



## Session 1:

### CONTENT

**Personal Branding - your look, your differentiation factor, your voice, your secret sauce, your superpower**

**Types of Content, Buyer Personas, Target Audience**

- **Who** - Who are you writing for? Who is creating your content?
- **What** - What kinds of content will you be utilizing?
- **Where** - Where will you be sharing your content?
- **When** - When and how often will you share?
- **Why** - Why share at all?
- **How** - How will you get this done?

#### **Homework:**

- Google Analytics installed (not anything to do yet)
- Create your buyer personas
- List of ideas for blogs/content/topics
- Connect through the private Facebook Group to help each other through this process (no posting yet)

## Session 2:

### PLATFORMS

**(list of possible platforms)**

- **Who** - Who are you talking to?
- **What** - What have you got to share?
- **Where** - Where will you be posting?
- **When** - When and how often will you share?
- **Why** - Why share at all? What do you want your followers to do?
- **How** - How will you get this done? How can you make the process easier?

#### **Homework:**

- Identify 2-3 platforms to focus on
- Make sure your profiles are branded, complete, and settings are correct
- Review group members' websites and platforms
- Identify other biz pages to connect with (create lists)



### Session 3:

## CONTACT MANAGEMENT & EMAIL MARKETING

database, mailing lists, targeted messaging, LinkedIn



- **Who** - Who are you talking to? Who amplifies you? Who will you align with and amplify?
- **What** - What have you got to share? What will you share from others to align with your personal brand?
- **Where** - Where will you be connecting with your audience?
- **When** - When and how often will you share?
- **Why** - Why share at all? What do you want your followers to do?
- **How** - How will you get this done? How can you make the process easier?

#### Homework:

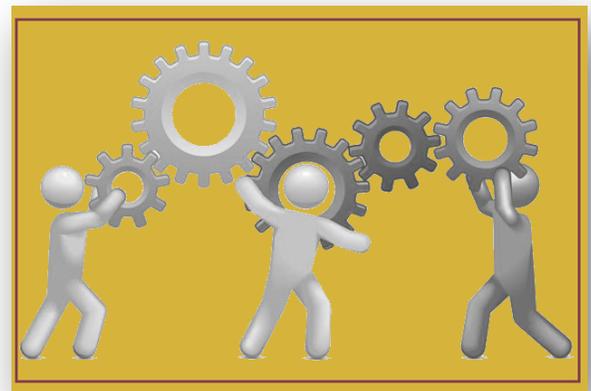
- Create a list with all your contacts
- Categorize your contacts (if applicable)
- Identify possible amplifiers/aligners

### Session 4:

## PUTTING IT ALL TOGETHER

Participants will work in small groups to create concrete digital marketing plans based upon the content of the previous workshops. **\*\* Bring Your Laptop \*\***

- **Explore progress and brainstorm challenges encountered in the previous sessions**
- **Review each others' platforms**
- **Discuss collaborating using each other's content calendars**
  - Blog
  - Social Media
  - Email Marketing
- **Commit to 2-3 "Next Step" Actions**



#### Workshop Facilitators:

Susan Finn - Susan Finn Online - Digital Marketing Connector [susanfinnonline.com](http://susanfinnonline.com)

Beth Knaus - That's a Spade - Copywriter [thatsaspade.com](http://thatsaspade.com)