

your

EMPIRE

blueprint

by morganbattista



“Inspiration exists, but it has to find you working.” Pablo Picasso

Welcome

I'm Morgan. Your guide and bestie on this little journey together.



In my 10 years of creating content and helping my clients grow their online businesses with content, I've seen a lot. And the biggest mistake I see so many people make is NOT following their own vision, interests, passions, and zones of genius in their content marketing.

Being authentic, relatable, a human... it's gonna bring your audience closer to you, but it's also going to make the process more fun. And if it's fun you'll probably show up more, be more consistent, and be more persuasive in your copy.

This workbook will guide you through the process of clarifying yourself and your brand, how you relate to your audience, your monetization strategy, AND start brainstorming the content you'll be creating.

Questions? DM me on IG or TT, or you can email me at hello@pleasantviewmedia.com



When you build a campfire you start from the ground up. First laying down the fuel to get the fire going, the kindling to burn a little longer until the wood catches fire. And you light it all with the match. This is the perfect metaphor for building an online business and creating content to grow online.

Use the questions and prompts on the following pages to start getting clarity on your marketing strategy.



spark

The spark--your content. It's like the ultimate fire-starter, bringing your brand, audience, and monetization strategy together in one big, roaring fire



firewood

The firewood—your monetization strategy. Time to figure out how you'll turn all that attention into some serious s'mores (aka, revenue).



kindling

The kindling—your audience. Before you can take another step you have to continue your foundation by knowing who you are talking to and what is important to them.



tinder

The tinder—your brand. It's like laying down the groundwork for your campfire, setting the stage for everything to come.

Your Brand - the Tinder

What are you passionate about?

What do your friends and family come to you for?

If I asked you to talk for 20 minutes straight about something, what would it be?

What do you and your brand stand for?

What do you stand against?

Your Brand - the Tinder

What is your brand personality? (some adjectives to describe your brand)

What are some phrases, words, or emojis that represent your brand in your content/copy?

IF you woke up tomorrow and were suddenly famous, what would you want to be known for?

What type of content do you love to create? (video, images, written, funny, serious, informational, etc)

Your Brand - the Tinder

Competitor Analysis:

Who are your biggest competitors in your field?

What type of content are they creating?

What questions are their followers asking in the comments? Is their audience engaged?

Are the topics they are covering you can do better or have a unique spin on?

How are you similar?

How are you different?

Which competitors would be great collaborators?

Your Audience - the Kindling

Who is your ideal client/customer/audience? (just demographics here)

What does your audience value?

What are their dreams and desires?

What are their problems and pain points?

Your Audience - the Kindling

What is the transformation can you give your audience?

What are the objections your audience has to work with you or follow you?

What does their fyp look like? (trends and other people they follow?)

Your Money - the Wood

What are your income goals?

How many income streams do you have/want?

Income Stream Ideas:

1. Brand deals
2. Platform specific ad revenue and creator funds (TikTok lives, creator rewards program, YouTube partner program, podcast ads, IG creator fund...)
3. Affiliate marketing (TikTok shop, Amazon, CJ Affiliates, Rakuten, etc.)
4. 1-on-1 services (coaching, consulting, done for you)
5. Digital products (ebooks, templates, planners, etc.)
6. Online courses and membership programs
7. UGC - user generated content for brands
8. Sell your own merch
9. Speaking (get paid for speaking gigs on and offline)
10. Retreats and conferences (on and offline)

Your Money - the Wood

What are you already offering?

What can you create that helps fill your audience's missing link from where they are to where they wanna go?

Which companies would you like to reach out to for collabs/brand deals/affiliate programs?

Your Content - the SPARK

Your content should be designed to attract your ideal audience, nurture your connection with them, and then convert them into sales of your products or the products you promote.

Typically your content will be 40% attract, 40% nurture, 20% converting content, but these are just general guidelines and each business will have a different way to break this up depending on current goals.

Your content pillars and keywords

Keywords are important on ALL platforms now and will help you get recognized and shown to the right people, plus show up in search results. Use these keywords as inspo for your content.

(Add pillar 1)	(Add pillar 2)	(Add pillar 3)	(Add pillar 4)	(Add pillar 5)
(Add keywords)	(Add keywords)	(Add keywords)	(Add keywords)	(Add keywords)

Your Content - the SPARK

Your Weekly Editorial Calendar “On Wednesdays we wear pink” (remember Mean Girls!)

This is your plan you will come back to each and every week to decide what content you will post on which day. Add in which types of content you will post on which days.

For example, you can say on Mondays you post GRWM’s, or you post on a specific topic (like skincare, content tips, budgeting, etc.) on that day. Also, add on when you plan to do livestreams.

You can also create monthly or quarterly editorial calendars to plan out upcoming launches, sales, promos, or seasonal events. In fact, I highly recommend it, and then add this weekly content calendar into the broader calendar.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Your Content - the SPARK

Content Repurposing Plan

Diversification is the word of the year when it comes to content. Use this sample repurposing plan to create your own and take up max internet real estate.

However, if this graphic is stressful for you, ignore it. If you're not ready for this yet then think about basic repurposing like making sure you repost your TikToks as Reels.

