

Shelley Wallace Coaching Work Plan

June: Building Foundation

Goals:

- Complete the rebranding of the website & migrate site to Dionne's web hosting
- Create a functional library of assets including:
 - Videos (courses, live trainings, recorded talks, etc.)
 - Free content (workbooks, podcast episodes, meditations, printables, etc.)
 - Photos (stock photos / templates for social media, professional photos, etc.)
- Create brand documentation:
 - Brand guidelines
 - Communications guidelines
 - Content Calendar including:
 - Social Media content plan for July - August
 - Blog / Vlog content plan
 - Promotional Calendar for July - August outlining:
 - Content being promoted
 - KPIs
 - Audiences
 - Key dates

Weekly Breakout:

June 1-4: Inaugural meetings to discuss the following:

- Team roles & work flow suggestions
- Assets the brand wants to move forward with
- Current offers in the marketplace
- Current ongoing marketing initiatives:
 - Email
 - Social Media
- What's working and what's not & what used to work previously
- What the brand has but isn't presently using
- Location of assets & access exchange (passwords etc.)
- Tuesday assignment of tasks for each team member to complete by the following Friday

Inputs / Requirements:

- Asset mapping / amalgamation (document outlining asset locations and username/passwords to access them)

- Customer avatar information completed and provided to Dionne for assessment
- Review of existing content and marketing materials for SWOT analysis

June 7-11:

- Customer avatar research
- Creation of brand guidelines & communications documents
- Creation of landing page for Shelley Wallace Coaching website (to serve as a placeholder while the full site migration & rebrand happens)
- Assessment of billing structure for subscriptions
- Creation of survey document for existing and past clients to fill out
 - Chance to win a prize worth \$50
- Beginning of full website migration
- New brand photoshoot booked
- Full assessment/review of existing collection of assets
 - Assign end goals & KPIs for each piece of content we plan to move forward with
 - What content should be refreshed?
- Tuesday assignment of tasks for each team member to complete by the following Friday
 - Shelley's Tasks:
 - Increase word of mouth referrals to FB group
 - Video testimonial collection
 - Written testimonial collection
 - Cheyanne's Tasks:
 - Dionne's Tasks:

Inputs / Requirements:

- Cheyanne & Dionne to meet separately regarding preparation of the brand & communications guidelines
- Access to GoDaddy account and credentials for domain re-routing
- Assessment of email hosting for shelley@shelleywallacecoaching.com

June 14-18:

- Creation of content plan & calendar (Complete by Friday for review until next Tuesday)

- Including touch points / channels / content types / content frequency / customer life-cycle positions being targeted / KPIs
- Assessment of various customer entry points
 - Website
 - Social
 - Referral
- Tuesday assignment of tasks & deadlines for each team member to complete by the following Friday
 - Shelley's Tasks:
 - Cheyanne's Tasks:
 - Dionne's Tasks:

Inputs / Requirements:

- Needs assessment from June 7-11 complete & approved
- Vendors hired (if needed)

June 21-25:

- Approval of content plan & calendar
- Modification of existing assets (if needed)
 - Video editing
 - New templates for downloadable content
 - Content available in new formats?
- Creation of new assets to match new branding
- Creation of promotional plan & calendar (Complete by Friday for review until next Tuesday)
- Creation of email marketing plan (Complete by Friday for review until next Tuesday)
- Photos back from brand photoshoot
- Tuesday assignment of tasks for each team member to complete by the following Friday
 - Shelley's Tasks:
 - Cheyanne's Tasks:
 - Dionne's Tasks:
 - Break out July's tasks on plan

June 28-Jul 2:

- Approval of promotional plan & calendar (Tuesday)
- Completion of full website migration
- Creation of initial content for launch this Friday
- Tuesday assignment of tasks for each team member to complete by the following Friday
 - Shelley's Tasks:
 - Cheyanne's Tasks:
 - Dionne's Tasks:

July: Relaunch & Market Testing

Goals:

- Launch new content to both existing subscribers & new audiences
- Monitor content engagement bi-weekly to assess KPIs
 - Email
 - Social media
 - Group engagement
- Itemize deliverables & this month's execution plan (using the approved content plan, promotional plan, & email marketing plan)

Weekly Breakout:

July 5-9

July 12-16

July 19-23

July 26-30

August: Assessing & Challenge Prep

Goals:

- Launch new content to both existing subscribers & new audiences
- Monitor content engagement bi-weekly to assess KPIs
 - Email
 - Social media
 - Group engagement
- Itemize deliverables & this month's execution plan (using the approved content plan, promotional plan, & email marketing plan)

Weekly Breakout:

Aug 3-6

Aug 9-13
Aug 16-20
Aug 23-27