



**Elayna Fernández**

Storyteller | Strategist  
Student of Pain

I help you turn your story into a bestselling book, profitable course, and impactful talk to build engaged community.

## Plan 1 year of Engaging Content

*Content + Marketing*

Tools You Need: [FRASE](#) | [RANK IQ](#) | [CANVA PRO](#) | [Headline Analyzer](#) | [Domain Authority Checker](#) | [Page Speed Insights](#)

### 7-Sentence Guerrilla Marketing Plan©

*If you fail to plan, you plan to fail!*

THE SPECIFIC PURPOSE of MY CONTENT IS: \_\_\_\_\_

\_\_\_\_\_

2- THE COMPETITIVE ADVANTAGE I WANT TO STRESS IS: \_\_\_\_\_

\_\_\_\_\_

3- MY IDEAL TARGET AUDIENCE IS: \_\_\_\_\_

\_\_\_\_\_

4- THE MARKETING WEAPONS I WILL USE INCLUDE:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

5- MY IDENTITY IS: \_\_\_\_\_

6- THE MAIN ACTION I WANT MY READER TO TAKE IS: \_\_\_\_\_

\_\_\_\_\_

7- THE WAY I'LL MEASURE SUCCESS IS: \_\_\_\_\_

\_\_\_\_\_

*BE Positive and You'll BE Powerful!*

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