



CONTENT PLANNING MADE SIMPLE

What are your goals for your email newsletter campaign? Do you want to raise awareness of your brand and remain in mind when your readers experience an issue in your field? Do you want to promote your services or products? Or do you want to share valuable information that could benefit your readers, proving that you know your stuff and can assist them when they need a professional? We need to understand your goals if we're going to create content that brings them to fruition. We've likely already discussed this during your onboarding call, but it's worth another look before you interview with your writer.

Your goals will directly influence the content we create for your campaign. During your interview, you and your writer will consider your goals as you create a content plan for your campaign. Since you will usually only meet with your writer once per quarter, you'll have much to discuss. Weekly mailers will potentially need to come up with 12 topics during each interview. This can be a lot to keep up with and remember, which is why your writer will put everything together in an organized and legible content plan.

Your writer will refer to your content plan whenever they need to write the next signature article for your newsletter. You will have access to this document, and we encourage you to keep it updated while providing additional personal details where necessary. Within your content plan, we'll include your goals, campaign information, and any extra links that can benefit your writer, such as a link to your blog or podcast. The rest of your content plan will focus

explicitly on the content itself, and your writer will try to keep this section as organized and understandable as possible.

Your content plan will allocate a small section to each email newsletter edition. Within that section, your writer will include the main topic for the signature article and custom link, ideally with the link already attached. Depending on your discussion, they may consist of additional details, including a specific angle, any personal touches you provided, statistics you want to highlight, and any links you want within the newsletter copy. If you don't have much input and want your writer to focus solely on different industry topics for each edition, they will still build a content plan for your review.

After your interview, give your writer a few days to put together the content plan. Once we complete it, we will send it over for your review. Give it a glance and ensure that everything aligns with what you previously discussed. We've found that signature articles with a personal touch,

such as a story or a sneak peek into your life, have a greater impact on readers. If you have time and have not discussed it previously with your writer, consider adding comments alongside each topic with a story or specific details you want to include. That way, your writer can add it from the get-go, instead of us asking you to edit them in once you see a draft of your newsletter copy.

Your content plan is a valuable tool to help us bring your vision to life. If you have any questions about content planning, let us know or ask your writer during your interview!

