

Content Planning

Day Workbook



ORGANISE A CONTENT PLANNING DAY

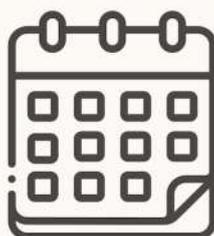


We all know how time-consuming and overwhelming creating content can be, but it's also such an important part of getting your business out there, providing value and making connections with your ideal audience.

So in this workbook, we'll be going through a simple way to plan your content so that you always know what to share, when and how, without getting overwhelmed or stuck with last-minute posting-panic!

Step One

SCHEDULE YOUR CONTENT CREATION



How often would you realistically need to plan and create content?

You could do this once a week, once a month or even once a quarter depending on what works for you.

So decide how often you will be planning and creating content and then make sure to schedule these content days into your calendar.

..... *Step Two*

SAVE YOUR IDEAS

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Start an ideas folder where you can save content ideas and inspiration as and when they come to you.

You can do this on Evernote, Google Drive, in the Notes pad on your phone or even just using pen and paper.

When you get to your content planning day, you'll have built up a list of ideas and inspiration to get you going, rather than starting with a blank slate.

Whether it's a new story, a valuable tip, an inspirational quote or a client's win, make sure you're always saving ideas into an idea bank you can go back to.

..... *Step Three*

COME UP WITH CONTENT IDEAS

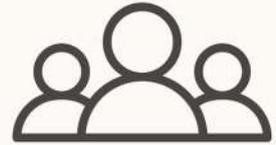
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Your content planning day should be all about taking a look at your industry and the market around you to understand what's trending, what questions your audience are asking and what information people are looking for.

This research will give you great insight into the type of content that your dream customers are actively looking for.

Keep your audience in mind



In order to make sure that you're always creating content in line with your ideal customers' needs, it's good to circle back and revisit their desires, frustrations and how you help them solve that.

What are your audience's desires? What do they hope to achieve or overcome?

What are the pain points or challenges your audience faces?

How does your product or service help them achieve their goals and overcome their challenges?

..... *Step Four*

PLAN YOUR CONTENT

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What type of content will you be creating? (social media posts, podcast episodes, videos, blogs etc)

Now calculate how many pieces of content you need to create:
How often will you be posting and how much content will you batch-create?

..... *Step Five*

CREATE YOUR CONTENT

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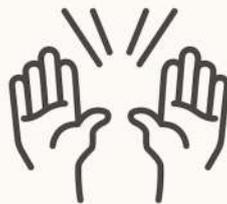


At this point you should have a really clear idea of what you'll be creating, sharing or teaching.

The final step is to batch-create that content and then schedule it or publish it!

Creating content can be so easy, especially when you follow a simple process of rinse and repeat and continue to build, develop and improve on that!

Keep your content simple and consistent and always make sure you're keeping your dream customer in mind and sharing what your audience needs, wants and loves.



You've got this!

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