




30-Day Marketing Challenge

Build Your Content Blueprint

MEMBER NAME:

TEAM NAME:

SUBMIT CONTENT
PLAN [5 PTS]SUBMIT PROOF OF
SCHEDULED CONTENT
[5PTS]

Objective	<p>Create a 30-day content plan for your building business that is consistent, engaging, and tailored to your audience.</p> <p><i>You may wish to watch some of the related ELEVATE training, including Building Your Marketing Plan and Content Planning.</i></p>
 Mission Steps	<p>Step 1 – Choose Your Posting Days [15 minutes]</p> <p>Choose at least 3 days of the week you'll commit to posting on Facebook and/or Instagram.</p> <p>Extra challenge if you assign different themes for each day (e.g., Mondays = Educational, Wednesdays = Behind-the-scenes, Fridays = Client Stories).</p> <p>Step 2 – Choose Your Content Types [15 minutes]</p> <p>From the list below, select at least 4 content types you'll include over the 30 days:</p> <ul style="list-style-type: none"> • 📺 Videos / Reels / Stories • 📷 Before & After Photos • 🗣️ Education /knowledge /product info • 🧑 Behind-the-Scenes (your team on site, progress shots) • 🏆 Client Testimonials / Case Studies • 💡 Tips & How-To's • 🎤 Project Spotlights • 🔧 Team member spotlight <p>👉 Bonus challenge: mix short-form + long-form content for balance.</p> <p>Step 3 - Map Your 30-Day Content Plan [30 minutes]</p> <p>📅 Create a calendar layout (digital or on paper using the template provided). Plot your chosen posting days and fill in each day with a content type.</p> <p>📺 Make sure it tells a story of your business across the 30 days (educate, inspire, showcase).</p> <p>Download the 30-Day Content Plan Template Here</p>
Game Twist: The Challenge Rules	<p>WEEK 2: each member presents their 30-Day Plan to the group. Allow a few minutes per member to pitch their marketing plan to the A Team [or post in WhatsApp]. Captains can post in the Facebook Group once completed [complete by FRI 26 SEPT]</p> <p>WEEK 4: each member must have scheduled out their content for the following month. Share "social proof" of your scheduled content [completed by FRI 10 OCT]</p> <p>WEEK 5: A Team Captains to submit the content plans [Mission Checklists] to hello@livelifebuild.com [complete by MON 13 OCT]</p>

MISSION COMPLETE: 17 OCT 2025

