



CONQUER CAMP



SESSION 3:

CREATING CONTENT THAT CONVERTS LEADS & CONNECTS TO
THE HEARTS OF YOUR POTENTIAL CUSTOMERS



Building a content calendar doesn't have to be overwhelming! You can whip yours up in about an hour, and be ready to go for the full month - like magic!

Start with the 1-month calendar on the next page to fill in the following:

- A newsletter every 2 weeks or more frequently
- Sharing an article, video, or podcast 2x a month
- Regularly posting on social media platforms where you have presence

“... But what if I post on my blog but don't send a newsletter?”

Posting on your blog is great! But...—most people don't visit sites daily for updates so the best way to get in front of those who are interested in what you have to share is to send them an email.

You can use your newsletter to highlight what's been on the blog lately or include the whole article.

“Can I just send a newsletter and ignore the blog?”

Sorry, keeping fresh content on your blog is too important for SEO purposes! Besides, you want people who land on your site on their internet wanderings to *join your tribe*, right? So the more you have on your site in terms of your own content (blog posts, videos, etc.), the more likely you are to catch the interest of your right peeps!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday



ACTIONABLE: TELL YOUR STORY

Are you on Mission 1: Team? Write a section of your job description to share why your business exists, and who you serve. This may also be a great blog post to connect with your audience!

Conquering Mission 2: Systems? As you're writing down how to "do the things" in your business, include "the why" behind them. Start with your team mission, values, and beliefs to give context to what service you provide.

Working on Mission 3: Content? Your challenge is to write, record, or film a piece of your story today. Even if you don't share it, get in the habit of speaking about the path you took to get to where you are today.

Actionable: record a quick video talking about something you've learned in Conquer Camp that you're implementing right now.



MISSION CHECK-IN

How is your mission coming along? If you're feeling stuck or need a boost to complete the task then be sure to join us tomorrow (Wednesday, October 28th) for our live implementation call with Natalie and Kelly. We absolutely adore having you guys with us on the line!

1. Make sure it's on your calendar and you have the link to join us.
2. Got a question for the call? Jot it down below.
