Course 1, Lesson 9: Your 30-Day Launch Content Plan

1. Core Concept & Learning Objective

Concept: You have the funnel (L5-L7) and the validated offer (L8). Now you need to drive *traffic* to it. A launch is not a single day; it's a 30-day "campaign" of strategic content that builds awareness, educates your audience, and calls them to action (signing up for your lead magnet). We're building a simple, sustainable content plan for *one* platform.

Learning Objective: By the end of this lesson, you will **define** your 3 "Launch Content Pillars." You will **batch-create** 9 pieces of "pre-launch" content using a 3x3 grid framework and **schedule** them in a 30-day content calendar.

2. Interactive Content Activities (3 Activities)

Activity 1: The "3x3 Launch Grid" (Strategic Exercise)

- **Description:** We're not just posting random quotes. Your launch content must be strategic. We'll use 3 content pillars, each with 3 specific goals, to create 9 "core" pieces of content.

- **Instructions:**

  1. Define your **3 Launch Content Pillars:**

     - **Pillar 1: The "Problem" (Pain/Awareness):** Content that highlights the pain of the problem your niche has. (e.g., "The 5 Signs Your Podcast Launch Will Fail").

     - **Pillar 2: The "Why" (Authority/Trust):** Content that establishes *you* as the expert. (e.g., "How I Launched My Top-100 Podcast").

     - **Pillar 3: The "What" (The Solution/Lead Magnet):** Content that directly promotes your new lead magnet. (e.g., "My 10-Point Podcast Launch Checklist is NOW FREE...").

  2. Map this on a 3x3 grid.

- **Expected Outcome:** A 3x3 grid with 9 clear content *ideas* (3 for each pillar) that will form the core of your 30-day plan.

Activity 2: The "Single Platform" Focus (Strategic Exercise)

- **Description:** You are a solopreneur. You cannot be on TikTok, IG, LinkedIn, Facebook, and a blog. You will pick *one* platform where your niche (L1) *lives* and you will dominate it for 30 days.

- **Instructions:**

  1. Review your **Niche (L1)** and **Competitor (L2)** research.

  2. Where does your audience *actively* seek solutions?

     - *IG/TikTok:* Highly visual, B2C, creative niches.

     - *LinkedIn:* Professional, B2B, service-based niches.

     - *SEO/Blog:* Research-heavy, "how-to" niches.

     - *Facebook Groups:* Community-based niches.

  3. Choose **ONE**. This is your "battleground" for the launch.

- **Expected Outcome:** A 1-sentence decision: "My primary launch platform will be [e.g., Instagram Reels] because [e.g., my niche of female retail owners is highly visual]."

Activity 3: The "Batch & Schedule" Sprint (Tool Exploration)

- **Description:** We're going to create the 9 "core" content pieces from Activity 1 in *one* 90-minute sprint. Then we'll schedule them out.

- **Instructions:**

  1. Open your **MVB Brand Kit (L3)** and **Canva**.

  2. Set a timer for 90 minutes.

  3. Create your 9 core posts (e.g., 9 carousels, 9 video scripts, etc.). Use your brand templates.

  4. Open a content calendar (a simple spreadsheet or a tool like Later/Buffer).

  5. Schedule your 9 posts, spreading them out (e.g., 2-3 per week).

  6. In the "gaps," fill in with simple, "low-lift" content (e.g., re-share a quote, ask a question).

- **Expected Outcome:** A 30-day content calendar (spreadsheet) with your 9 core launch posts scheduled and "filler" content planned.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The 30-Day Launch Content Calendar

- **Description:** This is your complete marketing plan for the next 30 days. It is the tactical, day-by-day plan for driving traffic to your landing page and getting new leads into your sales engine.

- **Step-by-Step Instructions:**

  1. Create a new spreadsheet (Google Sheets/Excel) titled "[Your Business Name] - 30-Day Launch Calendar."

  2. Create 5 columns: **Date, Pillar** (Problem, Why, What), **Post Type** (e.g., Carousel, Reel, Text), **Headline/Hook, Call-to-Action (CTA)**.

  3. Fill in the calendar for 30 days.

  4. Your 9 "core" posts should be your "tentpoles."

  5. The **CTA** for *every single post* should be one of two things:

     - *Pre-launch (Weeks 1-3):* "Link in bio for my free [Lead Magnet Name]!"

     - *Direct Pitch (a few times):* "Ready to [Get Outcome]? My new [MVO Name] is open..." (from L8)

- **Evaluation Criteria:**

  - *Excellent:* Calendar is filled for 30 days. The 3 pillars are balanced. The CTA for *every* post is strategic and drives traffic to the funnel (L5).

  - *Adequate:* Calendar has a few posts but is mostly empty. Posts are random, with no clear pillar strategy. CTAs are weak (e.g., "Like this post").

- **Connection to Final Project:** This **30-Day Launch Content Calendar** is **Section 9: The Launch Marketing Plan** of your **Complete Launch Playbook.** This is the "gasoline" for your "engine."

4. End-of-Lesson Assessment (7 Questions)

1. **(MC)** What is the *primary* goal of your 30-Day Launch Content Plan?

- A) To get 10,000 new followers.

- B) To strategically drive traffic to your landing page (L5).

- C) To post 5 times a day.

- D) To look busy.

2. **(MC)** What are the 3 "Launch Content Pillars" in the 3x3 Grid?

   - A) Fun, Inspirational, Salesy

   - B) The "Problem" (Pain), The "Why" (Authority), The "What" (Solution)

   - C) Facebook, Instagram, TikTok

   - D) Me, My Cat, My Lunch

3. **(MC)** Why do we insist on picking *one* platform for your launch?

   - A) Because you're not good enough for other platforms.

   - B) To prevent solopreneur burnout and ensure high-quality, consistent execution.

   - C) Because it's cheaper.

   - D) Because all other platforms are dead.

4. **(SA)** What is "batch creation," and why is it a non-negotiable for solopreneurs?

5. **(SA)** What should be the primary "Call-to-Action (CTA)" for 80% of your launch content?

6. **(SA)** What are the 3 content *types* for Pillar 1 (The "Problem") designed to do?

7. **(Scenario)** A student posts 30 times in 30 days. Their content is beautiful. But their CTA on every post is "Like and comment!" They get high engagement but 0 new email subscribers. What is their critical strategic error?

Correct Answers: 1(B), 2(B), 3(B) 4. (Example) It's the practice of creating all your content (e.g., 9 posts) in one dedicated time block. It's non-negotiable because it's 10x more efficient than trying to create a new post from scratch every single day. 5. (Example) "Link in bio to get my free [Lead Magnet Name]!" (Driving traffic to the funnel). 6. (Example) They are designed to "agitate" the pain. To make the audience aware of the problem and feel understood, so they are primed for your solution. 7. (Example) They have the wrong CTA. They are optimizing for "vanity metrics"

(likes/comments), not "profit metrics" (email subscribers). They are building an audience, not a business. They need to change their CTA to "Link in bio for my free