

“How a Crazy Good Media Strategy Will Grab Eagle-eyed Attention With Your Audience”

Attention is valuable currency in a noisy, crowded market these days. Consistent messages with interesting content are vital to attract an audience.

If you're not yielding the results you want from your media campaigns, then a pre-planned schedule for content will magnify the impact of your message.

Most companies don't establish a well-designed schedule for their marketing.

It's why I'm going to show you how to create a content calendar to grow your sales.

Tactical Lessons From Adolescent Girls

The girl scouts sell 175 million boxes of cookies annually. A seven-week season generates \$750 Million in revenue, making it the third largest cookie company in the country.

One resourceful girl sold 117 boxes setting up a booth in front of a marijuana dispensary.

Another young lady, Elizabeth Brinton, sold 100,000 boxes of cookies between 1978-1990, a record that's second to none.

She began her quest selling door to door with a charming smile and a tenacious spirit.

One customer said they purchased cookies from another scout a week before her visit.

With larger-than-life enthusiasm, she replied,

“Why don't you eat some of mine while you wait for your other order?”

In 1985, Elizabeth transformed the way girl scout cookies are sold.

“I remember seeing all this traffic flowing into the metro stations in the mornings and thinking, gee -- why sell door-to-door when I can sell to thousands down there?”

“There had also been an overall decline in door-to-door scout sales because of safety concerns.”

“They're tax deductible!” she would shout... *“We take checks!”*

When a buyer revealed their checkbook, she suggested, *“Why not just buy an entire case? You can always freeze them.”*

In 1986, Elizabeth sold 18,000 boxes of cookies, which generated more than \$40,000 in revenue.

Her performance led to requests for speeches at sales conferences!

In 2014, Katie Francis, an 11-year-old from Oklahoma, eventually broke Elizabeth's single season record by selling *21,477 boxes* of cookies!

She sold an average of 384 boxes a day and raised \$107,385 for her troop.

“There are three ingredients to my sale. Time, commitment, and asking everybody I see.”

How Does This Relate To Content Marketing?

These girls were successful because their product was enticing, and they understood the importance of consistent visibility. They practiced a daily, well-crafted plan for outstanding achievement.

Do you have a structured content strategy with your messaging?

As a professional copywriter, I've noticed many companies don't recognize what a content calendar is or why it's necessary to have one. An organized schedule saves time and creates well-crafted content media for engagement.

Clear Communication isn't impulsive, disorganized, or careless.

If you don't optimize your message in a strategic manner, money will slip away. You must have a consistent and cohesive approach to capture your market's awareness.

You need to reach the right market with a relevant message at the correct time.

Your Message Won't Stick If You Don't Schedule It

As they say, timing is everything, and this is what a content calendar can do for you.

Before you create one, it's important to know what your goals are.

Do want more Leads? Sales? Subscribers? Conversions? Traffic? Engagement?

What types of media do you plan to apply to attract buyers?

Video? Blogs? Newsletters? Emails? Webinars? Podcasts? Social Media? Direct Mail?

It's best to develop a variety of channels to satisfy the different preferences of your audience.

Now it's time to create a content calendar tool. An Excel spreadsheet or Google Sheets is useful to map out your strategy.

The first tab on my spreadsheet is the outline summary for the articles I'm going to write.

For example, the tool I use has the article sections of the Big idea or Promise, Hot Cognition Story, Why Statement, One Big Secret, 3 Tasks, and a Call To Action.

The next tab on the spreadsheet is a content idea generator, which has 3 different sections. I title the first one Writing Skills Topics, the second is Marketing Skills Topics, and the third is Mindset Writing Topics.

Within each section is a variety of ideas and strategies used from the feedback I receive from Marketing Directors and business owners. This keeps everything merged in one area, so I don't have to keep spinning around for ideas to present to my audience.

Another tab I use is a content schedule. This is where I map out what content I'm going to share and when it's published. I also include what media channel it will appear on.

It's nice to know I don't have to wake up every day trying to figure out what content I'll be posting and where I'll share it. I create the schedule in advance, and everyone reaps the reward!

Here's What To Do Now

Set up a content calendar today for your success by initiating these steps...

1. Clarify who your audience is and your goals for serving them.

Conduct research on the identity and demographics of your buyers.

Journal what market success means for you and how will you achieve it.

2. Give yourself ample time to generate new ideas to share with your audience.

How will you be a valuable resource they rely on for their well-being?

What market trends can you bring into play to attract new buyers?

What are your buyers looking for that only you can provide?

3. Create a spreadsheet to map out your content strategy.

Arrange your content media by category and publishing dates.

Measure engagement performance using Google analytics.

Have flexibility with your approach from the feedback you receive.

If you're reluctant to establish a planning tool for your media, frustration and confusion will be an inevitable outcome for your media efforts.

Today you've learned what a content calendar is and why it's important to capitalize on its impressive productivity.

Make the commitment to develop a content media calendar...your sanity will be the possessor of ceaseless joy!

Need to improve your content? Don't hesitate to contact me! I will help you get more leads, sales, customers, and money. You can reach me here at <https://www.linkedin.com/in/don-wood55318851/> or just shoot me a message to don@donwoodwriting.com and we can figure out if we're a fit.

Don Wood specializes in writing for the personal development and health markets. In his work as a Leadership Coach, he brings a unique perspective for helping people who are struggling. He lives in Boston and enjoys reading, writing, kettlebell workouts, and hiking.