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Marketing Blueprint



Scheduled Time Off:

Extended time, family time, and holidays are non-negotiable.

Extended Time:

Family Time:

Holidays:

Quarterly Time:

Big Rocks

Divide your year into three trimesters, which gives you enough time to properly launch your new initiative. These should be “big” things relative to your stage and experience in business.

Trimester 1: January - April

What are you launching?

Pre-launch date?

Cart close date?

Trimester 2: May - August

What are you launching?

Pre-launch date?

Cart close date?

Trimester 3: September - December

What are you launching?

Pre-launch date?

Cart close date?

Foundational Marketing

You cannot build a business on big rocks alone. You must have a consistent, reliable marketing plan that serves as a foundation for new leads, exposure, and email list growth.

Weekly Marketing:

Monthly Marketing:

Whenever I Feel Like It:

Repurposing Machine

If you create content “this for that” you will perish. You must work smarter, not just harder. You should be leveraging past and current content to repurpose on other channels depending on the best plan for your business. What is your repurposing plan, and who are the people who will fill those roles?

Key team members:

Copywriter:

Designer:

Video Editor:

Publisher:

Batch Days for Content Creation

When it comes to content creation, if you fail to plan you are essentially planning to fail. You must dedicate time and energy blocks to keep the foundational content going. Consistency is greater than intensity, and lack of consistency is the #1 reason marketing efforts fail.

Podcast Interviews or Solo Shows:

Video Content Creation:

Writing:

Social Media: