

# CONTENT MARKETING PLAN

*Tiffany G Writes*



## KNOW

*This aspect of marketing is where we focus on increasing your visibility, while educating your consumer on who you are. In this phase we're going to create 5 content pillars to use repeatedly.*

## LIKE

*People ONLY buy from those businesses that they like. The best way to get someone to like you is to get laser focused on who you are as a business and be yourself. Develop your brand identity and the tones you'll be known for.*



## TRUST

*With both know and like down we need to get your audience to trust you before making their final decision to buy. Address sales objections, display what your customers life will look like after this transformation you're about to provide them. Display social proof case studies and testimonials.*



# COPYWRITING



*Keep this document next to you when creating content.*

- Always use active voice (go to [Hemingway.com](http://Hemingway.com) to edit your copy)
- Align content with goals mentioned above for know, like, and trust
- Envision one person and speak directly to them, in your copy
- Use bullets to show specific points
- Describe more than you tell

# IG STORY HACKS

*Always tag location and use at least one hashtag in your stories. You can hide it behind stickers and other graphics in stories. Use the DM me sticker to promote new sign ups.*



# USE THIS VERBIAGE TO MAKE SALES

*One of the best ways to get new sign ups for your course is to use this verbiage...*

*"I'm looking for 3 poeple who (insert the problem you solve)*

*We start Monday, send me the word GO to my DMs and I'll send you more info."*

# POWER WORDS

*Results-Based*  
*Only*  
*Quick*  
*Redefine*  
*Welcome*  
*Unique*  
*Announcing*  
*Breakthrough*  
*Surprising*  
*Thought-Provoking*  
*Propel*  
*Introducing*  
*Money Generating*  
*Exciting*  
*Astounding*  
*Special*  
*Secret*  
*Hidden*  
*Truth*  
*Temptation*  
*Forbidden*  
*Never*  
*Revealed*  
*Exclusive*  
*Limited*  
*Unlimited*  
*Lively*  
*Profit-Making*  
*Clarity*

# POWER WORDS

*Guarantee*

*Proven*

*Seamless*

*Done for You*

*Profitable*

*Break through*

*Hidden Secret*

*Transformation*

*Life-Changing*

*Purpose*

*Higher Calling*

*\*Instant Access*

*\*Join Now*

*Failure*

*Innovative*

*Effective*

*Recession-Proof*

*Authentic*

*Awe-Inspiring*

*Discover*

*Breath taking*

*Magnificent*

*Incredible*

*Heart-Warming*

*Reframing*

*Assess*

*Thrilled*

*Delighted*

*Elevate*