



Content Planning

BEAT WRITERS BLOCK NOW AND FOREVER

<https://inboundmarketingbliss.com/wceu>



Who am I
To Teach
YOU

Yvette's WordPress Story

1999 - First HTML site (NotePad)

2006 – First WordPress site

2014 – First WordCamp & first time volunteer

2017 – First Contributor Day (WCEU)

2017 – 1st & 2nd talk: WordCamp Nijmegen & WordCamp Utrecht

2017 – First time WordCamp Organiser (Utrecht)

2018 – Leadership team #MakeWordPress Marketing

2018 – First WordCamp Workshop



Yvette's Credentials



Let's talk
about
YOU



EXERCISE 1

I WORK WITH...

Why?

Talk to someone new

Get to know your brainstorm partner for today

Have a basic version of your buyer persona

I Work With

Who want to

I help them learn / create / achieve / get...

So that...

EXAMPLE

I WORK WITH...



Yvette Sonneveld



I work with business owners in the services industry



Who want use inbound
marketing to attract
better targeted leads
and clients



I help them get clear on who their ideal client is and help them build content and campaigns that build trust



- So that they get work with more clients who
- Appreciate them both as a person and as a professional
 - Pay fast and pay well
 - Send other qualified leads their way

I Work With

Who want to

I help them learn
/ create / achieve / get...

So that...

3 Minutes



*Time
To
Switch*



I Work With

Who want to

I help them learn
/ create / achieve / get...

So that...

3 Minutes





Today

3 Commonly made mistakes
you better avoid



Today

3 Commonly made mistakes
you better avoid

Discover Pillars of Expertise



Today

3 Commonly made mistakes
you better avoid

Discover Pillars of Expertise

Play with Matrix Method

So That

You'll beat writers block

You'll get comfortable
sharing your message

You'll be ready for next steps:
SEO, audio, video, funnels
& campaigns



MISTAKES

1. Not planning content at all



1. Not planning content at all

- Fail to plan > plan to fail



1. Not planning content at all

- Fail to plan > plan to fail
- Always something more urgent



1. *Not planning content at all*

- Fail to plan > plan to fail
- Always something more urgent
- Recipe for writers block



2. Not planning for ideal client



People buy from people they



People buy from people they

Know



People buy from people they

Know

Like



People buy from people they

Know

Like

& Trust



For Service Based Businesses

Can (s)he relate to
where I am now?



For Service Based Businesses

Can (s)he relate to
where I am now?

Is (s)he qualified to
help get to my goal?



For Service Based Businesses



Can (s)he relate to where I am now?

Is (s)he qualified to help get to my goal?

Will it be fun to work with this person?

Your Ideal Client



Your Ideal Client

Has all characteristics of
your favorite clients



Your Ideal Client

Has all characteristics of
your favorite clients

Has a need, and a deadline



Your Ideal Client

Has all characteristics of
your favorite clients

Has a need, and a deadline

Thrives on your mix of
expertise and personality



Your Ideal Client

Has all characteristics of
your favorite clients

Has a need, and a deadline

Thrives on with your mix of
expertise and personality

Follows a fairly predictable
path to purchase



3. *Not planning for buyers journey*



3. *Not planning for buyers journey*

No flow in content



3. *Not planning for buyers journey*

No flow in content

No clear calls to action



3. *Not planning for buyers journey*

No flow in content

No clear calls to action

No follow up campaigns



Buyers Journey



AKA Problem Aware



AKA Solution Aware



AKA Product Aware

Awareness



I have a need and a deadline

What do I need to know?

What if I do nothing?

What are my options?

Consideration



I am aware of the types of solutions

How do those work?

What are the pros and cons?

How do I know what suits me best?

Decision



I have chosen a solution type

I am aware of most service providers

How do I know which one is the best for me?

Mini Quiz



PILLARS OF EXPERTISE



Your Unique Gifts To Mankind

Back To Your Ideal Client

Your goal: get them where they want to be

Name 3-5 services you offer

That help them get there



EXERCISE 2

Pillars of expertise

Pillars Of Expertise

1

2

3



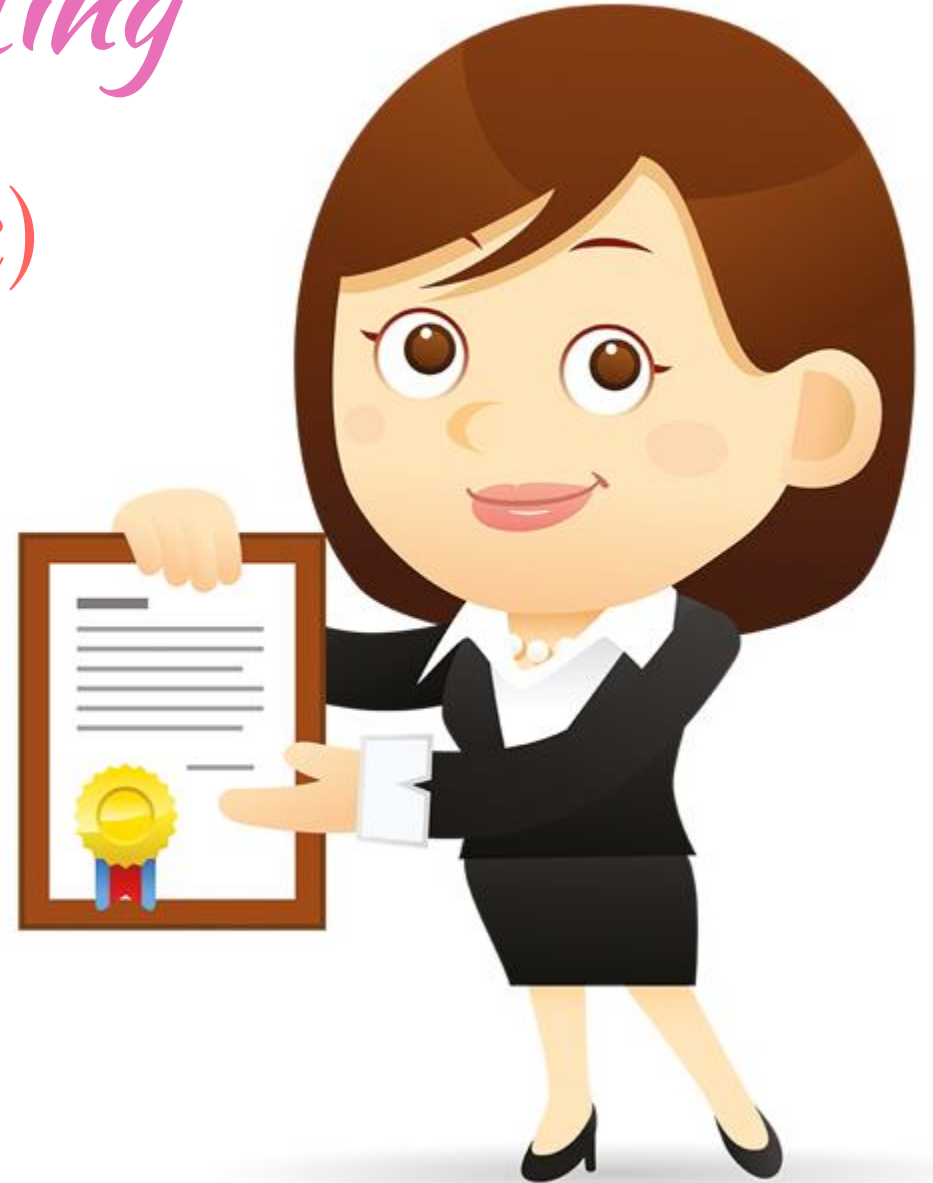
Pillars Of Expertise: Yvette

1. Strategy coaching / consultancy
2. Content Marketing
3. E-mail Marketing



Pillars Of Expertise: Hosting

1. Hosting (Shared / VPN etc)
2. Domains
3. Security



Pillars Of Expertise: Agency

1. Branding

2. Promo material

3. Content



Pillars Of Expertise

1

2

3

5 Minutes



EXERCISE 3

Content Matrix Method



Content Matrix

1. 3-5 columns:
pillars of expertise
2. 3 row sections:
stages of awareness
3. 2-3 articles for each
“matrix cell”

Content Matrix

	Pillar of Expertise 1	Pillar of Expertise 2	Pillar of Expertise 3
Awareness Stage	Working Title <ul style="list-style-type: none">• Bullet 1• Bullet 2• Bullet 3		
Consideration Stage			
Decision Stage			

Content Matrix

	Pillar of Expertise 1
Awareness Stage	Working title <ul style="list-style-type: none">• Bullet 1• Bullet 2• Bullet 3



Let's Get To Work

Work with your partner

Don't think too hard

Raise your hand if you need help

Woohoo You Did It!

1. Take aways?

2. Questions?



Stay In Touch

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