



PILLAR CONTENT PLANNER



Ray
EDWARDS

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HOW TO USE THIS PILLAR CONTENT PLANNER

This planner is designed to help you plan and create daily emails for an entire year — these will serve as “pillar content” you can use to create ALL of your “microcontent,” or attention-getting short-form content to post on Social Media and other platforms.

Part One contains content plans and email prompts you can choose from, depending on whether you have a business that follows a “launch” model or a business with products available year-round. At the end of Part One, you will see a suggestion of what to do if your business has both year-round products and launches.

Part Two of this planner is where you’ll create your content plan. You’ll find monthly calendars you can fill out for the entire year, as well as some seasonal prompts you can add into the mix.

All of the prompts in this planner can be used exactly as they are, or as idea-generators to get you started. If you have another idea that works better for your daily email - feel free to modify!

Note: As you read through the content plans, you will find that some prompts are repeated — this is not by accident. Some prompts contain powerful persuasion tools that can be used over and over. Just answer the question with a new story, an additional benefit, or a different case study each time.

What if you don’t have enough reviews or case studies to fill out all the prompts?

I have a couple suggestions in this situation.

- (1) Make sure you are asking for reviews and stories regularly from your purchasers. You may want to set up an automatic email that goes out after someone purchases, giving them enough time to try your product or service first, and then asking them to leave a review or share their experience.
- (2) You can use the reviews or case studies you have more than once throughout the year. Just make sure to focus on a different benefit or angle, or tell the story in a different way. For example, you could vary the length of the story, focus on a different outcome or benefit the customer mentioned, or you could retell a story in your own words vs. sharing a quote from the customer.
- (3) If you still can’t come up with enough reviews or case studies, you could see what people are saying out there on the internet about your topic, especially influencers or “famous” people. You don’t want to say they used your specific product if they haven’t, but for example, if you sell glow-in-the-dark shoelaces, you could say “George Clooney’s life was changed when he tried glow-in-the-dark shoelaces. He recommends them to everyone who has ever lost their shoes in a dark room.” (Of course, you would only want to say this if George Clooney actually said those things.)

Now, on to the good stuff... Here are the content plans!





———— *Part 1* ————

“LAUNCH MODEL” CONTENT PLAN

This is a general email plan for businesses who use a “launch model,” with a cart-open and cart-close. This is based on four launches a year, and you can use these for your own products or modify them for someone else’s products if you do affiliate launches.

EX.

1. NURTURE MONTH A
2. PRE-LAUNCH MONTH A
3. LAUNCH MONTH A
4. NURTURE MONTH B
5. PRE-LAUNCH MONTH B
6. LAUNCH MONTH B

7. NURTURE MONTH C
8. PRE-LAUNCH MONTH C
9. LAUNCH MONTH C
10. NURTURE MONTH D
11. PRE-LAUNCH MONTH D
12. LAUNCH MONTH D

Feel free to move prompts around if your open cart window is longer or shorter than the ones below. Also, see the third content plan or “Combined” Content Plan for how to modify this plan if you have fewer than four launches a year, or you also sell year-round products.

NURTURE MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Story about how you became authority on your topic - Part one (Cliffhanger Email)
- 4 Story about how you became authority on your topic - Part two (Cliffhanger Email)
- 5 Share a video, book, or other content- (Something Cool Email)
- 6 Tell about a trend you've noticed, and whether you think it will catch on. Ask what your audience thinks.
- 7 Tell a story or share a lesson you learned in your life or business that your audience will relate to.
- 8 WHY do you do what you do? Ask your audience what their "why" is.
- 9 Talk about how to solve a common problem your audience might face. (How-to Email)
- 10 Tell about someone you look up to and what they taught you.
- 11 Share a resource that could help your audience. (Something Cool Email)
- 12 Share what your weekend is like or something you like to do in your free time + ask your audience what hobbies they have.
- 13 What's a value you stand for that can be seen in your business? (Achievement Email)
- 14 The top 5 mistakes when it comes to your topic. (Top 5 Email)
- 15 Tell what you like or don't like about Social Media, and let your audience know how to find you there.
- 16 Share an area where you go against the grain or something that might surprise your audience. Ask for their thoughts.
- 17 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- 18 Share a video or link that can provide inspiration to your audience. (Something cool email)
- 19 Tell how you changed your mind about something related to your topic.
- 20 Share the top podcasts you listen to (or top books you've read) on your topic and ask your reader what they listen to/read.
- 21 What did you learn as a child that still helps you now? Or what did you wish you learned that would have helped now?
- 22 Tell a story about your company culture or how you work behind the scenes.
- 23 The top 5 ways to solve a problem your customer has. Ex: grow your email list, help your dog become calmer, relieve headaches... (Top 5 Email)
- 24 Share something you'll "never understand"- could be a trend or a difficult way of doing things.
- 25 Share a quote to inspire or help your audience, and why you like it.
- 26 Share a lesson from the person or resource that taught you the most about your topic.

PRE-LAUNCH MONTH



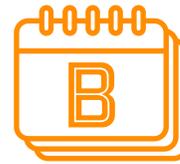
- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 One click-survey... what made you curious about [your topic]? (One-Click Survey Email)
- 4 Tell about one of your best moments ever and why it was so important to who you are or your business.
- 5 Share your story of the problem you had (that your product will solve) and how you solved it, or the story of why you created your product. Part one (Cliffhanger Email)
- 6 Part two of your story from #5 (Cliffhanger Email)
- 7 Share survey results - and mention upcoming launch/product.
- 8 Ask for stories from people who have used your product. (Review Request Email)
- 9 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 10 One click survey... what do you find most difficult about [problem your product solves]? (One-Click Survey Email)
- 11 Share an award, certification, or achievement you or your company received. (Achievement email)
- 12 Explain something your audience might not know about [your type of product]. Ex: How CRMs were first invented.
- 13 Top 5 Ways to Know if [problem you solve] is a problem. Ex: Top 5 Ways To Know If Your Mindset Is Holding You Back (Top 5 Email)
- 14 Share survey results and ask people to click or respond if they want a sneak peek of your product. (could send them the sales page a day early, or do a special video walk-through before the launch)
- 15 Top 5 Reasons [your problem] needs to be solved now. (Top 5 Email)
- 16 Story about why [your topic] is so important, or so important to you.
- 17 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 18 Share more information about the problem you solve... "How to know if you have this problem"
- 19 Story about someone who solved [the problem you solved], and the positive effects that has had long-term, other people it affected, chain of events it caused, etc.
- 20 Story about what happens when you don't solve the problem. Ex: What if you don't fix your leaky roof for YEARS? Or when you don't work on your marriage... etc.
- 21 Tell what an authority has to say about your topic. Ex: Forbes says Email Marketing is the #1 most important thing for revenue and link to a source. (Something cool Email)
- 22 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 23 Top 5 things most people wish they knew before they bought [your product category].
- 24 Help your audience solve a mini-problem. Can you give away a "piece" of your product or solve a smaller related problem? (How-to Email)
- 25 Sneak Peek of your product - either send to an early version of sales page, a webinar, or to a video walkthrough of the product.
- 26 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)

LAUNCH MONTH



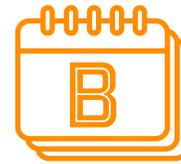
- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Second Sneak Peek of your product - or a replay of the first.
- 4 Share the story of WHY you created your product - Part one (Cliffhanger Email)
- 5 Share the story of WHY you created your product - Part two (Cliffhanger Email)
- 6 Describe a major benefit of your product and what life is like before and after this benefit.
- 7 Start a conversation - Tell your audience why you were fed up with other products or possible solutions - and ask what their experience has been.
- 8 Let your audience know you'll be launching your product in two days! (Product Announcement Email)
- 9 Share reviews or tell a story of someone who loved your product - And remind them they can buy tomorrow.
- 10 Open Cart Email - let them know the product is now available to buy! (Open Cart Email)
- 11 Share a review or tell a story of someone who loved your product!
- 12 Describe a major benefit of your product and what life is like before and after this benefit.
- 13 FAQ Email - list out the frequently asked questions + create some based on objections, then answer them.
- 14 Tell your audience about the bonuses they get with your product, or announce a surprise bonus!
- 15 Announce a Facebook Live, Zoom Call, or Webinar where people can hear about the product and ask questions.
- 16 Describe a major benefit of your product and what life is like before and after this benefit.
- 17 Share reviews or tell a story of someone who loved your product!
- 18 Let your audience know their time is almost up to buy your product and they will not be able to buy after tomorrow.
- 19 Last Day - Summarize what they get when they buy and create URGENCY. (Email 2+ times today, with a final reminder about 6 hours before the deadline)
- 20 Send them something that will help them whether they purchased or not. (Something cool email)
- 21 One click survey to non-buyers. What would you say was the main reason you didn't purchase [product]? (one click survey email)
- 22 Top 5 things to look for in [your product type].
- 23 Share a video or link that can provide inspiration to your audience. (Something cool email)
- 24 One click survey... what's your favorite Social Media platform? And tell them how they can connect with you.
- 25 Tell a story about something you learned that will help your audience.
- 26 One-click survey results, remind them how they can connect with you on other platforms.

NURTURE MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Story about how you became interested in your topic - Part one (Cliffhanger Email)
- 4 Story about how you became interested in your topic - Part two (Cliffhanger Email)
- 5 Share a before and after photo from when you solved the problem you specialize in - or before and after you started your business - (Something Cool Email)
- 6 Tell about a way you've seen people deal with this problem that doesn't work, or that makes you uneasy. Then share what you would do differently.
- 7 Tell a story or share a lesson you learned in your life or business that your audience will relate to.
- 8 How can someone learn more about your topic? Share a couple resources to help them learn.
- 9 Talk about how to solve a common problem your audience might face. (How-to Email)
- 10 Tell about someone you've learned from, and share a quote, photo, or meaningful lesson from them.
- 11 Share a resource that could help your audience. (Something Cool Email)
- 12 Tell about a value you have in your life that carries over to your business. (Achievement Email)
- 13 Share a GIF from a TV show you like that your audience might like too. Then tell what the characters might say about your topic/problem/solution.
- 14 5 reasons why you may struggle with [the problem you solve] (Top 5 Email)
- 15 Share a comment or recent post from one of your Social Media pages, and let your audience know how to find you there.
- 16 Share a surprising fact or story about yourself that your audience probably doesn't know. Then share how it led you to the topic of your business.
- 17 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- 18 Share a video or link that can provide inspiration to your audience. (Something cool email)
- 19 Tell a story about a time you were wrong or made a mistake. But how it led you to be better.
- 20 Share a podcast you're listening to (or book you're reading) on your topic and ask your reader what they listen to/read.
- 21 What did you dream about doing when you were a child? How does it relate/not relate to what you do now? Ask your audience what they dreamed about as a child.
- 22 Tell a story about your company culture or how you work behind the scenes.
- 23 The top 5 things you need to know about [your topic]. Use these five points to address objections or point out benefits. (Top 5 Email)
- 24 Share a story about how you used to be vs. how you are now, especially related to your topic. And share or hint at the transformation they can have when they learn about your topic.
- 25 Share a quote to inspire or help your audience, and why you like it.
- 26 Share a lesson from the person or resource that taught you the most about your topic.

PRE-LAUNCH MONTH



- **1** [Add 3-4 Seasonal Emails to Calendar]
- **2** [Add 1-2 “Free Spaces” for current events]
- **3** One click-survey... what’s your biggest struggle with [your topic]? (One-Click Survey Email)
- **4** Tell about one of your worst moments ever and how it made you who you are or contributed to your business today.
- **5** Share your story of the problem you had (that your product will solve) and how you solved it, or the story of why you created your product. Part one (Cliffhanger Email)
- **6** Part two of your story from #5. (Cliffhanger Email)
- **7** Share survey results - and mention upcoming launch/product.
- **8** Ask for stories from people who have used your product. (Review Request Email)
- **9** Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- **10** One click survey... what’s your biggest frustration with [other products out there] (One-Click Survey Email)
- **11** Ask for Reviews (Review Request Email)
- **12** Explain how your type of product works (don’t have to mention the actual product unless necessary).
Ex: How CRMs make life easier for salespeople.
- **13** Top 5 Ways to Know if [problem you solve] is a problem. Ex: Top 5 Ways To Know If Your Mindset Is Holding You Back (Top 5 Email)
- **14** Share survey results and ask people to click or respond if they want a sneak peek of your product. (could send them the sales page a day early, or do a special video walkthrough before the launch)
- **15** Top 5 Reasons [your problem] happens. (Top 5 Email)
- **16** Story about why [your topic] is so important, or so important to you.
- **17** Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- **18** Share more information about the problem you solve... “What you might not know about [problem].” How many people have this problem, what are the effects?
- **19** Story about someone who solved [the problem you solved], and the positive effects that has had long-term, other people it affected, chain of events it caused, etc.
- **20** Story about what happens when you don’t solve the problem. Ex: What if you don’t fix your leaky roof for YEARS? Or when you don’t work on your marriage... etc.
- **21** Tell what an authority has to say about your topic.
Ex: Forbes says Email Marketing is the #1 most important thing for revenue and link to a source. (Something cool Email)
- **22** Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- **23** Top 5 things most people wish they knew before they bought [your product type].
- **24** Help your audience solve a mini-problem. Can you give away a “piece” of your product or solve a smaller related problem? (How-to Email)
- **25** Sneak Peek of your product - either send to an early version of sales page or to a video walkthrough of the product.
- **26** Share a story about someone who solved their problem using your methods. (Soft Case Study Email)

LAUNCH MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Second Sneak Peek of your product - or a replay of the first.
- 4 Share the story of WHY you created your product.
- 5 Share a story of someone who loved your product and experienced transformation.
- 6 Describe a major benefit of your product and what life is like before and after this benefit.
- 7 Start a conversation - Tell your audience why you were fed up with other products or possible solutions - and ask what their experience has been.
- 8 Let your audience know you'll be launching your product in two days! (Product Announcement Email)
- 9 Share reviews or tell a story of someone who loved your product - And remind them they can buy tomorrow
- 10 Open Cart Email - let them know the product is now available to buy! (Open Cart Email)
- 11 Describe a major benefit of your product and what life is like before and after this benefit.
- 12 Share a review or tell a story of someone who loved your product!
- 13 FAQ Email - list out the frequently asked questions + create some based on objections, then answer them.
- 14 Tell your audience about the bonuses they get with your product, or announce a surprise bonus!
- 15 Announce a Facebook Live, Zoom Call, or Webinar where people can hear about the product and ask questions.
- 16 Describe a major benefit of your product and what life is like before and after this benefit.
- 17 Share reviews or tell a story of someone who loved your product!
- 18 Let your audience know their time is almost up to buy your product and they will not be able to buy after tomorrow.
- 19 Last Day - Summarize what they get when they buy and create URGENCY. (Email 2+ times today, with a final reminder about 6 hours before the deadline)
- 20 Send them something that will help them whether they purchased or not. (Something cool email)
- 21 One click survey to non-buyers. What would you say was the main reason you didn't purchase [product]? (one click survey email)
- 22 Top 5 tips to [solve a problem related to your topic.]
- 23 Share a video or link that can provide inspiration to your audience. (Something cool email)
- 24 One click survey... what's your favorite Social Media platform? And tell them how they can connect with you.
- 25 Tell a story about something you learned that will help your audience.
- 26 One-click survey results, remind them how they can connect with you on other platforms.

NURTURE MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Story about what happened when you created your product - Part one (Cliffhanger Email)
- 4 Story about what happened when you created your product - Part two (Cliffhanger Email)
- 5 Share a tip you think will make life easier for your audience. (Something Cool Email)
- 6 Tell about a podcast you've listened to or book you've read. Ask what your audience thinks.
- 7 Tell a story or share a lesson you learned in your life or business that your audience will relate to.
- 8 WHY did you start your business, and has your WHY expanded since you started? Ask your audience what their "why" is.
- 9 Talk about how to solve a common problem your audience might face. (How-to Email)
- 10 Tell how you've handled negative comments or pushback about your business or products.
- 11 Share a resource that could help your audience. (Something Cool Email)
- 12 What do you do when you're not running your business? Ask your audience what they do in their spare time.
- 13 What's a value you stand for that can be seen in your business? (Achievement Email)
- 14 The top 5 reasons to learn about/use [your product or topic]. (Top 5 Email)
- 15 Mention something crazy/funny/interesting you saw on Social Media. Then tell your audience how to connect with you there.
- 16 Share why starting this business hasn't always been easy, but what makes it worth it.
- 17 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- 18 Share a video or link that can provide inspiration to your audience (Something cool email)
- 19 Tell how you changed your mind about something related to your topic.
- 20 Share the top podcasts you listen to (or top books you've read) on your topic and ask your reader what they listen to/read.
- 21 What did you want to be when you grew up and is it what you're doing now? Ask your audience to share theirs.
- 22 Tell a story about your company culture or how you work behind the scenes.
- 23 The top 5 ways to solve [a problem your customer has.] Ex: grow your email list, help your dog become calmer, relieve headaches... (Top 5 Email)
- 24 Share what you think holds most people back from finding [the solution/benefit your product provides]
- 25 Share a quote to inspire or help your audience, and why you like it.
- 26 Share a lesson from a person or resource that taught you about your topic.

PRE-LAUNCH MONTH



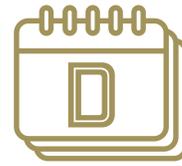
- **1** [Add 3-4 Seasonal Emails to Calendar]
- **2** [Add 1-2 “Free Spaces” for current events]
- **3** One click-survey... [ask a question to help you segment your audience] (One-Click Survey Email)
- **4** Tell about one of your best moments ever and why it was so important to who you are or your business.
- **5** Share a story about someone who wasn't sure about your product, but changed their mind. Part one (Cliffhanger Email)
- **6** Part two of your story from #5 (Cliffhanger Email)
- **7** Share survey results - and mention upcoming launch/product.
- **8** Ask for stories from people who have used your product. (Review Request Email)
- **9** Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- **10** One click survey... how did you find out about [your product, business, or topic]? (One-Click Survey Email)
- **11** Share an award, certification, or achievement you or your company received. (Achievement email)
- **12** Share something that's different about your upcoming product launch - has the product changed/been updated? Is there a new bonus?
- **13** Top 5 Ways to Know if you need [your product type].
Ex: 5 Ways to know if you need blue-blocking glasses
- **14** Share survey results and ask people to click or respond if they want a sneak peek of your product. (could send them the sales page a day early, or do a special video walkthrough before the launch)
- **15** Top 5 Ways [your problem] is holding your audience back. (Top 5 Email)
- **16** Share a story about someone who was unsure about your product, but it really helped.
- **17** Tell your favorite thing about your topic.
- **18** Share more information about the problem you solve... “How common is this problem” or “What causes this problem?”
- **19** Story about someone who solved [the problem you solved], and the positive effects that has had long-term, other people it affected, chain of events it caused, etc.
- **20** Story about what happens when you don't solve the problem. Ex: What if you don't fix your leaky roof for YEARS? Or when you don't work on your marriage... etc.
- **21** Tell what an authority has to say about your topic.
Ex: Forbes says Email Marketing is the #1 most important thing for revenue and link to a source.
(Something cool Email)
- **22** Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- **23** Top 5 questions people have about [your product category].
- **24** Help your audience solve a mini-problem. Can you give away a “piece” of your product or solve a smaller related problem? (How-to Email)
- **25** Sneak Peek of your product - either send to an early version of sales page, a webinar, or to a video walk-through of the product.
- **26** Share a story about someone who solved their problem using your methods. (Soft Case Study Email)

LAUNCH MONTH



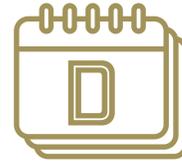
- **1** [Add 3-4 Seasonal Emails to Calendar]
- **2** [Add 1-2 “Free Spaces” for current events]
- **3** Second Sneak Peek of your product - or a replay of the first.
Share the story of HOW you created your product and a setback you had - Part one (Cliffhanger Email)
- **4** Share the story of HOW you created your product and a setback you had - Part two (Cliffhanger Email)
- **5** Describe a major benefit of your product and what life is like before and after this benefit.
- **6** Start a conversation - Tell your audience what features were important to you in creating this product, and ask for their thoughts.
- **7** Let your audience know you’ll be launching your product in two days! (Product Announcement Email)
- **8** Share reviews or tell a story of someone who loved your product - And remind them they can buy tomorrow
- **9** Open Cart Email - let them know the product is now available to buy! (Open Cart Email)
- **10** Share a review or tell a story of someone who loved your product!
- **11** Describe a major benefit of your product and what life is like before and after this benefit.
- **12** FAQ Email - list out the frequently asked questions + create some based on objections, then answer them.
- **13** Tell your audience about the bonuses they get with your product, or announce a surprise bonus!
- **14** Announce a Facebook Live, Zoom Call, or Webinar where people can hear about the product and ask questions.
- **15** Describe a major benefit of your product and what life is like before and after this benefit.
- **16** Share reviews or tell a story of someone who loved your product!
- **17** Let your audience know their time is almost up to buy your product and they will not be able to buy after tomorrow.
- **18** Last Day - Summarize what they get when they buy and create URGENCY (Email 2+ times today, with a final reminder about 6 hours before the deadline)
- **19** Send them something that will help them whether they purchased or not. (Something cool email)
- **20** One click survey to non-buyers. What would you say was the main reason you didn’t purchase [product]? (one click survey email)
- **21** Top 5 things to look for in [your product type].
- **22** Share a video or link that can provide inspiration to your audience. (Something cool email)
- **23** One click survey... what’s holding you back most in [your topic]?
- **24** Tell a story about something you learned that will help your audience.
- **25** One-click survey results, remind them how they can connect with you on other platforms.
- **26**

NURTURE MONTH



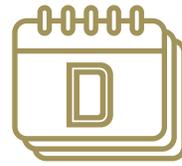
-
- 1 [Add 3-4 Seasonal Emails to Calendar]
 - 2 [Add 1-2 "Free Spaces" for current events]
 - 3 Story about when you first discovered your topic - Part one (Cliffhanger Email)
 - 4 Story about how you first discovered your topic - Part two (Cliffhanger Email)
 - 5 Share a before and after photo from when you solved the problem you specialize in - or a photo you received from a customer. (Something Cool Email)
 - 6 Tell about a way you've seen people deal with this problem that doesn't work, or that makes you uneasy. Then share what you would do differently.
 - 7 Tell a story or share a lesson you learned in your life or business that your audience will relate to.
 - 8 How can someone learn more about your topic? Share a couple resources to help them learn.
 - 9 Talk about how to solve a common problem your audience might face. (How-to Email)
 - 10 Tell about someone you've learned from, and share a quote, photo, or meaningful lesson from them.
 - 11 Share a resource that could help your audience. (Something Cool Email)
 - 12 Tell about a value you have in your life that carries over to your business. (Achievement Email)
 - 13 Share a GIF from a TV show or movie that your audience might like. Tell how the characters lives would be different if they just had [your product].
 - 14 5 ways [the problem you solve] affects your audience. (Top 5 Email)
 - 15 Share a comment or recent post from one of your Social Media pages, and let your audience know how to find you there.
 - 16 Share a surprising fact or story about yourself that your audience probably doesn't know. Then share how it led you to the topic of your business.
 - 17 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
 - 18 Share a video or link that can provide inspiration to your audience. (Something cool email)
 - 19 Tell a story about a time you were wrong or made a mistake. But how it led you to be better.
 - 20 Share a podcast you're listening to (or book you're reading) on your topic and ask your reader what they listen to/read.
 - 21 What would you do if you didn't have to work? Is it what you're doing now?
 - 22 Tell a story about your company culture or how you work behind the scenes.
 - 23 The top 5 things people don't realize about [your topic]. (or 5 misconceptions) Use these five points to address objections or point out benefits. (Top 5 Email)
 - 24 Share some surprising outcomes people had after trying your product.
 - 25 Share a quote to inspire or help your audience, and why you like it.
 - 26 Share a lesson from a person or resource that taught you about your topic.

PRE-LAUNCH MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 One click-survey... what made you curious about [your topic]? (One-Click Survey Email)
- 4 Tell about one of your worst moments ever and how it made you who you are or contributed to your business today.
- 5 Share your story of the problem you had (that your product solves) and how you solved it, or the story of why you created your product. Part one (Cliffhanger Email)
- 6 Part two of your story from #5 (Cliffhanger Email)
- 7 Share survey results - and mention upcoming launch/product.
- 8 Ask for stories from people who have used your product. (Review Request Email)
- 9 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 10 Ask for people to reply - what other products/solutions have you tried for [your problem] and what was your experience? (One-Click Survey Email)
- 11 Ask for Reviews. (Review Request Email)
- 12 Explain something your audience might not know about [your type of product]. Ex: How CRMs were first invented.
- 13 5 Ways to Know if you need [your product type]. Ex: 5 Ways To Know If You Need Blue-Blocking Glasses.
- 14 Share survey results and ask people to click or respond if they want a sneak peek of your product. (could send them the sales page a day early, or do a special video walk-through before the launch)
- 15 Top 5 Reasons [your problem] isn't going away. (Top 5 Email)
- 16 Story about why [your topic] is so important, or so important to you.
- 17 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 18 Share more information about the problem you solve... "What you might not know about [problem]." How many people have this problem, what are the effects?
- 19 Story about someone who solved [the problem you solved], and the positive effects that has had long-term, other people it affected, chain of events it caused, etc.
- 20 Story about what happens when you don't solve the problem. Ex: What if you don't fix your leaky roof for YEARS? Or when you don't work on your marriage... etc.
- 21 Tell what an authority has to say about your topic. Ex: Forbes says Email Marketing is the #1 most important thing for revenue and link to a source. (Something cool Email)
- 22 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 23 Top 5 uses for [your product or product type].
- 24 Help your audience solve a mini-problem. Can you give away a "piece" of your product or solve a smaller related problem? (How-to Email)
- 25 Sneak Peek of your product - either send to an early version of sales page or to a video walkthrough of the product.
- 26 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)

LAUNCH MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Second Sneak Peek of your product - or a replay of the first.
- 4 Share what you think would have happened if your product didn't exist.
- 5 Share a story of someone who loved your product and experienced transformation.
- 6 Describe a major benefit of your product and what life is like before and after this benefit.
- 7 Tell your audience about an obstacle you faced or a rocky start for your product or your business.
- 8 Let your audience know you'll be launching your product in two days! (Product Announcement Email)
- 9 Share reviews or tell a story of someone who loved your product - And remind them they can buy tomorrow.
- 10 Open Cart Email - let them know the product is now available to buy! (Open Cart Email)
- 11 Describe a major benefit of your product and what life is like before and after this benefit.
- 12 Share a review or tell a story of someone who loved your product!
- 13 FAQ Email - list out the frequently asked questions + create some based on objections, then answer them.
- 14 Tell your audience about the bonuses they get with your product, or announce a surprise bonus!
- 15 Announce a Facebook Live, Zoom Call, or Webinar where people can hear about the product and ask questions.
- 16 Describe a major benefit of your product and what life is like before and after this benefit.
- 17 Share reviews or tell a story of someone who loved your product!
- 18 Let your audience know their time is almost up to buy your product and they will not be able to buy after tomorrow.
- 19 Last Day - Summarize what they get when they buy and create URGENCY (Email 2+ times today, with a final reminder about 6 hours before the deadline)
- 20 Send them something that will help them whether they purchased or not. (Something cool email)
- 21 One click survey to non-buyers. What would you say was the main reason you didn't purchase [product]? (one click survey email)
- 22 Top 5 tips to [solve a problem related to your topic].
- 23 Share a video or link that can provide inspiration to your audience. (Something cool email)
- 24 One click survey... how do you feel about Social Media? And tell them how they can connect with you.
- 25 Tell a story about something you learned that will help your audience.
- 26 One-click survey results, remind them how they can connect with you on other platforms.



Part 1

“YEAR ROUND SALES” CONTENT PLAN

▶ A note about calls-to-action in the “Year Round Sales” Content Plan:

Be sure to include something to click in each and every email. Occasionally, you may be sending them to an article, video, or outside content or having them click to take a survey. If not, your call-to-action should take them to your product page to buy. You can use a stronger Call-to-action with a large button they can click, or include a softer call-to-action in your P.S. If you are an ecommerce business, I would recommend creating a header with a “Shop Now” button, so they can always head to your store to purchase (even if there is a different call to action in that particular email.

EX.

1. YEAR-ROUND MONTH A
2. YEAR-ROUND MONTH B
3. YEAR-ROUND MONTH C
4. YEAR-ROUND MONTH D
5. YEAR-ROUND MONTH E
6. YEAR-ROUND MONTH F

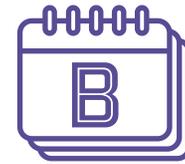
7. YEAR-ROUND MONTH G
8. YEAR-ROUND MONTH H
9. YEAR-ROUND MONTH I
10. YEAR-ROUND MONTH J
11. YEAR-ROUND MONTH K
12. YEAR-ROUND MONTH L

YEAR ROUND MONTH



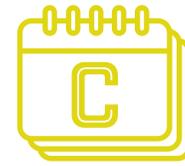
- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Story about how you became authority on your topic - Part one (Cliffhanger Email)
- 4 Story about how you became authority on your topic - Part two (Cliffhanger Email)
- 5 Share a video, book, or other content. (Something Cool Email)
- 6 One click-survey... what's your biggest struggle with [your topic]? (One-Click Survey Email)
- 7 Share reviews or tell a story of someone who loved your product and experienced a transformation
- 8 Describe a major benefit of your product and what life is like before and after this benefit.
- 9 Share survey results - and mention how your product solves that problem.
- 10 Tell a story or share a lesson you learned in your life or business that your audience will relate to.
- 11 Ask for stories or reviews from people who have purchased. (Review Request Email)
- 12 Talk about how to solve a common problem your audience might face. (How-to Email)
- 13 FAQ Email - Share one or two frequently asked questions or create a question based on objections, then answer it.
- 14 Share an award, certification, or achievement you or your company received. (Achievement email)
- 15 Describe a major benefit of your product and what life is like before and after this benefit.
- 16 Tell about one of your best moments ever and why it was so important to who you are or your business.
- 17 "How-to" Guide for your product. Talk about how it works. Bonus points: include a picture, video, or diagram
- 18 WHY do you do what you do? Ask your audience what their "why" is.
- 19 Share reviews or tell a story of someone who loved your product and experienced a transformation.
- 20 Tell about a trend you've noticed, and whether you think it will catch on. Ask what your audience thinks.
- 21 The top 5 reasons to learn about/use [your product or topic]. (Top 5 Email)
- 22 Share a video, book, or other content related to your topic. (Something Cool Email)
- 23 Share your story of the problem you had (that your product will solve) and how you solved it, or the story of why you created your product. Part one (Cliffhanger Email)
- 24 Part two of your story from #5 (Cliffhanger Email)
- 25 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 26 Start a conversation - Tell your audience why you were fed up with other products or possible solutions - and ask what their experience has been.

YEAR ROUND MONTH



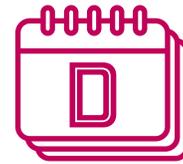
- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 One click survey... what's your biggest frustration with [other products out there]. (One-Click Survey Email)
- 4 Tell about someone you look up to and what they taught you.
- 5 Share survey results, and mention how your product is different.
- 6 Share a resource that could help your audience. (Something Cool Email)
- 7 What's a value you stand for that can be seen in your business? (Achievement Email)
- 8 Announce a Facebook Live, Zoom Call, or Webinar where people can hear about the product and ask questions.
- 9 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- 10 Tell how you changed your mind about something related to your topic.
- 11 Top 5 Reasons [your problem] happens. (Top 5 Email)
- 12 Tell your audience about the bonuses they get with your product, or announce a surprise bonus or promotion!
- 13 Story about why [your topic] is so important, or so important to you.
- 14 Top 5 tips to [solve a problem related to your topic]. (Top 5 Email)
- 15 Describe a major benefit of your product and what life is like before and after this benefit.
- 16 Share what your weekend is like or something you like to do in your free time + ask your audience what hobbies they have.
- 17 Share a before and after photo of someone who used your product (or a photo where you can see the effects).
- 18 Share a video or link that can provide inspiration to your audience. (Something cool email)
- 19 Last chance to get bonuses or promotion! Create Urgency!
- 20 Share some different ways customers are using your products, with names and/or reviews from customers if possible.
- 21 Share the top podcasts you listen to (or top books you've read) on your topic and ask your reader what they listen to/read.
- 22 Tell a story about your company culture or how you work behind the scenes.
- 23 Share more information about the problem you solve... "What you might not know about [problem]." How many people have this problem, what are the negative effects?
- 24 Story about someone who solved [the problem you solved], and the positive effects that has had long-term, other people it affected, chain of events it caused, etc.
- 25 The top 5 ways to solve a problem your customer has. Ex: grow your email list, help your dog become calmer, relieve headaches... (Top 5 Email)
- 26 What did you learn as a child that still helps you now? Or what did you wish you learned that would have helped now?

YEAR ROUND MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Share a lesson from the person or resource that taught you the most about your topic.
- 4 Story about what happens when you don't solve the problem. Ex: What if you don't fix your leaky roof for YEARS? Or when you don't work on your marriage... etc.
- 5 Describe a major benefit of your product and what life is like before and after this benefit.
- 6 Share something you'll "never understand" - could be a trend or a difficult way of doing things.
- 7 Share a quote to inspire or help your audience, and why you like it.
- 8 The top 5 ways to solve a problem your customer has. Ex: grow your email list, help your dog become calmer, relieve headaches... (Top 5 Email)
- 9 Tell what an authority has to say about your topic. Ex: Forbes says Email Marketing is the #1 most important thing for revenue and link to a source. (Something cool Email)
- 10 What did you dream about doing when you were a child? How does it relate/not relate to what you do now? Ask your audience what they dreamed about as a child.
- 11 Share reviews or tell a story of someone who loved your product!
- 12 Share a story about someone who solved their problem using your methods (Soft Case Study Email)
- 13 Top 5 things most people wish they knew before they bought [your product type].
- 14 Share an area where you go against the grain or something that might surprise your audience. Ask for their thoughts.
- 15 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- 16 Describe a major benefit of your product and what life is like before and after this benefit.
- 17 Tell a story about something you learned that will help your audience.
- 18 One click survey... what's your favorite Social Media platform? And tell them how they can connect with you.
- 19 Help your audience solve a mini-problem. Can you give away a "piece" of your product or solve a smaller related problem? (How-to Email)
- 20 Share a video or link that can provide inspiration to your audience. (Something cool email)
- 21 One-click survey results, remind them how they can connect with you on other platforms.
- 22 Tell your audience about the bonuses they get with your product, or announce a surprise bonus or promotion!
- 23 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 24 Up-close look at your product - either send to an early version of sales page, a webinar, or to a video walk-through of the product.
- 25 Share reviews or tell a story of someone who loved your product!
- 26 Last chance to get bonuses or promotion! Create Urgency!

YEAR ROUND MONTH



- **1** [Add 3-4 Seasonal Emails to Calendar]
- **2** [Add 1-2 "Free Spaces" for current events]
- **3** Story about how you became interested in your topic - Part one (Cliffhanger Email)
- **4** Story about how you became interested in your topic - Part two (Cliffhanger Email)
- **5** One click-survey... how much experience do you have with [your topic]? (One-Click Survey Email)
- **6** Share what happened after you created your product.
- **7** Share a story of someone who loved your product and experienced transformation
- **8** How can someone learn more about your topic? Share a couple resources to help them learn.
- **9** Share survey results - and how your product can help
- **10** Describe a major benefit of your product and what life is like before and after this benefit.
- **11** Share what life was like before you found your solution - or before you started using your product
- **12** Share a before and after photo from when you solved the problem you specialize in - or before and after you started your business - (Something Cool Email)
- **13** Let your audience know you have a promotion coming up in two days!
- **14** Tell about a way you've seen people deal with this problem that doesn't work, or that makes you uneasy. Then share what you would do differently.
- **15** Tell your audience about the bonuses they get with your product, or announce a surprise bonus or promotion!
- **16** Share reviews or tell a story of someone who loved your product.
- **17** Tell a story about your company culture or how you work behind the scenes.
- **18** Talk about how to know if [your product] is right for them. Give a few situations where it's not for them, and a few situations where it definitely IS for them.
- **19** Announce a Facebook Live, Zoom Call, or Webinar where people can hear about the product and ask questions.
- **20** Last chance to get bonuses or promotion! Create Urgency!
- **21** Tell a story or share a lesson you learned in your life or business that your audience can relate to.
- **22** Describe a major benefit of your product and what life is like before and after this benefit.
- **23** FAQ Email - Share one or two frequently asked questions or create a question based on objections, then answer it.
- **24** Tell about one of your worst moments ever and how it made you who you are or contributed to your business today.
- **25** Share your story of the problem you had (that your product will solve) and how you solved it, or the story of why you created your product. Part one (Cliffhanger Email)
- **26** Part two of your story from #5. (Cliffhanger Email)

YEAR ROUND MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Share a resource that could help your audience. (Something Cool Email)
- 4 Top 5 tips to [solve a problem related to your topic].
- 5 Share a GIF from a TV show you like that your audience might like too. Then tell what the characters might say about your topic/problem/solution.
- 6 Ask for stories from people who have used your product. (Review Request Email)
- 7 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 8 Share a video or link that can provide inspiration to your audience. (Something cool email).
- 9 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- 10 One click survey... what's most important to you in a [your type of product]. (One-Click Survey Email)
- 11 Ask for Reviews. (Review Request Email)
- 12 Tell about a value you have in your life that carries over to your business. (Achievement Email)
- 13 Tell a story about something you learned that will help your audience.
- 14 Tell them what results they can expect to see when they buy your product
- 15 Share survey results and how your product is different.
- 16 5 reasons why you may struggle with [the problem you solve]. (Top 5 Email)
- 17 Explain how your type of product works (don't have to mention the actual product unless necessary). Ex: How CRMs make life easier for salespeople.
- 18 Send them something that will help them whether they purchased or not. (Something cool email)
- 19 Share a comment or recent post from one of your Social Media pages, and let your audience know how to find you there.
- 20 Top 5 Reasons [your problem] happens. (Top 5 Email)
- 21 Tell your audience about the bonuses they get with your product, or announce a surprise bonus or promotion!
- 22 Story about why [your topic] is so important, or so important to you.
- 23 Share a surprising fact or story about yourself that your audience probably doesn't know. Then share how it led you to the topic of your business.
- 24 Share something you learned when you were first learning about your topic.
- 25 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 26 Last chance to get bonuses or promotion! Create Urgency!

YEAR ROUND MONTH



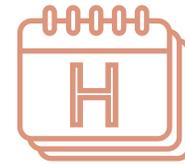
- **1** [Add 3-4 Seasonal Emails to Calendar]
- **2** [Add 1-2 "Free Spaces" for current events]
- **3** Share more information about the problem you solve... "What you might not know about [problem]." How many people have this problem, what are the effects?
- **4** Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- **5** Describe a major benefit of your product and what life is like before and after this benefit.
- **6** One click survey... what are you most likely to use social media for? And tell them how they can connect with you.
- **7** Story about someone who solved [the problem you solved], and the positive effects that has had long-term, other people it affected, chain of events it caused, etc.
- **8** Share reviews or tell a story of someone who loved your product!
- **9** FAQ Email - Share one or two frequently asked questions or create a question based on objections, then answer it.
- **10** One-click survey results, remind them how they can connect with you on other platforms.
- **11** Story about what happens when you don't solve the problem. Ex: What if you don't fix your leaky roof for YEARS? Or when you don't work on your marriage... etc.
- **12** Share a quote to inspire or help your audience, and why you like it.
- **13** Tell what an authority has to say about your topic. Ex: Forbes says Email Marketing is the #1 most important thing for revenue and link to a source. (Something cool Email)
- **14** Share a podcast you're listening to (or book you're reading) on your topic and ask your reader what they listen to/read.
- **15** Tell a story about something you learned that will help your audience.
- **16** Announce a Facebook Live, Zoom Call, or Webinar where people can hear about the product and ask questions.
- **17** Top 5 uses for [your product or product type].
- **18** Tell a little-known fact or benefit about your product.
- **19** Share a video or link that can provide inspiration to your audience. (Something cool email)
- **20** Up-close look at your product - either send to an early version of sales page, a webinar, or to a video walk-through of the product.
- **21** Describe a major benefit of your product and what life is like before and after this benefit.
- **22** Another close up of your product - or share a replay of the first time.
- **23** Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- **24** Tell about someone you've learned from, and share a quote, photo, or meaningful lesson from them.
- **25** Help your audience solve a mini-problem. Can you give away a "piece" of your product or solve a smaller related problem? (How-to Email)
- **26** The top 5 things you need to know about [your topic]. Use these five points to address objections or point out benefits. (Top 5 Email)

YEAR ROUND MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Story about what happened when you created your product - Part one (Cliffhanger Email)
- 4 Story about what happened when you created your product - Part two (Cliffhanger Email)
- 5 Tell about a podcast you've listened to or book you've read. Ask what your audience thinks.
- 6 One click-survey... [ask a question to help segment your audience]. (One-Click Survey Email)
- 7 Share reviews or tell a story of someone who loved your product and experienced a transformation.
- 8 Describe a major benefit of your product and what life is like before and after this benefit.
- 9 Share survey results - and mention how your product solves that problem.
- 10 Tell a story or share a lesson you learned in your life or business that your audience will relate to.
- 11 Ask for stories or reviews from people who have purchased. (Review Request Email)
- 12 Talk about how to solve a common problem your audience might face. (How-to Email)
- 13 FAQ Email - Share one or two frequently asked questions or create a question based on objections, then answer it.
- 14 Share an award, certification, or achievement you or your company received. (Achievement email)
- 15 Describe a major benefit of your product and what life is like before and after this benefit.
- 16 Tell about one of your best moments ever and why it was so important to who you are or your business.
- 17 "How-to" Guide for your product. Talk about how it works. Bonus points: include a picture, video, or diagram.
- 18 WHY do you do what you do? Ask your audience what their "why" is.
- 19 Share reviews or tell a story of someone who loved your product and experienced a transformation.
- 20 Tell about a trend you've noticed, and whether you think it will catch on. Ask what your audience thinks.
- 21 The top 5 mistakes when it comes to your topic (Top 5 Email)
- 22 Share a video, book, or other content related to your topic. (Something Cool Email)
- 23 Share your story of the problem you had (that your product will solve) and how you solved it, or the story of why you created your product. Part one (Cliffhanger Email)
- 24 Part two of your story from #5 (Cliffhanger Email)
- 25 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 26 Start a conversation - Tell your audience what features were important to you in creating this product, and ask for their thoughts.

YEAR ROUND MONTH



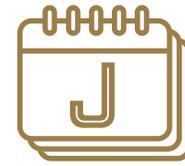
- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Ask people to reply - what other products/solutions have you tried for [your problem] and what was your result? (One-click survey email)
- 4 Tell how you've handled negative comments or pushback about your business or products (the "haters" or negative people).
- 5 Share survey results, and mention how your product is different.
- 6 Share a resource that could help your audience. (Something Cool Email)
- 7 What's a value you stand for that can be seen in your business? (Achievement Email)
- 8 Announce a Facebook Live, Zoom Call, or Webinar where people can hear about the product and ask questions.
- 9 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- 10 Tell how you changed your mind about something related to your topic.
- 11 Top 5 Ways [your problem] is holding your audience back.
- 12 Tell your audience about the bonuses they get with your product, or announce a surprise bonus or promotion!
- 13 Share a story about someone who was unsure about your product, but it really helped.
- 14 Top 5 tips to [solve a problem related to your topic]. (Top 5 Email)
- 15 Describe a major benefit of your product and what life is like before and after this benefit.
- 16 What do you do when you're not running your business? Ask your audience what they do in their spare time.
- 17 Share a before and after photo of someone who used your product (or a photo where you can see the effects).
- 18 Share a video or link that can provide inspiration to your audience. (Something cool email)
- 19 Last chance to get bonuses or promotion! Create Urgency!
- 20 Share some different ways customers are using your products, with names and/or reviews from customers if possible.
- 21 Share the top podcasts you listen to (or top books you've read) on your topic and ask your reader what they listen to/read.
- 22 Tell a story about your company culture or how you work behind the scenes.
- 23 Share more information about the problem you solve... "What you might not know about [problem]." How many people have this problem, what are the negative effects?
- 24 Story about someone who solved [the problem you solved], and the positive effects that has had long-term, other people it affected, chain of events it caused, etc.
- 25 The top 5 ways to solve a problem your customer has. Ex: grow your email list, help your dog become calmer, relieve headaches... (Top 5 Email)
- 26 What did you want to be when you grew up, and is it what you're doing now? Ask your audience to share theirs.

YEAR ROUND MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Share a lesson from the person or resource that taught you the most about your topic.
- 4 Story about what happens when you don't solve the problem. Ex: What if you don't fix your leaky roof for YEARS? Or when you don't work on your marriage... etc.
- 5 Describe a major benefit of your product and what life is like before and after this benefit.
- 6 Share a tip you think will make life easier for your audience.
- 7 Share a quote to inspire or help your audience, and why you like it.
- 8 The top 5 ways to solve a problem your customer has. Ex: grow your email list, help your dog become calmer, relieve headaches... (Top 5 Email)
- 9 Tell what an authority has to say about your topic. Ex: Forbes says Email Marketing is the #1 most important thing for revenue and link to a source. (Something cool Email)
- 10 What would you do if you didn't have to work? Is it what you're doing now?
- 11 Share reviews or tell a story of someone who loved your product!
- 12 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 13 Top 5 Reasons [your problem] Isn't Going Away. (Top 5 Email)
- 14 Share why starting your business hasn't always been easy, and what makes it worth it.
- 15 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- 16 Describe a major benefit of your product and what life is like before and after this benefit.
- 17 Tell a story about something you learned that will help your audience.
- 18 One click survey... what's holding you back most in [your topic].
- 19 Help your audience solve a mini-problem. Can you give away a "piece" of your product or solve a smaller related problem? (How-to Email)
- 20 Share a video or link that can provide inspiration to your audience (Something cool email)
- 21 One-click survey results, remind them how they can connect with you on other platforms.
- 22 Tell your audience about the bonuses they get with your product, or announce a surprise bonus or promotion!
- 23 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 24 Up-close look at your product - either send to an early version of sales page, a webinar, or to a video walk-through of the product.
- 25 Share reviews or tell a story of someone who loved your product!
- 26 Last chance to get bonuses or promotion! Create Urgency!

YEAR ROUND MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Story about when you first discovered your topic - Part one (Cliffhanger Email)
- 4 Story about when you first discovered your topic - Part two (Cliffhanger Email)
- 5 One click-survey... how much experience do you have with [your topic]? (One-Click Survey Email)
- 6 Share what happened after you created your product.
- 7 Share a story of someone who loved your product and experienced transformation.
- 8 How can someone learn more about your topic? Share a couple resources to help them learn.
- 9 Share survey results - and how your product can help.
- 10 Describe a major benefit of your product and what life is like before and after this benefit.
- 11 Share what life was like before you found your solution - or before you started using your product.
- 12 Share a before and after photo from when you solved the problem you specialize in - or before and after you started your business. (Something Cool Email)
- 13 Let your audience know you have a promotion coming up in two days!
- 14 Tell about a way you've seen people deal with this problem that doesn't work, or that makes you uneasy. Then share what you would do differently.
- 15 Tell your audience about the bonuses they get with your product, or announce a surprise bonus or promotion!
- 16 Share reviews or tell a story of someone who loved your product.
- 17 Tell a story about your company culture or how you work behind the scenes.
- 18 Talk about how to know if [your product] is right for them. Give a few situations where it's not for them, and a few situations where it definitely IS for them.
- 19 Announce a Facebook Live, Zoom Call, or Webinar where people can hear about the product and ask questions.
- 20 Last chance to get bonuses or promotion! Create Urgency!
- 21 Tell a story or share a lesson you learned in your life or business that your audience can relate to.
- 22 Describe a major benefit of your product and what life is like before and after this benefit.
- 23 FAQ Email - Share one or two frequently asked questions or create a question based on objections, then answer it.
- 24 Tell about one of your worst moments ever and how it made you who you are or contributed to your business today.
- 25 Share some surprising outcomes people had after trying your product.
- 26 Share HOW you created your product and a setback you had.

YEAR ROUND MONTH

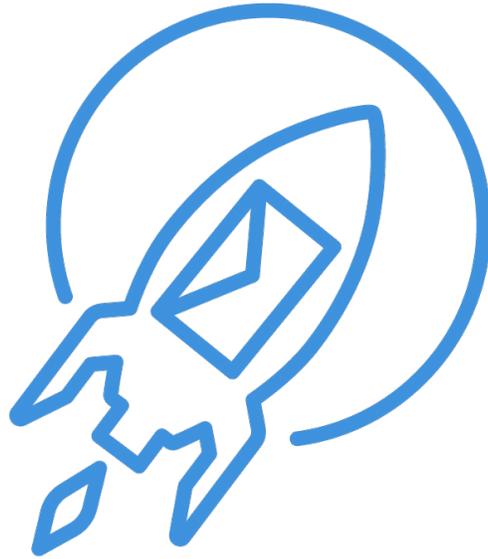


- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Share a resource that could help your audience. (Something Cool Email)
- 4 Top 5 tips to [solve a problem related to your topic].
- 5 Share a GIF from a TV show you like that your audience might like too. Then tell what the characters might say about your topic/problem/solution.
- 6 Ask for stories from people who have used your product. (Review Request Email)
- 7 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 8 Share a video or link that can provide inspiration to your audience. (Something cool email)
- 9 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- 10 One click survey... what's most important to you in a [your type of product]. (One-Click Survey Email)
- 11 Ask for Reviews. (Review Request Email)
- 12 Tell about a value you have in your life that carries over to your business. (Achievement Email)
- 13 Tell a story about something you learned that will help your audience.
- 14 Tell them what results they can expect to see when they buy your product.
- 15 Share survey results and how your product is different.
- 16 5 ways [the problem you solve] affects your audience. (Top 5 Email)
- 17 Share something that's different about your upcoming product launch - has the product changed/been updated? Is there a new bonus?
- 18 Send them something that will help them whether they purchased or not. (Something cool email)
- 19 Share a comment or recent post from one of your Social Media pages, and let your audience know how to find you there.
- 20 Top 5 Reasons [your problem] isn't going away. (Top 5 Email)
- 21 Tell your audience about the bonuses they get with your product, or announce a surprise bonus or promotion!
- 22 Story about why [your topic] is so important, or so important to you.
- 23 Share a surprising fact or story about yourself that your audience probably doesn't know. Then share how it led you to the topic of your business.
- 24 Share something you learned when you were first learning about your topic.
- 25 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 26 Last chance to get bonuses or promotion! Create Urgency!

YEAR ROUND MONTH



- 1 [Add 3-4 Seasonal Emails to Calendar]
- 2 [Add 1-2 "Free Spaces" for current events]
- 3 Share more information about the problem you solve... "What you might not know about [problem]." How many people have this problem, what are the effects?
- 4 Share a mini-lesson that could help your audience solve a problem. (How-to Email)
- 5 Describe a major benefit of your product and what life is like before and after this benefit.
- 6 One click survey... how do you feel about Social Media? And let them know how to connect with you there.
- 7 Story about someone who solved [the problem you solved], and the positive effects that has had long-term, other people it affected, chain of events it caused, etc.
- 8 Share reviews or tell a story of someone who loved your product!
- 9 FAQ Email - Share one or two frequently asked questions or create a question based on objections, then answer it.
- 10 One-click survey results, remind them how they can connect with you on other platforms.
- 11 Story about what happens when you don't solve the problem. Ex: What if you don't fix your leaky roof for YEARS? Or when you don't work on your marriage... etc.
- 12 Share a quote to inspire or help your audience, and why you like it.
- 13 Tell what an authority has to say about your topic. Ex: Forbes says Email Marketing is the #1 most important thing for revenue and link to a source. (Something cool Email)
- 14 Share a podcast you're listening to (or book you're reading) on your topic and ask your reader what they listen to/read.
- 15 Tell a story about something you learned that will help your audience.
- 16 Announce a Facebook Live, Zoom Call, or Webinar where people can hear about the product and ask questions.
- 17 Top 5 questions people have about [your product category or topic].
- 18 Tell a little-known fact or benefit about your product.
- 19 Share a video or link that can provide inspiration to your audience. (Something cool email)
- 20 Up-close look at your product - either send to an early version of sales page, a webinar, or to a video walk-through of the product.
- 21 Describe a major benefit of your product and what life is like before and after this benefit.
- 22 Another close up of your product - or share a replay of the first time.
- 23 Share a story about someone who solved their problem using your methods. (Soft Case Study Email)
- 24 Tell about someone you've learned from, and share a quote, photo, or meaningful lesson from them.
- 25 Help your audience solve a mini-problem. Can you give away a "piece" of your product or solve a smaller related problem? (How-to Email)
- 26 The top 5 things people don't realize about [your topic]. (or 5 misconceptions). Use these five points to address objections or point out benefits. (Top 5 Email)



———— *Part 1* ————

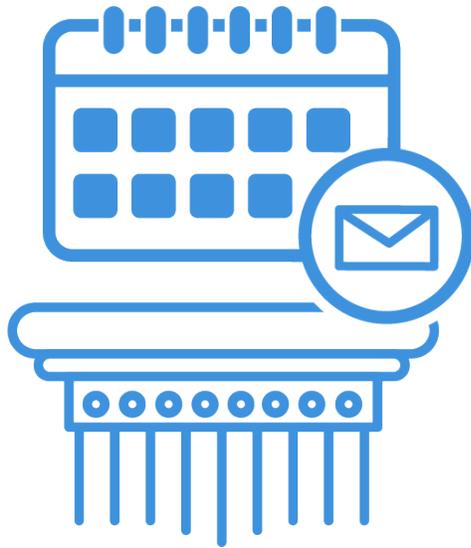
“COMBINED” CONTENT PLAN

If you have products that you offer year round in addition to doing launches, you may want to use a combination of the above plans. Here’s an example, for a business with two launches per year.

EX.

- | | |
|-----------------------|------------------------|
| 1. YEAR-ROUND MONTH A | 7. YEAR-ROUND MONTH G |
| 2. PRE-LAUNCH MONTH A | 8. PRE-LAUNCH MONTH B |
| 3. LAUNCH MONTH A | 9. LAUNCH MONTH B |
| 4. YEAR-ROUND MONTH D | 10. YEAR-ROUND MONTH J |
| 5. YEAR-ROUND MONTH E | 11. YEAR-ROUND MONTH K |
| 6. YEAR-ROUND MONTH F | 12. YEAR-ROUND MONTH L |

You can modify this plan based on how many launches you have per year. Just keep in mind, when you combine the year round and launch plans, you may end up with prompts that are repeated multiple times. If this happens, feel free to sub out some of the repeated prompts for other unused prompts from the plans above.



— *Part 2* —

YOUR PILLAR CONTENT CALENDAR

-
- STEP 1** > At the top of each month, write which month you are using from the content plans above. “Nurture Month A,” “Year-Round Month E,” etc. (Hint: Start by placing any launches on the appropriate months, then filling in the rest)
- STEP 2** > Block out any holidays, seasonal topics, or promotion days for the month.
- STEP 3** > Fill in the rest of the month with email topics for each day from the template (You can just write the topic # on each day). If you have extra topics leftover, you can choose which ones to leave out, or let them flow into the next month.

JANUARY

CONTENT
PLAN TYPE:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday



PILLAR CONTENT PLANNER

SEASONAL CONTENT IDEAS:

- 1 - New Year's Day
- 4 - Trivia Day
- 10 - Houseplant Appreciation Day
- 17 - MLK Day
- 25 - Opposite Day
- ▶ Setting an intention for New Year
- ▶ Goals/Resolutions
- ▶ Mindset
- ▶ Freedom/Human Rights/Racism
- ▶ New Start



PILLAR CONTENT PLANNER

CONTENT PLAN TYPE:

FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

SEASONAL CONTENT IDEAS:

2 - Groundhogs Day
12 - Chinese New Year

14 - Valentine's Day
15 - Presidents Day

15 - Singles Awareness Day
27 - Oscar Night

▶ Ash Wednesday
▶ Purim

▶ African American History Month
▶ Prep for Spring
▶ Superbowl Sunday

▶ Love
▶ Dating/Valentines Day Story



PILLAR CONTENT PLANNER

CONTENT PLAN TYPE:

MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

SEASONAL CONTENT IDEAS:

1 - Mardi Gras/Fat Tuesday
8 - International Women's Day

15 - Ides of March
15 - Passover Begins

17 - St. Patrick's Day
20 - First Day of Spring

▶ Ash Wednesday
▶ Purim

▶ Spring Themes
▶ End of Q1, Q2 goals

▶ Empowering Women
▶ Spring Cleaning/organizing



PILLAR CONTENT PLANNER

CONTENT PLAN TYPE:

APRIL

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

SEASONAL CONTENT IDEAS:

1 - National Walk to Work Day
 1 - April Fools Day
 1 - Ramadan Begins

10 - Palm Sunday
 15 - Good Friday
 15 - Tax Day

17 - Easter Sunday
 18 - Patriots Day
 22 - Earth Day

27 - Administrative Professionals Day
 28 - Take Your Child to Work Day
 29 - Arbor Day



PILLAR CONTENT PLANNER

CONTENT PLAN TYPE:

MAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

SEASONAL CONTENT IDEAS:

- 1 - May Day
- 3 - National Teachers Day
- 4 - Star Wars Day

- 5 - Cinco de Mayo
- 8 - Mothers Day
- 12 - International Nurses Day

- 21 - Armed Forces Day
- 24 - Victoria Day (Canada)

- 30 - Memorial Day
- ▶ Kentucky Derby

- ▶ Honoring Moms
- ▶ Honoring Teachers
- ▶ Honoring Nurses

- ▶ Honoring Military
- ▶ Summer planning
- ▶ Gift ideas/guides



PILLAR CONTENT PLANNER

CONTENT PLAN TYPE:

JUNE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

SEASONAL CONTENT IDEAS:

14 - Flag Day
19 - Juneteenth

19 - Father's Day
20 - First Day of Summer, Longest Day of the Year

▶ School out/kids home
▶ Summer Themes
▶ Honoring Dads

▶ Honoring Grads
▶ Gift ideas/guides

▶ Getting Outside
▶ Home Improvement Projects



PILLAR CONTENT PLANNER

CONTENT PLAN TYPE:

JULY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

SEASONAL CONTENT IDEAS:

1 - Canada Day
4 - Independence Day

17 - National Tattoo Day
21 - National Hot Dog Day

- ▶ Freedom
- ▶ Summer themes
- ▶ Vacation

- ▶ Dream Vacations
- ▶ Time with Family

- ▶ What Summer Was Like as a Kid
- ▶ Taking Time Off



PILLAR CONTENT PLANNER

CONTENT PLAN TYPE:

SEPTEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

SEASONAL CONTENT IDEAS:

6 - Labor Day
6 - Rosh Hashanah
11 - 9/11 Remembrance

12 - Grandparents Day
15 - Yom Kippur
17 - Constitution Day

18 - Oktoberfest Begins
21 - International Peace Day (UN)
22 - First Day of Fall

▶ Gratitude
▶ Honor workforce
▶ Fall Themes

▶ Back to School
▶ Q3 Ending

OCTOBER

CONTENT
PLAN TYPE:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday



PILLAR CONTENT PLANNER

SEASONAL CONTENT IDEAS:

- 1 - International Day for the Elderly (UN)
- 11 - Columbus Day
- 11 - Indigenous Peoples Day
- 1 - Thanksgiving Day in Canada
- 15 - Boss's Day

- 16 - Sweetest Day
- 23 - Make a Difference Day
- 24 - United Nations Day
- 31 - Halloween
 - ▶ Fall
 - ▶ Halloween
 - ▶ Prep for Holiday Season (already in stores)



PILLAR CONTENT PLANNER

CONTENT PLAN TYPE:

NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

SEASONAL CONTENT IDEAS:

1 - All Saints Day
2 - Election Day
11 - Veterans Day

13 - Caregiver Appreciation Day
18 - Great American Smokeout
25 - Thanksgiving Day

26 - Black Friday
28 - Advent begins
28 - Chanukah begins

▶ Thankfulness
▶ Family
▶ Holidays

▶ Voting/Election
▶ Black Friday Deals/shopping



PILLAR CONTENT PLANNER

CONTENT PLAN TYPE:

DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

SEASONAL CONTENT IDEAS:

21 - First Day of Winter, shortest day of the year
 23 - Festivus (for the rest of us)
 25 - Christmas

26 - Boxing Day
 26 - Kwanzaa
 31 - New Years Eve

▶ Holidays
 ▶ Gift ideas/guides
 ▶ Busy-ness

▶ Stress
 ▶ Family
 ▶ Best/Worst of 2021

▶ Goal Setting
 ▶ Looking ahead to 2022

