


SCHEDULE '23

CONTENT CREATOR CLUB

 **MELISSA J. SCOTT** melissajscott.com

WEEKLY MASTERCLASSES:
☒ 30 mins of solid coaching
☒ 30 mins of personalised Q&A,
☒ Action Steps and Accountability

CREATED FOR:
 Business Owners, Sales Reps,
 Managers + Marketing Assistants

PRESENTED LIVE BY:
 Melissa J Scott & Guest Experts

LIVE ZOOM CALL:
 Every Tuesday 9.00am AEST

MARCH

APRIL

MAY

MAR	YOUR MARKETING STRATEGY	APR	CONTENT PLAN + VIDEO	MAY	SOCIAL MEDIA LEGEND
7	Rockstar Confidence, Purpose and Finding Your Unique Voice	4	Your Content Creation Action Plan & Perfect Lead Magnet	9	What Social Media Platform Works for You & Great AI Tools
14	Your Target Audience and Understanding Their Pain	11	How to Shoot Video, Equipment and Location	16	BTS - Explode Your Business with Facebook Groups
21	Strategic Alliances & Growing Through Other People's Audiences	18	Viral Videos and How to Write the Perfect Video Script	23	What Makes a Great Facebook Ad with Industry Expert
28	Mindset - Imposter Syndrome & Overcoming Low Self Belief	26	Mindset - Video Presenter and Live Video Confidence	30	Mindset - Get confident and use Instagram's best features Stories and Reels

JUNE

JULY

AUGUST

JUNE	BRAND MESSAGING + PHOTOGRAPHY	JULY	FREE PR + BEING AN 'INFLUENCER'	AUG	PODCASTING + YOUTUBE LEGEND
6	Your Personal Brand and Getting the Messaging Right	4	How to Pitch to the Media & Press Release Template	8	How to Set Up Your Own Podcast - from Idea to Execution
13	How to Prepare and Have an Awesome Photo Shoot	11	BTS of Being Your Own 'Influencer' for your Business	15	How Having A Podcast Can Explode Your Business
20	How to Use Canva and Create Great Graphics	18	Learn How to Use Premium LinkedIn + Target Key Prospects	22	How to Use YouTube To Grow Your Exposure
27	Mindset - Getting Out of Your Comfort Zone	25	Mindset - Manifesting and Visualising What You Want	29	Mindset - Position Yourself as a Leader in Your Industry and Having Your Own Online Course!

SEPTEMBER

OCTOBER

NOVEMBER

SEPT	SALES + THE PERFECT PROSPECTS	OCT	BE A CONTENT QUEEN/KING	NOV	EVENTS, EMAILS + DATABASE
5	What Makes a Great LinkedIn Profile + Strategies	3	Create a Great Lead Magnet for Your Business	7	How to Grow By Running a Successful Online Event
12	How Free PR Works in a Real Life Business Case Study	10	How to Run and Promote a Successful Webinar	14	Create Your Own Community with Your Own In-person Event
19	The Strategy & Sales Skills Behind Successful Selling	17	How to Create 25+ Pieces of Content from 1 Major Piece	21	How to do Email Marketing & a Nurturing Email Sequence
26	Mindset - Upleveling Your Self Belief for Clients You Want!	24	Tips & Tricks to Great Copy Writing & AI	28	Mindset - How to Get (and Stay) in Your Positive Mindset!
		31	Mindset - Get over Nerves and How to Use TikTok		

DECEMBER

JANUARY 24

FEBRUARY 24

DEC	GOAL SETTING + AUTOMATION	JAN	AWESOME WEBSITES + ORGANIC SEO	FEB	GET SALES FAST + SPEAKING
5	How to Review Your Year and Set Awesome Goals!	9	Fix 10 Things Business Owners Get Wrong with Their Website	6	Content Strategies to Employ If You Need to Get Sales Fast!
12	Batching Content, and Scheduling for the Holidays	16	Best Organic SEO Tips for Your Website with Industry Expert	13	The Best Ways to Grow and Nurture Your List
19	Mindset - Manage Your Emotions and the Be, Do, Have Model	23	What Makes An Amazing Sales Page and Call to Action	20	How to Book Speaking Gigs and Land Guest Podcast Spots
		30	Mindset - Move From Present State to Your Desired Outcome	27	Mindset - What Makes You Unique + Why People Choose You