

The Ultimate 90 Day Content Calendar



**HOW TO MAP OUT YOUR NEXT
90 DAYS OF CONTENT THAT SELLS,
IN A MATTER OF MINUTES**

WWW.PACHIMCLEOD.COM

HOW TO MAKE THE MOST OF THIS WORKBOOK

(TO ATTRACT YOUR TRIBE AND CONVERT THEM INTO CLIENTS ASAP)

1) Print out this workbook and use it to take notes, track your progress and get focused, so you can take stay engaged and have an ACTIONABLE conversion plan to use without feeling overwhelmed.

2) Think of your #1 biggest challenge when it comes to mapping out your next 90 days of powerful content that sells, in a matter of minutes. If I don't address it throughout this workbook, be sure to ask me!

You can send me a quick e-mail to
hola@pachimcleod.com or join my private Facebook
group: [The Get Booked Lounge](#)

3) At the end of each step, decide on ONE action you're going to take within the next 24 hours so you can start seeing results ASAP.

4) Let this process be FUN! Forget perfect, you have God-given gifts and a calling or message that you're meant to share and you're on this planet for a reason. So daring to get visible is the foundation of creating that massive impact and income you desire. ***And content IS the most powerful tool you can use to attract, engage and convert those you're here to help, online.***

Hello Gorgeous!

Welcome to **The Ultimate 90-Day Content Calendar: How to map out 90-days of powerful content that sells, in a matter of minutes!**

Maybe you're a new coach or entrepreneur who is beginning to use social media and other online platforms to attract dreamy paying clients who are ready to work with you... OR you've been in business for a while; you're showing up and working hard, but you're not booking as many dreamy paying clients as you truly want.

Either way, you're ready to take your content to the NEXT level, so you can get results. Here's what I know about you:

- You're a powerhouse. A woman on a mission to live out a purpose and calling that's bigger than you realize.
- You've known since a young age that you're meant to use your gifts, experiences and expertise to inspire, coach, motivate and help people... even if you didn't know how.
- You've been helping and "coaching" people for FREE way before you knew that you could build a career around talking to people about their problems, on the phone (or computer)!
- For you this business is about so much more than just money. This is a PLATFORM to make your impact and change more lives, while creating more freedom for yourself and your loved ones.

But consistently creating content that sells, while doing everything else in your biz can be EXHAUSTING! Specially, if you're a not a marketing expert.

After 2 years working with many coaches and entrepreneurs through my 1:1 services and group programs, I can say that one of the most frequently asked questions I get is "HOW the heck do I create powerful content that attracts my tribe, positions me as an expert and sells, fast?"

So, if you're coach or entrepreneur who feels pretty confident about your ability to help people, who needs an effective framework to share your powerful message and attract more ideal people who are ready to buy from you.

This value-packed training is for YOU!



STEP #1: SET A CLEAR TARGET

The first step in mapping out your next 90-days of content that SELLS is getting crystal clear of WHAT is the “end goal” or purpose of this content. It doesn't mean that it will take people all 90 days to sign up for your offer! It just means you're strategically taking them on a journey that turns strangers into paying clients.

1) What's your MAIN goal for these 90 days?

2) What's the MAIN offer you'll use to reach this goal?

3) Who is the MAIN ideal client you'll focus on?

4) What's the MAIN Freebie?

5) What's the Upsell?

6) What's the Downsell?

STEP #2: MAP OUT YOUR 90 DAYS OF CONTENT

One of the MUST haves of powerful content strategy that SELLS (converts), is that it's congruent all the way through and that's effectively guiding your ideal clients on an intentional JOURNEY that attracts, engages and motivates them to say YES to YOUR paid offer.

Since your powerful content is the FOUNDATION to this JOURNEY of getting paying clients, online... I want you to focus on being strategic, as you map out your killer content that will allow you to turn your ideal clients into PAYING customers.

Answer the following questions, based on your MAIN offer and the ideal clients you're focused on reaching.

1. What's YOUR framework or top 3-5 steps to help your clients reach their desired outcome?
2. What's the #1 block, struggle or frustration they deal with that's keeping them from moving forward, RIGHT NOW?
3. What are their TOP 10-20 questions, when it comes to reaching THIS desired outcome (for which they would actually PAY to get help with either now or in these next 90 days)?
4. What are their top questions about you and your offer?
5. What are YOUR stop stories, related to this desired outcome and your offer? (personal and client's stories are great)
6. What are their objections or fears, in this regard?
7. What are the KEY elements of your content? And which topics and call to action will you use for your 3 live trainings?

Woot woot! Now, we're ready to map out your next 90 days of powerful content... so we can turn your ideal clients into PAYING clients, with ease.

THE 90-DAY CONTENT CALENDAR AT GLANCE:

For your convenience, I've included the link to the editable version of this 90-day calendar. You're welcome 😊

MONTH # 1: ATTRACT & GROW YOUR LIST & CONVERT

Month/Year:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

What will be the focus of your content for Month #1?

Week 1 FOCUS:

Week 2 FOCUS:

Week 3 FOCUS:

Week 4 FOCUS:

MONTH # 2: ENGAGE & POSITION & CONVERT

Month/Year:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

What will be the focus of your content for Month #2?

Week 1 FOCUS:

Week 2 FOCUS:

Week 3 FOCUS:

Week 4 FOCUS:

MONTH 3: CHALLENGE TO ACTION & CONVERT

Month/Year:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

What will be the focus of your content for Month #3?

Week 1 FOCUS:

Week 2 FOCUS:

Week 3 FOCUS:

Week 4 FOCUS:

THE WEEKLY CONTENT CALENDAR AT GLANCE:

*For your convenience, I've included the link to the
editable version of this 90-day calendar. You're welcome 😊*

Week of: _____

Monday _____	Tuesday _____	Wednesday _____	Thursday _____

Friday _____	Saturday _____	Sunday _____	Additional Notes

What will be the focus of your daily content?

Sunday's Focus:

Monday's Focus:

Tuesday's Focus:

Wednesday's Focus:

Thursday's Focus:

Friday's Focus:

Saturday's Focus:

STEP #3: AVOID FEELING BURNOUT AND OVERWHELM

Mistake # 1: Focusing on too MANY things without clear PRIORITIES

One of the biggest mistakes you can make when creating content that sells is flying by the seat of your pants and trying to create content day to day or week to week, without a strategy.

My #1 advice for busting thru burn out and overwhelm is mapping out and following a customized STRATEGY, so that you can show up fully and consistently. This will allow you to accelerate your results, without the burn out.

Mistake # 2: DIYng Everything Without Support

Listen, I am NOT saying this as a selling strategy, but as the truth. If you're trying to do everything yourself, you are going to burn out. That's strategic investment, is the name of the game.

What do YOU need help with right now? Do you need a coach, a VA, a program to help you create content (example: my Content Creation Queen), or a social media automation system such as Buffer, etc?

Mistake # 3: Thinking sells will just happen, if you are passionate about your topic... even if there's NO strategy behind that content

I think you probably know this one REALLY doesn't work... specially if you have been creating and posting your content, already.

I can't stress this one enough... powerful content has been one of my secrets to turning strangers into paying clients, so I swear by my 90-day game plan and content strategy frameworks.

Let me close with this question, what would happen if YOU focused on attracting, engaging and CONVERTING your dream clients into PAYING ones, over the next 90 days?

READY TO MAKE CONTENT WORK FOR YOU?

Let me clear up one thing, I truly believe that you and I have a UNIQUE message that we're here to share with the world. This is why you have this desire to serve lots of people and impact lots of lives, burning within you.

However, you and I both know that if you want to use content to consistently bring in paying clients and money, your actual content needs to be on POINT!

So you have to stop throwing spaghetti at the wall and flying by the seat of your pants, so you can INCREASE your effectiveness and results.

Which is why I'm excited to invite you to my brand new course!

**Content Creation Queen:
because creating content
that turns ideal clients into
paying customers, should
be simple and fun**

I've created TWO special options for you:

Level 1) Instant access to the Content Creation Queen course

Level 2) In addition to instant access the CCQ, you'll receive MY one-on-one support to help you nail YOUR content!



Click here now to book your offers using powerful content that gets you clients! www.pachimcleod.com/content-creation-queen

HAPPY CLIENTS

"I Stopped throwing money away in courses"

Before working with Pachi I was just so confused. I was having the worst time trying figure out my strengths and how I could monetize them. I kept telling myself, I just want someone to tell me what to do so I can do it!

I was literally throwing money away to courses that were not bringing me anywhere closer to my end goal. Pachi kicked my butt into gear!! She spoke life over me!

In just 4 weeks I created a 5-day video course + workbook that was simply an idea for months. I doubled my email subscriber list, I doubled my instagram & FB followers, 9x my twitter account, created a new blog post that is converting really well, booked my first few discovery calls, booked a magazine guest post and a podcast interview.



Chelsea Elise

"I Got My First 13 Clients in 3 Weeks!"



I was able to create my first program and attracted my first 13 clients within our first 3 weeks of working with Pachi.

I have an incredible level of clarity about goals and desires. I'm now very clear on the value of what I have to offer.

I've been able to organically attract over 30 clients in 3 months, because I know who my ideal clients are and I am able to offer the services they're actually ready to buy . "

FRANCINA, LIFE COACH FOR WOMEN