate so they know where we're at and what's going on - it helps them to build a relationship with us. Be real, be you, be authentic. People can tell if you're not.

## AUTHORITY

We are more likely to trust people who we perceive to have authority in a particular area. We are also more likely to obey when we're told to do something by someone in authority because of ingrained socialised power dynamics (generally speaking of course). So setting yourself up as an authority in your area provides people with respect and trust for your services and products.

## SCARCITY

"Don't miss out" FOMO is real. We are more likely to buy something if we know that the availability is limited or that a special offer will expire soon.





# Social Proofs

- How do you collect testimonials?
- Have you got a review system in place?
- How do you publicise the reviews/comments from clients?
- Can you take videos/photos of your services/clients?
- Have you got permission from your clients to share their images/photos?
- When publicising images or reviews do the people reflect who your target client is?

# Build Community

The reports are in for 2020 outlook and across the board it looks like the most effective way to market and continue building brand awareness and loyalty in the years ahead is through connection, engagement, community.

People want to feel part of something, connected to something and that goes beyond just your own business page on facebook or instagram.

## How?

1. Reshare posts on instagram from businesses in your community (whether local or industry) and give them props. It builds good blood and exposes you to their followers.
2. Create a facebook or Meetup group that meets needs of your ideal client or gives them a space to interact together. It's giving back and creating a community around your brand and values.
3. Respond to people who are commenting on your posts - thank them and engage with them, build a relationship that's personal.
4. Referring friends discounts.
5. Broaden it out from social media - participate at local events, use Google Ads (especially YouTube/video ads), get affiliate and partner businesses to backlink to your website.
6. Make sure the right people can find you with a solid SEO and hashtag plan.



# Stories about Experience

What is something you or someone you know/client has experienced:

What is the lesson?

How does this relate to what you do?

What is your most incredible success story or case study you've had with a client?  
Who has had the biggest quantifiable results? Or more than one if you have more.

## Crafting Your Content

**Each of the following areas are incorporated into the weekly content plan.**

Use the following questions and samples as ways of building out the content to include in your posts and blogs. The questions will help you develop meaningful content that builds engagement, trust, authority, authenticity and transparency.

Mix the hooks into your posting cycle to increase engagement and position yourself as a solver of problems that relate to your clients' needs.

# Core Hooks

## **PROBLEM - SOLUTION:**

State the problem and tell them you have the solution

Some examples for you:

Problem:

Solution:

Problem:

Solution:

## **STORY HOOK:**

Tell them a story like a case study or testimonial about how your services benefitted your clients

1.

2.

## **SYSTEM HOOK:**

You have the 5 steps to success and you can teach it to them

The problem or goal:

Your steps to success:

1.

2.

3.

4.

5.

## **PROMISE HOOK:**

Make a huge promise - we will make you feel great again!

What promises can you make:

1.

2.

3.

4.

5.

## **OFFER HOOK:**

Some special deal or offer, maybe it's exclusively to subscribers, maybe it's to everyone - something to get them to sign up or buy, discounts etc.

Offers you can make:

1.

2.

3.

4.

5.

## **SECRET HOOK:**

You've found the solution to some big problem, the secret key to the best hair/energy levels/success etc.

Examples for your business:

1.

2.

3.

4.



# Stories about Lifestyle

Where are you right now?

What are you doing?

What is funny/interesting/relevant about this?

# Clarity based content

My Proven Steps To (how you do things yourself)

Case Studies

How I work with you - System Outline

# Your World View

State your opinion - "People need to step outside their comfort zones and try new things"

Explain why you think it's true - "you end up doing everything yourself and you never see any results"

Polarise the view and explain why it's wrong - "people say do this do that, what they are really saying is keep being stuck"

Back it up with experience/story/proof - "I realised everything I learned I had to keep going and it was the biggest road block"

Ask for opinions - "what is your take on this"

# Designing Your Marketing

If you haven't signed up to [canva.com](https://canva.com) yet do it today. It's awesome. The free version is really extensive and you can still copy and modify previous designs so that you're keeping the branding consistent even if you're not paying the full amount to save all your brand components (like saving your colours and fonts).

Get two or three versions of social posts set up using your logos/brand colours/fonts and then for **EVERY SINGLE SOCIAL POST** make sure you're using one of those templates. You want one for simple text posts (no images), one for images, and one for specials/offers/discounts/giveaways.

Canva makes it really easy to drag and drop icons, images, and other elements into the pictures too. Don't be tempted to use their templates - no matter how pretty they are - unless you can modify them to fit with your brand. This is because you'll end up with a messy, higgeldy-piggeldy collection of posts that don't reinforce your branding or value message. Use the three templates you set up and use them for specific Topic Posts (we'll cover these soon).







# Images

**Canva.com will change your life.** If you use a paid version you can save your brand fonts and colours and templates so it's super easy to make posts on the fly or in big batches i.e. if you're doing your marketing planning over a weekend you can get all the content ready from your weekly planner then find images to match and dump them into your post templates so you have all your images ready to go. The free version can also do this so long as you publish and download your images you can make copies of your post images so it's like having a template but it won't save your colours and fonts so you'll need to reuse the images you've already published/downloaded.

**Free image sourcing** - Pexels.com, Pixabay.com and Unsplash.com have a huge variety of free stock images you can use in your posts.

**Get a photographer - take your own photos.** There is no substitute really for having your own images - they reflect your brand and personality and are unique to your business (so there aren't tonnes of other businesses using the same images).

**Subscription sites** - Paying for images like on Envato Elements is a good way to find images that aren't used as much as other free stock images but they can be a bit expensive so see if you need them before you sign up. Or use a designer like Blue Fairy who have access to more images through their own subscription services.

**Licensing** - You can't just use any image you've found on the internet or google, other people own the rights to most images and if you steal those pictures you're opening yourself up to copyright issues. Make sure the images you're using have a commercial license that you're allowed to use.

# Videos

Videos get better engagement and are prioritised by Facebook and Instagrams algorithms so it's really important to start incorporating them into your posting routine. Aim for one video a week - whether that's a phone-shot video of you talking about your 5 top tips, or a mp4 file you've made in canva, or if you're a creative type you can use programs like Movavi or Promo to make your own using their easy to use templates.

**Sourcing stock video footage** - Pexels and Pixabay have a tonne of free stock video footage you can use in your creations, but if you're going to go down the video path it's worth signing up to an element source subscription so you can manage all your content licenses easily.





## 7 Day Topic Rotation System

This works best if you really know who your client is and have done a full avatar (client profile) breakdown of what their needs are even beyond what the service/product your providing gives them. Spend some time getting your plan ready each month and have a look at how your audience is responding to it so you can pivot, mix it up and focus on what is working for you.

### Topic 1 Quotes & Positive Thoughts

Inspirational content appeals to a large part of the market and is a great way to showcase your values and trigger the aspirations of your clients. Use quotes that relate to your industry or brand message, or talk about things you're thankful for.

### Topic 2 Monthly Topic In Focus

Showcase a part of your business, a product or a service, or focus on an area of needs that you can help your clients meet. Go deep with one post a week for a month on a specific topic. This works best with an accompanying blog post.

### Topic 3 How-Tos And DIY Tips

Give your clients a way to achieve their needs and goals at home or by themselves, or by using your product/service, and show that you're generous with your wisdom and get them warmed up for more knowledge you might have.

### Topic 4 FAQs

Cover all the issues and questions you hear all the time from your clients and provide answers or solutions. Also include questions they should be asking.

### Topic 5 Client Experience

Give an idea of what it's like to be one of your clients - use testimonials, reviews, comments, feedback, stories of their success they've shared with you, explain what it's like when they visit your business. Create a sense of transparency.

### Topic 6 Expert Knowledge

Go deep into the more intricate areas of your industry, or areas of interest for your clients. Share your knowledge with them in a way that is informative to position yourself up as expert in the industry.

### Topic 7 Review

Loop in businesses providing similar/complementary services or products, and showcase those products/services. No one operates in isolation - connect to your industry community and share the love and expose yourself to a wider network.

# Example Week

MON	Topic 1 Quotes & Positive Thoughts	"Business opportunities are like buses, there's always another one coming." – Richard Branson
TUES	Topic 2 Monthly Topic In Focus	The rules of Social Media are constantly changing: new algorithms, how customers engage with brands constantly evolves, things go in and out of fashion online faster than fluoro in the 80s. Let me show you how to keep on top of it and get the most out of your audience engagement online.
WED	Topic 3 How-Tos & DIY Tips	How to find out when your clients are checking out your socials: Facebook's insights are a great place to start! If you go to your business' Facebook page, click on the 'insights' tab and then on the 'posts' section in the left hand menu, you'll find the days and times your clients are most active on your facebook page.
THURS	Topic 4 FAQs	Do I have to pay for my designs upfront and risk losing that money on a design I'm not happy with? When you use Blue Fairy for your website and content design needs, you pay 50% of the quote upfront, which gives me a starting point to know that my time won't be lost - but you don't have to pay the remaining 50% until you LOVE the end result.
FRI	Topic 5 Client Experience	When you book your initial consultation with Blue Fairy we have a quick chat on the phone and I get a feel for your needs but also your brand personality. Then when we meet in person for our first meeting, I'll buy you a coffee and have a proto-type ready to use as a talking point for what your detailed needs are.
SAT	Topic 6 Expert Knowledge	What even IS SEO??? SEO stands for Search Engine Optimisation - basically they're the key words that people use to search for a product or service. Google then matches those key words against the words used on your website and in the meta-data (the file names, the descriptions of the web-pages, the page headings etc) and matches the words being used in searches against the words used on your site. So you want all the front-end (visible on the website) and back-end
SUN	Topic 7 Review	We all have to know our strengths and how our services work in collaboration with the team of other businesses working around us. That's why I'm thrilled to work alongside people like Mitch at Mad Cat Marketing. He is a Google-Ad wizard. He even set up MY google ads account. If you want your Google Ads done right with the best return for your advertising dollar, call Mitch.

# 5 Week Topic Planner

## Topic 1: Quotes & Positive Thoughts

Week 1	What's the quote?  Who said it?  Where did you find it? (so you can reference later/find more of them - you don't have to include in the post)
Week 2	What's the quote?  Who said it?  Where did you find it? (so you can reference later/find more of them - you don't have to include in the post)
Week 3	What's the quote?  Who said it?  Where did you find it? (so you can reference later/find more of them - you don't have to include in the post)
Week 4	What's the quote?  Who said it?  Where did you find it? (so you can reference later/find more of them - you don't have to include in the post)
Week 5	What's the quote?  Who said it?  Where did you find it? (so you can reference later/find more of them - you don't have to include in the post)



## Topic 2: Monthly Topic In Focus

### What is the month's topic:

This can be a good way to build your blog post for the month too. Chose your topic, break it into 5 points to cover each week and use them as 5 paragraphs in your blog.

Week 1	<div>Introduce the point &amp; how it relates to the monthly topic:</div> <div>Why it's relevant to your audience/why they should know about it:</div> <div>How it solves an issue for them:</div> <div>Extra info:</div>
Week 2	<div>Introduce the point &amp; how it relates to the monthly topic:</div> <div>Why it's relevant to your audience/why they should know about it:</div> <div>How it solves an issue for them:</div> <div>Extra info:</div>
Week 3	<div>Introduce the point &amp; how it relates to the monthly topic:</div> <div>Why it's relevant to your audience/why they should know about it:</div> <div>How it solves an issue for them:</div> <div>Extra info:</div>
Week 4	<div>Introduce the point &amp; how it relates to the monthly topic:</div> <div>Why it's relevant to your audience/why they should know about it:</div> <div>How it solves an issue for them:</div> <div>Extra info:</div>
Week 5	<div>Introduce the point &amp; how it relates to the monthly topic:</div> <div>Why it's relevant to your audience/why they should know about it:</div> <div>How it solves an issue for them:</div> <div>Extra info:</div>

## Topic 3: How-Tos & DIY Tips

Try and link the month's how-tos to the monthly topic so it really builds out an area of knowledge for your audience.

Week 1 - self-reliant DIY (can be done without your product/service)	<div>What are you going to show them how to do:</div> <div>How it solves an issue for them:</div> <div>Extra info:</div>
Week 2 - using one of your products / services at home	<div>What are you going to show them how to do:</div> <div>How it solves an issue for them:</div> <div>Extra info:</div>
Week 3 - what's your TOP 5 steps to something that solves a need for your client	<div>What are you going to show them how to do:</div> <div>Step 1:</div> <div>Step 2:</div> <div>Step3:</div> <div>Step 4:</div> <div>Step 5:</div>
Week 4 - how you do something that your clients might want to also do ie Your Secret To...	<div>What is the problem you're going to solve:</div> <div>How do you solve it:</div> <div>How can they replicate it:</div> <div>Extra info:</div>
Week 5 - your number one go-to quick hack to solve an issue your clients might have	<div>What is the problem you're going to solve:</div> <div>What is your quick hack:</div> <div>How does your product/service relate to the solution:</div> <div>Extra info:</div>

Topic 4: FAQs

Week 1	What's the question:  What's the answer:
Week 2	What's the question:  What's the answer:
Week 3	What's the question:  What's the answer:
Week 4	What's the question:  What's the answer:
Week 5	What's the question:  What's the answer:

Topic 5: Client Experience

Week 1	What happens when clients come in person:
Week 2	Client Testimonial:
Week 3	Run through the experience of using one of your products/services:
Week 4	Give an example of a success story from one of your clients:
Week 5	Describe the story of your business, give some info on the whys and hows:



## Topic 6: Expert Knowledge

<b>Week 1 HERO JOURNEY</b>	What is your personal story - your own "hero journey":
<b>Week 2 SPECIAL DEAL</b>	What is your freebie/discount/special offer this month:
<b>Week 3 YOUR SPECIALITY</b>	What is your main area of speciality and why:
<b>Week 4 SPECIAL DEAL</b>	What is your freebie/special offer this month:
<b>Week 5 YOUR INDUSTRY</b>	What's going on in your industry right now:

## Topic 7: Review and Kudos

<b>Week 1</b>	What's the business/service:  What is good about them:  How are they filling a need that you are not:  OR how do they complement the service/product you're providing:
<b>Week 2</b>	What's the business/service:  What is good about them:  How are they filling a need that you are not:  OR how do they complement the service/product you're providing:
<b>Week 3</b>	What's the business/service:  What is good about them:  How are they filling a need that you are not:  OR how do they complement the service/product you're providing:
<b>Week 4</b>	What's the business/service:  What is good about them:  How are they filling a need that you are not:  OR how do they complement the service/product you're providing:
<b>Week 5</b>	What's the business/service:  What is good about them:  How are they filling a need that you are not:  OR how do they complement the service/product you're providing:

An hourglass with blue sand is positioned on the left side of the page. The sand is flowing from the top bulb to the bottom bulb. The hourglass is placed on a calendar with a red border. The numbers 23, 24, and 25 are visible on the calendar. The background is a blurred image of a calendar with a red border.

## Your Best Year Yet!

Get ready for the best year in business ever!

The secret to a good long-term marketing plan is to align it with your business goals, product launches and have an idea of what might impact your market during certain times of the year so you can plan around it, toward it and get the results you want.

# 12 Month Marketing Plan

## Where You Are Now

Business Stage:

Income:

How many followers on Socials

Facebook:

Instagram:

Meetup:

Other:

How many database subscribers:

How many regular clients do you have:

How often do you acquire new clients:

## Goals

Where do you want your business to be in 12 months time?

How much profit in \$ do you want to be making:

What are you making now:

How much revenue do you make on each client per visit:

What is the return value of a client, how often do they come back:

How many more clients do you need to reach your target:

What percentage of your followers/subscribers purchase:

How many followers/subscribers do you need to meet your sales targets:



**Your Offerings**

What can you offer your clients as a way of getting them to return to your business:

What offers can you make to warm up your prospective client base (ie free offerings, handouts, information packs, videos) to get them to sign up to a mailing list or database:

What will be the upsell at the end of the free content to drive your warm market into a full sale/sign up:

**New Launches**

Do you want to launch any new projects/products/services? If yes what are they?

How will these projects/products/services solve the problems your clients face?

What free offering will accompany the launch as a hook?

What is the paid upsell?

Launch Goals

New Project / Product / Service Launch or Monthly Goal:

Launch Date:

New Client Acquisition Goals

How many new clients:

How much profit from new clients:

Retainer/Return Client Acquisition Goals

How many additional stable retainer or return clients:

How much profit from retainer clients:

Profit Goals

Total combined new and return clients:

Obstacle Planning

Is there something likely to impact this goal this month:

Do you have a plan to combat this obstacle:

Marketing Goals

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Instagram follows:

Database subscribers:

Monthly topic in focus:

Free Offering:

Upsell Offering:

System Outline Focus:

Your Hero Story:

Observations and reflections (how’d it go?):



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# Get in touch!

For tailored individual support and marketing planning and done-for-you social media organic marketing feel free to get in touch - I'd love to help you really get in touch with your market and help you achieve your business goals.

For more details on how I can help email or call on the details below.

I'd also love to hear how you go with the planner!! Good luck with all your goals - you got this!!

Milly

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