



Content Planning

BEAT WRITERS BLOCK NOW AND FOREVER



WORDPRESS

Let's talk
about
YOU



EXERCISE 1

I WORK WITH...

I Work With

Who want to

I help them learn / create / achieve / get...

So that...

EXAMPLE

I WORK WITH...



Yvette Sonneveld



I work with business
owners in the services
industry



Who want use inbound
marketing to attract
better targeted leads
and clients



Getting clarity on who their ideal client is and what makes them uniquely qualified to serve these clients. Building content and campaigns that aim to attract just those people



So that they get work
with clients who
appreciate them for their
expertise & as a person.
Who show that by paying
well and in time
And by sharing the joy
with loads of other
potential ideal clients

I Work With

Who want to

I help them learn / create / achieve / get...

So that...



Who am I
To Teach
YOU

Yvette's WordPress Story

1999 - First HTML site (NotePad)

2006 – First WordPress site

2014 – First WordCamp & first time volunteer

2017 – First Contributor Day (WCEU)

2017 – 1st & 2nd talk: WordCamp Nijmegen & WordCamp Utrecht

2017 – First time WordCamp Organiser (Utrecht)

2018 – Leadership team #MakeWordPress Marketing

2018 – First WordCamp Workshop



Yvette's Credentials



Today

3 commonly made mistakes





Today

3 commonly made mistakes

Discover Pillars of Expertise



Today

Unlearn 3 commonly made mistakes

Discover Pillars of Expertise

Play with Matrix Method



So That

You'll beat writers block

You'll get comfortable
sharing your message

You'll be ready for next steps:
SEO, audio, video, funnels
& campaigns

MISTAKES

1. Not planning content at all



1. Not planning content at all

- Fail to plan > plan to fail



1. Not planning content at all

- Fail to plan > plan to fail
- Always something more urgent



1. Not planning content at all

- Fail to plan > plan to fail
- Always something more urgent
- Recipe for writers block



2. Not planning for ideal client

People they

Know, like

& Trust

Can (s)he relate to where I am now?

Is (s)he qualified to help me get there?

Will it be fun to work with this person?



People buy from people they



People buy from people they

Know

Like

& Trust





Therefore...

Can (s)he relate to
where I am now?



Therefore...

Can (s)he relate to
where I am now?

Is (s)he qualified to
help get to my goal?



Therefore...

Can (s)he relate to
where I am now?

Is (s)he qualified to
help get to my goal?

Will it be fun to work
with this person?

Your Ideal Client



Your Ideal Client

Has all characteristics of
your favorite clients



Your Ideal Client

Has all characteristics of
your favorite clients

Has a need, and a deadline



Your Ideal Client

Has all characteristics of
your favorite clients

Has a need, and a deadline

Thrives on your mix of
expertise and personality



Your Ideal Client

Has all characteristics of
your favorite clients

Has a need, and a deadline

Thrives on with your mix of
expertise and personality

Follows a fairly predictable
path to purchase



3. Not planning for buyers journey



3. Not planning for buyers journey

No flow in content



3. Not planning for buyers journey

No flow in content

No clear calls to action



3. Not planning for levels of awareness

No flow in content

No clear calls to action

No follow up campaigns



BUYER'S JOURNEY

AWARENESS
STAGECONSIDERATION
STAGEDECISION
STAGE

Awareness Stage offers are designed to help the reader get to the root of their pain. They understand that they feel a pain, but they're unaware of the solutions at this phase. Educational offers that are vendor neutral are important at this stage. Your goal is to help educate the reader on the elements that make up the solution to their problem and to build trust in their eyes. Use this space to elaborate on the direction, purpose, content sources, and ultimate CTA of the offer.

Consideration Stage offers are designed to help the reader create a list of options. They already have defined the pain that they're experiencing and that a solution exists. Create offers at this stage that help them define what is important to them and narrow down their options. In-depth guides are important at this stage as the reader has already consumed a great deal of content and is well educated tactically.

Decision Stage offers are designed to help the reader make their final selection. They have already clearly defined their problem and have narrowed the options. If they're still consuming your content at this stage, chances are you're on that list.

Use these offers to help them make the most educated buying decision possible. Offers at this stage should include personal touch points - like a consultation or strategy review.

Awareness

I have a need and a deadline

What do I need to know?

What if I do nothing?

What are my options?



Consideration



I am aware of the types of solutions

How to those work?

What are the pros and cons

How to know what suits me best?

Decision

I have chosen a solution
type

I am aware of the service
providers

How to know what suits me
best



Mini Quiz



PILLARS OF EXPERTISE



Your Unique Gifts To Mankind

Back To Your Ideal Client

Your goal: get them where they want to be

Name 3-5 services you offer

That help them get there



EXERCISE 2

Pillars of expertise

Pillars Of Expertise

1

2

3



Pillars Of Expertise

1. Clarity coaching / consultancy
2. Content Marketing
3. E-mail Marketing



Pillars Of Expertise

1

2

3





Content Matrix

1. 3–5 columns:
pillars of expertise
2. 3 row sections:
stages of awareness
3. 2–3 articles for each
“matrix cell”



When Creating Content

1. Be friendly. Be helpful.
2. Show your expertise & personality. Share stories
3. Use easy to understand language – grade 5 level
4. No need to be a rocket scientist to offer value

EXERCISE 3

Content Matrix Method



Content Matrix

1. 3–5 columns:
pillars of expertise
2. 3 row sections:
stages of awareness
3. 2–3 articles for each
“matrix cell”

Woohoo You Did It!

1. Take aways?

2. Questions?



Stay In Touch

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