



Aligned Marketing Planner

A simple guide to help you create a marketing rhythm that feels true to you. Use this planner to check in with your message, choose the right strategies, and stay consistent without burnout.

Step 1: Clarify Your Core Message

- What do you want to be known for?
- Who are you speaking to? (Be specific: values, struggles, goals)
- What problem do you help solve?
- What's unique about how you approach it?

Write your 1—2 sentence core message:

Step 2: Choose Your Main Marketing Channel

Pick one primary channel to focus on for consistency (you can repurpose to others later).

My main channel:

Step 3: Map Your Content Types

Balance your content so it feels natural and sustainable.

- Educational: Tips, how-to guides, resources
- Personal Stories: Experiences, lessons learned, behind-the-scenes
- Client Stories: Testimonials, anonymized case studies, outcomes
- Invitations: Clear, calm offers to work with you

Which content types feel most natural to you?

Step 4: Create a Simple Weekly Rhythm

Design a marketing rhythm that feels doable—not overwhelming.

Weekly Example:

- Monday: Post 1 educational tip
- Wednesday: Share 1 story (personal or client)
- Friday: Send 1 invitation to your service, program, or offer

My weekly rhythm:

Step 5: Set Up Evergreen Anchors

Choose 3—5 core pieces of content that can work long-term (blog posts, podcast episodes, free guides). These act as your discoverable “pillars.”

My evergreen anchors:

- 1.
- 2.
- 3.

Step 6: Align Offers with Content

Make sure your marketing naturally leads people to your services.

- What is your main offer right now?
- How does your content help prepare someone to say yes to it?

My current offer:

Supporting content themes:

Step 7: Review & Adjust Monthly

Join my free Skool community—The Conscious Systems Lab on Skool for templates, resources, and courses to grow your business without the overwhelm.

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