

# Monthly Column Blueprint

Making the Most of Your Monthly Column

## Quick Tips:

- Consistency Is Key
  - Show up for the Party
- Provide Value to the Reader Through:
  - Tips
  - Advice
  - Shared Experience
- Keep It Interesting With:
  - News
  - Insight
  - Updates
- Keep the Conversation Going From Month to Month:
  - Tell Stories
  - Share Case Studies
- Personalize Your Business
  - Introduce Employees
  - Thank Your Customers

## Demonstration Is Key

*How does your business fulfill its promise?*

*Demonstrate With:*

- Powerful Testimonial that Talks About Results
- Tell Personal Stories of Accomplishment
- Count & Measure Results - *15 New Customers, \$200,000 in Sales*
- Professional Mastery – *Over 30,000 Patients, 35 Years Experience*
- Case Studies – *Before and After Examples*
- People, Places & Things – *John Stromberg, LocalsGuide, The Plaza*
- Bold Promise and Fulfillment – *Grand Opening – June 19<sup>th</sup>, 2015*
- Longevity – *25<sup>th</sup> Anniversary*
- Credibility – *Award Winning, Nationally Recognized*
- Community Connection

# 11 Month Column Plan

A Sample Outline You Can Work With

## Month One

The Friendly & Confident Introduction

- *Hello Ashland, The Expert Has Arrived.*

## Month Two

Share Powerful Case Study

- *I can create change.... Here is an example.*

## Month Three

Tell Personal Story

- *This is what I do and why I do it.*

## Month Four

Share A Valuable Tip

- *I am going to give you a gift.*

## Month Five

Three Awesome Testimonials

- *Here is what others say about me.*

## Month Six

Make a Bold Promise

- *Come to The Grand Opening – Free Lecture*

## Month Seven

Customer Appreciation

- *A Big Thanks To All Our Awesome Customers*

## Month Eight

Recognize Excellence

- *Give Someone an Award*

## **Month Nine**

Discuss a Concern

*- I want to help you avoid this painful experience.*

## **Month Ten**

Be Playful

*- Tell a Joke, Have a Contest – I have fun at what I do.*

## **Month Eleven**

Demonstrate Generosity

*- Donate Your Column to a Non Profit.*

## **INTERVIEW!!**

This is your Time to be a Rock Star!