

THE SIMPLEST MARKETING PLAN

Monthly Planner

2020

A month-at-a-glance
checklist and goal tracker
for creative professionals
who want to eliminate
feast or famine!



FIND ALL PLAN RESOURCES AT

bit.ly/SMP-secret-2020

e.g., 2 websites @ \$4,000 + 1 logo @ \$1,500 = \$9,500

5 best prospects for the month

	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

notes

STRATEGIC NETWORKING

attend 1 event per month

event details

URL

DATE

COST

follow up new contacts with one-on-one connects

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TARGETED OUTREACH

5 - 10 new prospects to approach

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notes

CONTENT MARKETING

NEWSLETTER

monthly, bimonthly or quarterly

TOPIC

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☐

INTRO GRAPH

☐

MAIN CONTENT

☐

SUPPORTING SAMPLE

PROMOTE VIA SOCIAL MEDIA ☐

BLOG

weekly, biweekly or monthly

TOPIC

☐
☐

PAIN POINT

☐

THE CURE

☐

SUPPORTING SAMPLE

PROMOTE VIA SOCIAL MEDIA ☐

GUEST BLOGGING

one monthly post (LinkedIn Pulse, established blog, Medium, etc.)

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CONTACT

PROMOTE VIA SOCIAL MEDIA ☐

notes

WEBSITE UPDATES

add new samples or case studies

4

1

add testimonial

☐

WILDCARDS

connect with prospect on social media, publish additional blog post, video or podcast, etc.

5



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HOW TO USE THIS PLANNER

Marketing works when you have a plan (and keep it handy). This planner focuses on the top 3 marketing tools and gives you space to track your progress over the course of a month. Just make a new copy for each new month. There's no right way to use it — in fact, it's designed to be general enough for you to adapt to fit your process. So if it's not clear exactly what to put in a box, do what makes sense to you. For example, if the "content marketing" box seems to have room for one blog idea and you want to write three, make it fit your need.

Watch video at: bit.ly/SMP2020

INCOME GOAL SETTING ?

e.g., 2 websites @ \$4,000 + 1 logo @ \$1,500

INCOME GOAL TRACKING

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TOP 2-3 TARGET MARKET(S)

Marketing works when you focus. You need to know exactly who you're looking for, that is, your target markets. Note the plural: markets. This box gives you space for up to three of them. They may be the same all year or they may evolve. Keeping them front and center will focus your marketing efforts and help you decide whether to accept random opportunities that arise.

INCOME GOAL SETTING

Marketing works when you know your goals (and keep them visible). You need to know what you're aiming for in a specific and quantifiable way. This box gives you space to set your monthly income goals. We like this formula: 3 web projects @ \$2,500/month = \$7,500. No names or other details needed. You won't always reach these goals and they will probably change. But setting them allows you to track against them.

INCOME GOAL TRACKING

Marketing works when you track your actual results. You need to track what clients actually pay each month against your monthly income goal. It's too easy to ignore this, especially when work slows down — which will happen. This box is for tracking what you deposit in the bank. It could be one total number for the month or you can use the same formula: 2 web projects @ \$500 + 1 project @ \$5000. No specifics needed here, either. (Need help carving out the time? Get a free demo of [FunctionFox time tracking software](#).)

TOOL #1: STRATEGIC NETWORKING

Marketing works when you know where to find your people. The most effective way to connect with your best prospects is to meet them in real time and, whenever possible, in person. This box gives you space to find one monthly event to attend in one of your target markets and/or two to four individuals to meet with (in person or virtually). These would be people you meet at an event or anyone else you want to learn from

or share with. These are not sales meetings. It's about cultivating relationships.

TOOL #2: TARGETED OUTREACH

Marketing works when you reach out to your people and are patiently persistent. These boxes give you space to track up to two people you've met via networking and up to 10 new (or existing) prospects per month. Don't worry if you have more or fewer of each. The point is to keep your best prospects (those who are likely to become clients soon) top of your mind so you can be top of their mind. In other words, don't be the one who drops the ball. Show your professionalism by staying in touch in the most personal and personalized way you can.

TOOL #3: CONTENT MARKETING

Marketing works when you communicate your core message through content marketing. These boxes give you space to capture ideas for a newsletter, blog posts, videos, infographics and more. You should list the corresponding elements for each to make sure you convey a clear message. The frequency is up to you — do what's most manageable, then add to your process as you go.


WEBSITE UPDATES

Marketing works when you keep your online presence current. This box gives you space to capture and track new samples, case studies and testimonials, as well as to update your core message as it evolves on your website and/or LinkedIn profile.

WILDCARDS

Marketing works when you tailor this process to your own needs. This is where you can get creative and track how you're using social media to distribute your content (and any other marketing tools you want) to incorporate into your mix.

If you need a refresher on any of the tools, you can:

- Use the  icons to find more “how-to” ideas and related resources at bit.ly/SMP-secret-2020.
- Join the [Simplest Marketing Plan Coaching Groups](#) to be guided by Ilise Benun through the process with a small group of your peers.
- Watch my CreativeLive course, [Command the Fees You Deserve](#), which provides a comprehensive overview of the entire marketing and pricing process in 44 video lessons.

Thanks to everyone whose experience has contributed to this effort, especially Maureen Adamo, Jillfrances Gray, Mark Misenheimer and Tomas Fransson.

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Want to give yourself your best shot in 2020?

Upgrade to add the new “Easy Access Content Library”
and get the newest videos, podcasts and more as they
are added during the year — all in one place.

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<http://bit.ly/SMP-upgrade>

