



My Virtual
Genee
Presents...

CONTENT
MARKETING
for Webpreneurs

5 Ways to Break Out Of the Month-To-Month Marketing Habit

Video Workbook

Content for Webpreneurs

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Evaluate the Results of Past Marketing Efforts

1. Describe how you typically launch a product, service or program?

2. Do you consistently communicate and engage your audience between promotions? (explain)

3. What were the average time lines you gave yourself to educate engage and promote your offerings?

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4. Have these strategies worked to ring in the cash flow and clients you desire?

Outline what products services or programs you want to promote each month

Month	Product, Service, Program or Event
Jan	
Feb	
Mar	
Apr	
May	
Jun	
Jul	

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Month	Product, Service, Program or Event
Aug	
Sep	
Oct	
Nov	
Dec	

Identify & your content mix past, present and future

Past	Present	Future

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Start small, slow and steady

Small: List content vehicles that are simple to create and maintain

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Slow: Identify a manageable schedule for delivering the content listed above.

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Steady: be consistent!

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Commit & Track Results!

Commit! Write a contract statement promising yourself to stick with it!

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Notes:

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