



## *2019 Marketing Plan & Editorial Calendar Masterclass*

# Your Goals Worksheet

Your 2019 Financial Goal:

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## Quarterly

Your Goal  $\div$  4 = Quarterly Financial Goal

\_\_\_\_\_  $\div$  4 = \_\_\_\_\_

## Monthly

Your Goal  $\div$  12 = Monthly Financial Goal

\_\_\_\_\_  $\div$  12 = \_\_\_\_\_

## Unit Sales Needed

Products/Services	Price	Percent of Sales	Total Units Needed Annual	Total Units Needed Monthly

# Monthly Sales Targets

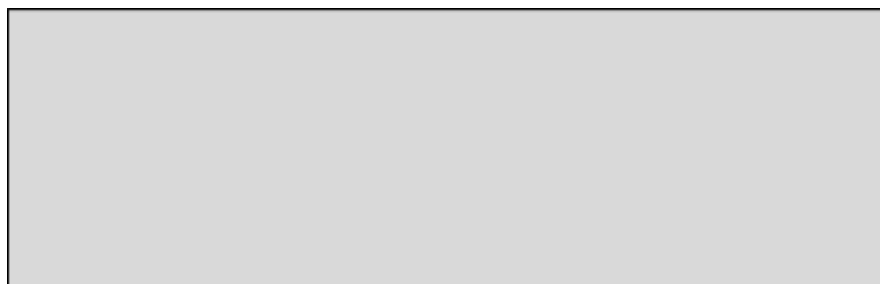
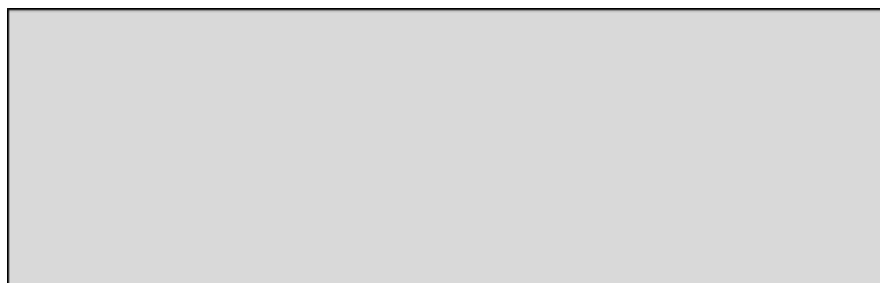
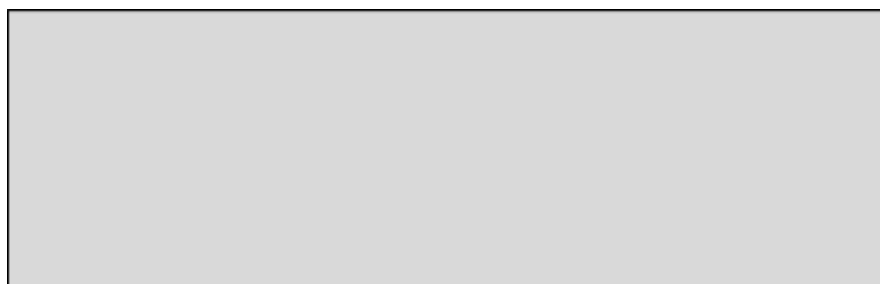
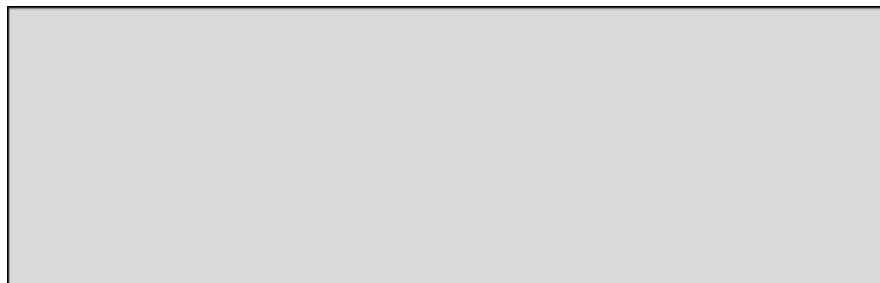
<b>January</b>	<b>February</b>	<b>March</b>
<b>April</b>	<b>May</b>	<b>June</b>
<b>July</b>	<b>August</b>	<b>September</b>
<b>October</b>	<b>November</b>	<b>December</b>

# Launch & Promotion Schedule

In the calendar below record dates of product launches, sales and special promotions. Don't forget to include holidays and busy times. For example, a florist would have Christmas, Valentine's Day and Mother's Day as particularly busy days.

<b>January</b>	<b>February</b>	<b>March</b>
<b>April</b>	<b>May</b>	<b>June</b>
<b>July</b>	<b>August</b>	<b>September</b>
<b>October</b>	<b>November</b>	<b>December</b>

# Your Funnel Worksheet



# Social Media Themes Worksheet

## Topics

	Your Themes	Specific Topic	Specific Image
P E R S O N A L			
I N D U S T R Y			
Y O U R B U S I N E S S			

# Social Media Themes Worksheet

## Visuals

<b>Brand Colours</b>		
<b>Brand Fonts</b>		
<b>Image Types</b>		

# Blog Post Planner & Worksheet

Week of: \_\_\_\_\_

<b>First Draft date:</b>	<b>Publish Date</b>	<b>Topic</b>
<b>Blog post type:</b> How to/Instructional   List   Case Study   News/Current Events Personal Journey   Controversy   Advice from Experts   Reviews Cheat Sheet   Interview   Entertainment   Other:		
<b>Research/Subjects</b>		
<b>Images - need to get, already have</b>		
<b>Purpose of blog post</b>		
<b>Keywords</b>		
<b>Call to Action</b>		
<b>Repurpose blog post</b>		
Instagram post	Live Video (Instagram, Facebook, YouTube)	Prerecorded Video
Twitter	Pinterest	LinkedIn

## Blog Post Topic Brainstorming

Done	Blog Post Ideas
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# 90 Day Planner

Week/Date	Blog Post Topic	Social Media Posts	Ads/Promotion	Emails
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
Week 6				

<b>Week/Date</b>	<b>Blog Post Topic</b>	<b>Social Media Posts</b>	<b>Ads/Promotion</b>	<b>Emails</b>
Week 7				
Week 8				
Week 9				
Week 10				
Week 11				
Week 12				
Week 13				