

MONTHLY CONTENT PLANNER

FIRST...

It's easy to plan content when you know you have a launch coming up, but what do you do when you aren't in launch mode? How do you tie in your launches and your ongoing content?

This planner will help you do just that! Let's get started...

FIRST, COMPLETE THE FOLLOWING WORKSHEETS...

Dream Client Workbook 

Content Ideas 

Content Themes 

Let's Launch Together: Create Your Weekly Content 

Success Accelerator Monthly Plans 

SECOND, HERE IS A REMINDER OF SOME OF THE RESOURCES AVAILABLE TO HELP YOU IN THE CONTENT PLANNING PROCESS (OPTIONAL) ...

Let's Launch Together- Week 1

Let's Launch Together- Week 2

Stand Out to Sell Out

Grow Your Instagram

Build Your Tribe of Superfans

THIRD, HERE'S HOW THIS WILL WORK. WE WILL START WITH THE BIRDS EYE VIEW AND BREAK IT DOWN INTO THE DETAILS. WE WILL...

Clarify Your Monthly Theme/Focus

Choose your platforms- where will you show up?

Name your content non-negotiables

Put it all together and create your content plan!

Let's Dive In!

#DOTHEWORK

STEP ONE

Clarify Your Monthly Theme/Focus

1. Add your launch dates below. If you're launching in April, write LAUNCH in April's Content Theme.
2. Think about your content theme from a birds-eye view. How can you use your content to build up to your launch? How can you use your monthly theme/content to take your customer on a journey that will prepare them to buy?

For example: I own a marketing business and I help entrepreneurs create content geared towards their bigger vision. I am launching a course on how to connect your content to your audience. I launch in April.

It would look something like this:

January Theme	How to be consistent with your marketing
February Theme	Dos and Dents of creating content that connects with your audience
March Theme	Secrets to creating content that converts
April Theme	LAUNCH

There are LOTS of ways to do this and there are no right or wrong answers! Get creative and have fun with it, keep it light!

Tip: Refer back to the Content Ideas and Themes workbooks!

3. Map out your Weekly Theme based on the Monthly Theme

JANUARY EXAMPLE	
CONTENT THEME:	Content
LSIT BUILDING STRATEGY:	FB and IG ads going to freebie
WEEK ONE THEME:	How to batch create your content
WEEK TWO THEME:	5 things I do to be consistent
WEEK THREE THEME:	How to be consistent when it's just you
WEEK FOUR THEME:	Simplify your marketing

USE THIS
EVERY
TWO
MONTHS

MONTH:

CONTENT THEME:

LIST BUILDING STRATEGY:

WEEK ONE THEME:

WEEK TWO THEME:

WEEK THREE THEME:

WEEK FOUR THEME:

MONTH:

CONTENT THEME:

LIST BUILDING STRATEGY:

WEEK ONE THEME:

WEEK TWO THEME:

WEEK THREE THEME:

WEEK FOUR THEME:

STEP TWO

Choose Your Platforms

Where is your audience hanging out at?

Where do you shine/enjoy being?

Where can you realistically commit to showing up consistently?

Based on the above, what are the 3 to 5 platforms (including blog, email list, etc.) you will commit to?

STEP THREE

Plan your content non-negotiables

Let's take your content a step further.

1) What are your monthly, weekly, daily deliverables? (Including email, blog post, podcast, etc.) How often will you show up/post on each platform? How often will you have a CTA (call to action) on each platform?

Monthly:

Weekly:

Daily:

2. Socially, what types of posts will you commit to and how many types per week?

Examples of post types:

Engagement

Personal Story (get to know you)

Quote Graphic

Brand and Mission Awareness

FB Live

FB/IG Stories

IGTV

3) Let's lay it all out. What do you need to show up for/create every week?

Example:

IG Stories

Blog post

Email with CTA to blog post

2 FB Lives (one sending to blog post)

1 engagement post (asking audience Qs to get to know them)

1 personal story (so they can get to know me)

4) When?

Example:

Monday- IG story. Blog post goes live. Email to the blog post

Tuesday- IG story. FB Live (to blog post)

Wednesday- IG story. Engagement post

Thursday- IG story. FB Live

Friday- IG story. Personal story

STEP FOUR *Putting it all together*

Let's put all the puzzle pieces together!

Fill in the blanks from the previous steps and add the content titles/ideas so when it's time to create you know exactly what you need to do! (see the example below)

JANUARY EXAMPLE

CONTENT THEME:

Content

LIST BUILDING STRATEGY:

FB and IG ads going to freebie

WEEK ONE

Monday	Email CTA to Blog post- Batch Create Your Content in 3 Easy Steps
Tuesday	FB Live (CTA to blog) If you're batch creating content without THIS, you're screwed...
Wednesday	Engagement post: What's your biggest struggle with creating content?
Thursday	FB Live- How I structure my content
Friday	personal story (so they can get to know me)- My biggest entrepreneurial fail (tie into why I do what I do)

USE THIS
MONTHLY

MONTH:

CONTENT THEME:

LIST BUILDING STRATEGY:

WEEK ONE

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	

WEEK TWO

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	

WEEK THREE

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	

WEEK FOUR

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	