

MIKE MURPHY CO

LEARN. CREATE. MOVE FORWARD.

THE 2016 ROADMAP

PRIORITIES FOR 2016:

IMPROVE PODCAST TECHNIQUE, CONTENT & AUDIO PRODUCTION SKILLS
INCREASE TUTORIAL PRODUCTION & DEVELOP STYLE
NETWORK WITH PODCASTERS & ONLINE GURUS
GROW EMAIL LIST & BUILD COMMUNITY
DRIVE TRAFFIC TO WEBSITE
REPURPOSE CONTENT

CONTENT SCHEDULE:

PODCAST: FRIDAY
NEWSLETTER: FRIDAY
BLOG POSTS: TUESDAYS
TUTORIALS: WEDNESDAYS
CLASSES: EVERY 3 MONTHS

SOCIAL MEDIA SCHEDULE:

TWITTER: (MONDAY -FRIDAY)
FACEBOOK: (TUESDAYS & FRIDAYS)
INSTAGRAM (MONDAY, TUESDAY, FRIDAY & SUNDAY))
PINTEREST (MONTHLY)
BLAB (MONDAY NIGHT 9:00 PM EST)
SERVING HOURS: (WEDNESDAYS)

FOCUS AREAS:

PODCAST
TEACHING
WEBSITE TRAFFIC & EMAIL LIST
FACEBOOK GROUP
REPURPOSE BLAB & PODCAST CONTENT
PUBLISH TO MEDIUM. LONG FORM
MONETIZATION

LEARN. CREATE. MOVE FORWARD.

GOALS FOR 2016:

100+ DOWNLOADS PER EPISODE
100 SUBSCRIBERS ON EMAIL LIST
50 TUTORIALS FOR 2016
3 CLASSES ON SKILLSHARE & UDEMY
\$500-1000/MO PASSIVE INCOME
4 LEAD MAGNETS/GUIDES
1 EBOOK ON KINDLE
MOBILE PODCAST KIT
REBRAND/UPDATE



UNPLUGGED

www.mikemurphy.co

THE 2016 ROADMAP