

BONUS: One-Page Strategy Checklist

## Content Marketing Strategy for Economic Uncertainty - Quick Reference



**Yvonne A Jones**

## ✔ AUDIENCE ASSESSMENT

- Identify what your mature entrepreneurs/online business owners worry about right now
- Determine what they actually need (versus what they think they need)
- Clarify how your experience can guide them

## ✔ TONE ADJUSTMENT

- Shift from sales-driven to mentorship and wisdom-sharing
- Acknowledge challenges from your own experience
- Focus on being a trusted guide who's been there, not a guru

## ✔ VALUE FILTER (Use before publishing anything)

- Does this help them solve a problem?
- Does this draw from real experience (mine or clients')?
- Does this help them feel less alone in their journey?
- Does this give them a meaningful action to take?

## ✔ CONTENT FORMATS TO CONSIDER

- Quick tips from your experience (for the overwhelmed)
- In-depth blog posts sharing lessons learned (for strategizers)
- Live Q&A or coffee chats (for community connection)
- Short videos or stories from your journey (for visual learners)
- Podcast or audio content (for on-the-go entrepreneurs)

## ✔ CONTENT SERIES IDEAS

- Weekly blog sharing business wisdom for 50+ entrepreneurs
- Email course based on your frameworks
- Monthly expert conversations or mastermind
- LinkedIn newsletter (like your Longevity Trust Insights, but for your broader network)

### ✔ IMMEDIATE VALUE OFFERINGS

- Share one tool/template you actually use
- Tell a relevant story from your 17+ years in business
- Offer lessons learned from navigating tough times
- Provide actionable how-to based on what worked for you

### ✔ COMMUNITY BUILDING

- Invite your network to share their experiences
- Feature client success stories
- Ask questions that spark peer-to-peer conversation
- Create "Wisdom Exchange" opportunities

### ✔ PUBLISHING FREQUENCY

- Increase frequency to meet growing need for guidance
- Show up consistently (even when scared)
- Stay visible when others go silent - your experience is needed

### ✔ MONITORING & ADAPTING

- Track which content resonates most
- Ask for feedback from your network regularly
- Adjust strategy based on what your audience tells you they need
- Prepare content drawing from different seasons of your business

### YOUR ONE ACTION THIS WEEK:

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**REMEMBER:** Your goal isn't to sell more during tough times. It's to share the wisdom you've gained, deepen relationships with people who need your experience, and build trust that will serve you (and them) long after the economy stabilizes. Your years in business are your advantage - use them.

## About Yvonne A Jones

**Yvonne A. Jones is a Certified Life and Business Coach & Mentor, Relationship Building Strategist, and Copywriter** specializing in writing for the Longevity Economy. She helps experienced and midlife entrepreneurs grow with clarity, confidence, and consistency.

**Her expertise lies in guiding online entrepreneurs and small business owners** to maximize their online potential by building authentic relationships and leveraging untapped opportunities. With a focus on real connections, she helps businesses not just grow but thrive. She achieves this through her signature C.O.N.N.E.C.T Framework.

**With over 17 years in online business**—and a career rooted in customer experience and human connection—Yvonne teaches a steady, relationship-centered approach to growth.

**Her work focuses on helping midlife entrepreneurs** navigate business seasons wisely, stay visible without pressure, and build trust that leads to long-term income and impact.

**Recognized for her contributions to the industry**, Yvonne was mentioned on HuffingtonPost.com as one of the "Top 100 Most Social Customer Service Pros on Twitter to Follow." Additionally, GetApp.com recognized her as "One of the Top 15 Most Influential Customer Service Experts to Follow on Twitter." Her work earned her the title of Small Businessperson of the Year for her area by Alignable in 2018, 2021, and 2023-2025.

**Yvonne believes success doesn't come from hustling harder**, but from leading with intention, emotional steadiness, and genuine connection, especially when growth feels quieter.

**Yvonne is a wife and proud mother of three grown daughters and doting Nana to three delightful teens and pre-teen.** She enjoys her tropical lifestyle and delights in gardening, reading, volunteer ministry, and listening to Smooth Jazz and Classic Country Music.

*Her mantra is "Focus on Relationships; the Money will Follow."*

**Connect with Yvonne:** <https://Linktr.ee/YvonneAJonesOnline>