

# How to Manage Your Own Website The Playbook

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*All the exercises you need to complete the book.*



# Create A Media Plan

*This exercise is to help you create a strategic communications plan for the entire year.*

*Tip: Make sure you have plenty of room to be thorough and unconstrained. Try playing with a white board and sticky notes, if you need more room.*

*It is important to first complete the Define Next Steps exercise before this one. You'll want to have your notes from that exercise handy.*

**Draw and mark off a 12-month calendar year, from January through December.**

If you have enough room, you can mark off the days and weeks for each month. Make sure you have plenty of room under each month to write down important weekly and monthly milestones.

This is important, so you don't prevent a brilliant idea from ruminating because you don't have room for it to fit on a piece of paper. That would be silly.

**For each month, write down the exact date for each of the following:**

1 hr each week you will dedicate to your website

special events & holidays

marketing events, industry events, product launches

seasonal peaks & valleys

**Next, mark off the date(s) you will send out your eNewsletter.**

Once a month? Twice a month? Every other month? What day of the week is best for your audience?

Save room next to each eNewsletter calendar item, as you will be writing in each eNewsletter's focus (or "theme").

**Next, mark off any black-out dates, including travel, vacation and personal days.**



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**Review your 3 top priorities and your list of 15 action items you created in the Define Your Next Steps exercise.**

In this calendar year, WHEN would you like to accomplish your 3 top priorities?

Moving backwards, then, WHEN will you complete each of the 15 action items?

Be proactive and empowered by what this visual calendar is telling you. Are you being realistic? Be equally honest, committed and ambitious. Are there more action items you can schedule? Go for it!

Don't give in to the voices in your head that want to keep you from committing a date to action. You can do it. And, of course you can come back and make adjustments. This is a guidepost, not a sentence!

*For example, if your priority is to "get 3 more clients", be specific and decide, "I will get 3 new clients by March 6."*

*Marking it down on your calendar confirms it is both real and realistic.*

**Now, we're going to create the focus, or "theme" for each eNewsletter you've committed to sending.**

Your focus, or theme, can be a call to action, an announcement, an invitation, a reminder, an offering. It should compli-

ment and align with the events, milestones and priorities taking place in your business each month.

You don't have to have all the details in place, or know the contents of each eNewsletter. You can fine tune and adjust later.

Think of the year as your book, and each eNewsletter is a chapter. Your readers will appreciate the consistency of message if you plan this out in advance.

Look at your calendar.

**The total # of eNewsletters**

**I will send this year is:\_\_\_\_\_**

If the number is more than 12, use additional paper as needed.

Based on the events and milestones you've noted on your calendar so far, for each eNewsletter below fill in the date you plan to send, a primary focus or theme, any obvious events happening then (i.e. holidays, seminars, etc.) and make a list of any and all relevant topics you could possibly write about.

*Example: A gym owner in January might select a theme "New Year's Resolutions" and write about January membership specials, tips on how to get started, exercises you can do in the snow. The theme "New Year's Resolutions" aligns with his goal to get 20 new memberships by February 1.*



Need inspiration? Chapter 2, 4 & 5 will help with creating ideas.

1. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_

Corresponding and relevant events are:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Topics I can write about on this theme are:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_

Corresponding and relevant events are:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Topics I can write about on this theme are:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_

Corresponding and relevant events are:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Topics I can write about on this theme are:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_



Corresponding and relevant events are:

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Topics I can write about on this theme are:

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5. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_

Corresponding and relevant events are:

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Topics I can write about on this theme are:

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6. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_

Corresponding and relevant events are:

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Topics I can write about on this theme are:

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7. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_

Corresponding and relevant events are:

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Topics I can write about on this theme are:



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8. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_

Corresponding and relevant events are:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Topics I can write about on this theme are:  
\_\_\_\_\_  
\_\_\_\_\_  
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9. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_

Corresponding and relevant events are:  
\_\_\_\_\_

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Topics I can write about on this theme are:

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10. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_

Corresponding and relevant events are:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Topics I can write about on this theme are:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_



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Corresponding and relevant events are:

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Topics I can write about on this theme are:

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12. Date of eNewsletter is: \_\_\_\_\_

eNewsletter theme for this blast is \_\_\_\_\_

Corresponding and relevant events are:

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Topics I can write about on this theme are:

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**On your calendar, next to each scheduled eNewsletter item, write down the THEME you selected as a quick visual reminder to keep you on track.**

### **Done**

Instead of feeling unsure of “what to say”, you now have a strategic Media Plan to follow for the entire year that ties in directly with current events and seasonal considerations, as well as your business goals and priorities.

While events may change, and you certainly will make adjustments, you will find this tool extremely powerful in guiding you from month to month.