



# Marketing Made Doable™

HOW SOLO COACHES CAN EASILY  
CREATE WEEKLY MARKETING TO GET  
MORE CLIENTS, KEEP THEIR SANITY,  
AND SHOW UP CONSISTENTLY.

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## Marketing Made Doable™ The Doable Weekly Marketing Guide

*How Solo Coaches Can Easily Create Weekly Marketing to Get More Clients, Keep Their Sanity, and Show Up Consistently*

Hey you,

Let me guess: Marketing stresses you out. It used to drive me crazy too, constant content creation, emails, social posts, podcasts, videos, everywhere all at once. And none of it seemed to tie together and just felt all over the place.

And that's a BIG "IF" it even got done.

But then I figured something out:

**ONE core piece of content each week can do ALL my marketing.**

Now I get clients more consistently, feel more focused, and marketing is (dare I say it?) doable.

**Here's an overview of how PLUS all the other pieces of your Marketing Made Doable™ kit:**

1. Overview & Guide (this document)
2. Marketing Multiplication Prompts (for use with AI)
3. Marketing Calendar Spreadsheet
4. Video Training - How to use and set up your marketing calendar
5. Video Training - How to use AI to create your weekly content
6. Quickstart Checklist

Marketing  
Made Doable™

Michelle Sera - ElevatedMind®

## Your Weekly Workflow (Simple Version)

1. **Choose Your ONE Anchor Content:**
  - Pick one topic to create a piece of anchor content (article, video, or podcast/audio).
2. **Create Your Anchor Content:**
  - Outline your article or script using AI (ChatGPT is my favorite).
  - Write or record your content in your authentic voice. (or have AI do it.)
3. **Repurpose Easily:**
  - Use your anchor content to quickly create:
    - 3 Emails (Inspire, Educate, Promote)
    - Social posts (LinkedIn, Facebook)
    - A podcast episode or YouTube video
4. **Schedule Everything:**
  - Use your Marketing Calendar to easily schedule and keep track of all posts and emails.

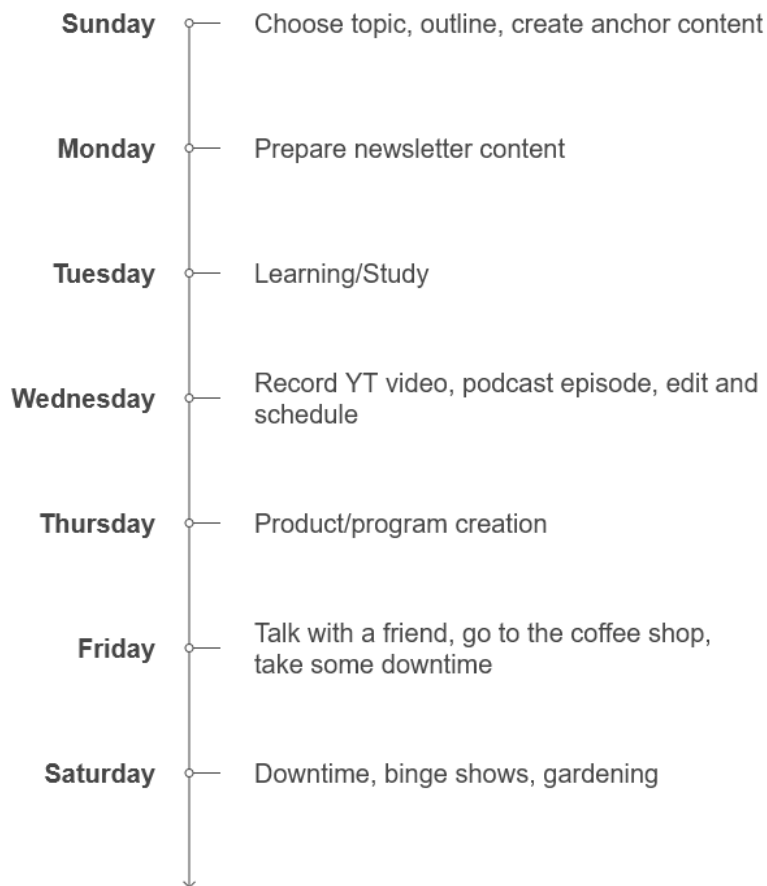
# Multi-Channel Content Strategy Cycle



## Here's an example of my weekly plan:

- **Sunday:** Choose your topic, outline, create your anchor content. Create posts and emails get scheduled.
- **Monday:** Prepare the newsletter content (schedule).
- **Tuesday:** Learning/Study. (I'm always learning and studying to grow my business.)
- **Wednesday:** Record YT video, podcast episode, edit and schedule.
- **Thursday:** Product/program creation.
- **Friday:** Talk with a friend, go to the coffee shop, take some downtime.
- **Saturday:** Downtime, a little fave show bingeing, gardening, etc.

### A Week of Productive Planning and Relaxation

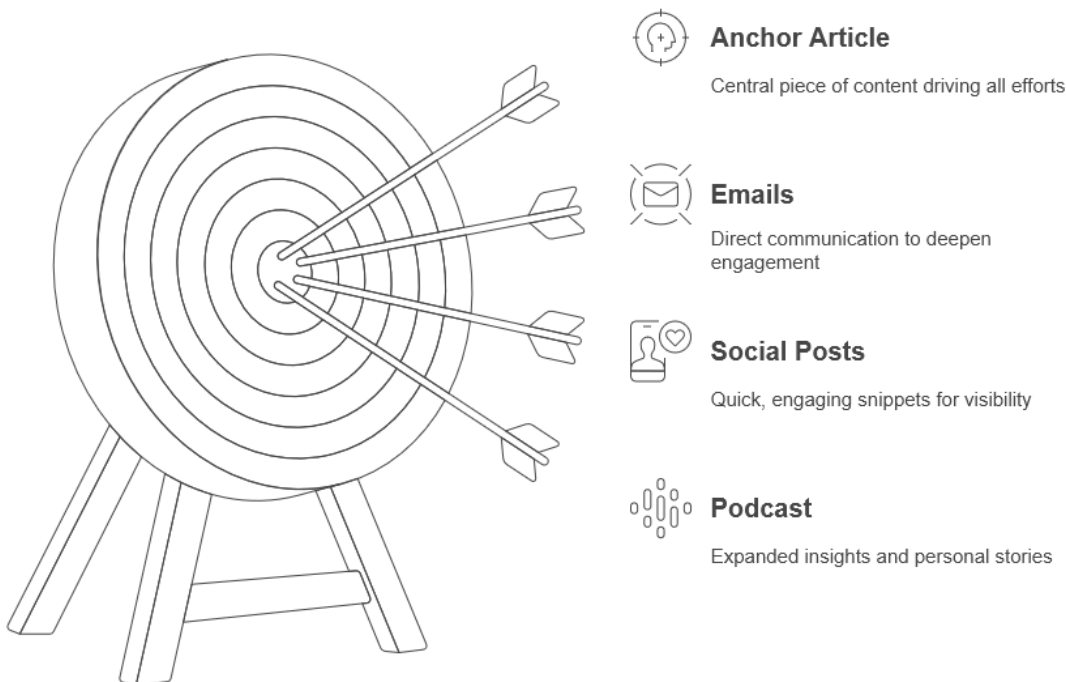


## How I use this - Example:

**Topic:** *"I Want to Manifest What I Truly Desire... So Why Do I Keep Getting Pulled in a Million Directions?"*

- **Anchor Article:** Written with AI, edited in my voice, published on Medium & blog.
- **Emails:**
  - Inspire: Shared my personal struggle with scattered manifesting energy.
  - Educate: Gave practical tips to anchor daily manifestation focus.
  - Promote: Invited readers to join my Advanced Manifesting membership.
- **Social Posts:** Short, engaging quotes and insights from the article.
- **Podcast:** Expanded the article, sharing personal stories and deeper insights.

### Manifesting Focus Strategy



**Results?** sales, engagement, sanity, a deep sigh of relief.