EMAIL & SOCIAL MEDIA PROMPTS FOR 365 STRATEGIC MARKETING & SALES

ONE-MONTH MICROCONTENT PLANNER

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INTRODUCTION

The goal of this planner is to take the emails (or other pillar content) you've already written and repurpose them into "microcontent" that can be posted on all of your social media platforms to build positive brand presence.

In this workbook, we've given you room to pick 10 of your emails — the strongest ones, your favorites, or preferably the ones that best accomplish your brand goals for the month — then repurpose each one into 5-10 different pieces of "microcontent." This will give you 50-100 pieces of content you can use for the month!

After the workshop, you can (optionally) take your 30 days of emails and create even more content — by writing more posts from the same emails, by adding additional platforms and post types, or by repurposing more of your emails. The sky's the limit, really.

Before you get started, go ahead and make another copy of this workbook on your computer, so you'll have a "blank" copy to use for future months (or if you need more space). If you're using the print version, you can print more copies as needed!

Then head to Section 1 to choose your platforms!

Section 1

CHOOSE YOUR PLATFORMS

I highly recommend starting with the 2-3 Social Media platforms you are most comfortable with. If you're already on a couple of platforms and have built up a following (no matter how small), those platforms are a good place to start.

Posting content consistently on a couple of platforms will get you better results than inconsistent content on ALL the platforms.

You can always add more platforms later!

One important thing to keep in mind as you choose your platforms — what length of content is typical on each platform?

A mix of shorter and longer content is most effective for a couple reasons:

1. It's easier to come up with a mix of short to medium pieces of content, rather than ALL long pieces of content.
2. You will attract a wider audience if you vary the types of content you provide. Some prefer longer content, like blog posts, LinkedIn articles, and podcast episodes, while others might prefer a photo and a very short text description.

Below is an idea of the length of content found on different social media platforms (some platforms can fit into more than one category):

CATEGORY 1	CATEGORY 2	CATEGORY 3
SHORT CONTENT	**MEDIUM CONTENT**	**LONG CONTENT**
➤ Twitter ➤ Instagram ➤ Pinterest ➤ Facebook	➤ Facebook ➤ Instagram ➤ LinkedIn Posts ➤ YouTube ➤ TikTok ➤ Short Videos	➤ LinkedIn Articles ➤ Blog Posts ➤ Longer Videos ➤ YouTube Scripts ➤ Podcast Episodes ➤ etc.

The platforms I will post on consistently are:

Platform 1 _____

Platform 2 _____

Platform 3 _____

Section 2

"MICROCONTENT IDEAS"

Here are some ideas to get you started for each platform. Feel free to highlight or circle your favorites below, and refer to them while you are writing your content in Section Three.

FACEBOOK IDEAS

1. Share your email in its entirety + add a photo or branded graphic.
2. Summarize your email + add a photo.
3. Ask a question about the topic - you can do more than one of these!
4. Share a behind the scenes photo - what was happening with YOU during this email?
5. Share the first part of your email and have them subscribe to get the rest (make sure you link to an autoresponder that sends the email).
6. Share the biggest takeaway from the email (as a quote from YOU) - you can do more than one of these!
7. Share a quote, meme, or GIF related to your email topic.
8. Make a video where you talk about the topic discussed in the email.
9. Share a photo or diagram of the thing you discussed in your email.
10. Share one interesting tidbit from your email, then link to another social post or a blog post for the rest.
11. Do a poll about your email topic.
12. Share a testimonial from your email + a photo or video.

INSTAGRAM IDEAS

1. Share your email in its entirety + a photo
2. Summarize your email + add a photo
3. Ask a question about the topic - you can do more than one of these!
4. Share a behind the scenes photo - what was happening with YOU during this email?
5. Share the first part of your email and have them subscribe to get the rest (make sure you link to an autoresponder that sends the email)
6. Share the biggest takeaway from the email (as a quote from YOU) - you can do more than one of these!
7. Share a quote or meme related to your email topic.
8. Make a video where you talk about the topic discussed in the email.
   (Or do a live video)
9. Share a photo or diagram of the thing you discussed in your email.
10. Share one interesting tidbit from your email, then link to another social post or a blog post for the rest.

Note: Don't forget to add hashtags on Instagram!

TWITTER IDEAS

1. Share a key takeaway from your email (you can do several of these), and have them subscribe to get the rest (make sure you link to an autoresponder that sends the email).
2. Share one interesting tidbit from your email, then link to another social post or a blog post for the rest.
3. Share a quote from someone else about your topic.
4. Share the "subject line" of your email, and have them subscribe to get the rest (make sure you link to an autoresponder that sends the email).
5. Share the biggest takeaway from the email (as a quote from YOU) - you can do more than one of these!
6. Share a photo or diagram of the thing you discussed in your email.
7. Link to an interesting article about your topic.
8. Ask a question about the topic - you can do more than one of these!
9. Share a quote, meme, or GIF related to your email topic.
10. Share a benefit + the link you shared in your email. (sales page, content, etc.)

LINKEDIN IDEAS

1. Share your email in its entirety.
2. Summarize your email + add a photo.
3. Tweak the email and/or expand on some points to make it into a LinkedIn “article”.
4. Share the key points from your email, then ask what they think.
5. Share a key takeaway from your email (you can do several of these), and have them subscribe to get the rest (make sure you link to an autoresponder that sends the email).
6. Share one interesting tidbit from your email, then link to another social post or a blog post for the rest.
7. Share a photo or diagram of the thing you discussed in your email.
8. Share an interesting article about your topic.
9. Ask a question about the topic - you can do more than one of these!
10. Make a video where you talk about the topic discussed in the email. (Or do a live video)

TIKTOK IDEAS

1. Share the story from your email.
2. Share the tips from your email.
3. Share a behind the scenes video related to your email.
4. Share something funny/fun from your email.
5. Share a response you got to your email.
6. Share your reaction when you first learned about this topic.
7. Share a quick tutorial or how-to
8. Show a “before” and “after” around your product or email topic.
9. Show your process
10. Start a “hashtag challenge” around your topic

YOUTUBE

1. Tell the story from your email.
2. Share your tips or “Top 5” from your email.
3. Share a tutorial or how-to.
4. Interview someone about your topic.
5. Show your process.
6. Create a fun trailer for your topic or product.
7. Give a sneak peek at an upcoming product.
8. Share a couple key takeaways from your email, and point them to a link to subscribe.
9. Highlight some of the best resources, books, etc. out there on your topic.
10. Do a “Man-on-the-Street” video where you ask a bunch of people the same question.

BLOG POSTS, PODCAST EPISODES, ARTICLES, AND OTHER "LONG-FORM" CONTENT

Each email can be used as-is for a blog post, podcast episode, or article (if it fits), or you can expand on what you wrote in the email to make it longer, include more links or research, make it into an interview format, or turn each point from the email into its own post. Feel free to get creative here!

Section 3

WRITE YOUR "MICROCONTENT"

Month: _____

Your Brand Goals This Month:

EMAIL #1:

Write the date of the email here _____

Now, break into 5-10 posts between your three platforms (you don't have to use all of the spaces)

PLATFORM 1 _____

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 2

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 3

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

EMAIL #2:

Write the date of the email here

Now, break into 5-10 posts between your three platforms (you don't have to use all of the spaces)

PLATFORM 1

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 2

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 3

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

EMAIL #3:

Write the date of the email here

Now, break into 5-10 posts between your three platforms (you don't have to use all of the spaces)

PLATFORM 1

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 2

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 3

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

EMAIL #4:

Write the date of the email here

Now, break into 5-10 posts between your three platforms (you don't have to use all of the spaces)

PLATFORM 1

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 2

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 3

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

EMAIL #5:

Write the date of the email here

Now, break into 5-10 posts between your three platforms (you don't have to use all of the spaces)

PLATFORM 1

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 2

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 3

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

EMAIL #6:

Write the date of the email here

Now, break into 5-10 posts between your three platforms (you don't have to use all of the spaces)

PLATFORM 1

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 2

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 3

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

EMAIL #7:

Write the date of the email here

Now, break into 5-10 posts between your three platforms (you don't have to use all of the spaces)

PLATFORM 1

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 2

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 3

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

EMAIL #8:

Write the date of the email here

Now, break into 5-10 posts between your three platforms (you don't have to use all of the spaces)

PLATFORM 1

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 2

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 3

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

EMAIL #9:

Write the date of the email here

Now, break into 5-10 posts between your three platforms (you don't have to use all of the spaces)

PLATFORM 1

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 2

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 3

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

EMAIL #10:

Write the date of the email here

Now, break into 5-10 posts between your three platforms (you don't have to use all of the spaces)

PLATFORM 1

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 2

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

PLATFORM 3

MY POSTS FOR THIS PLATFORM:

#1

#2

#3

#4

#5

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