

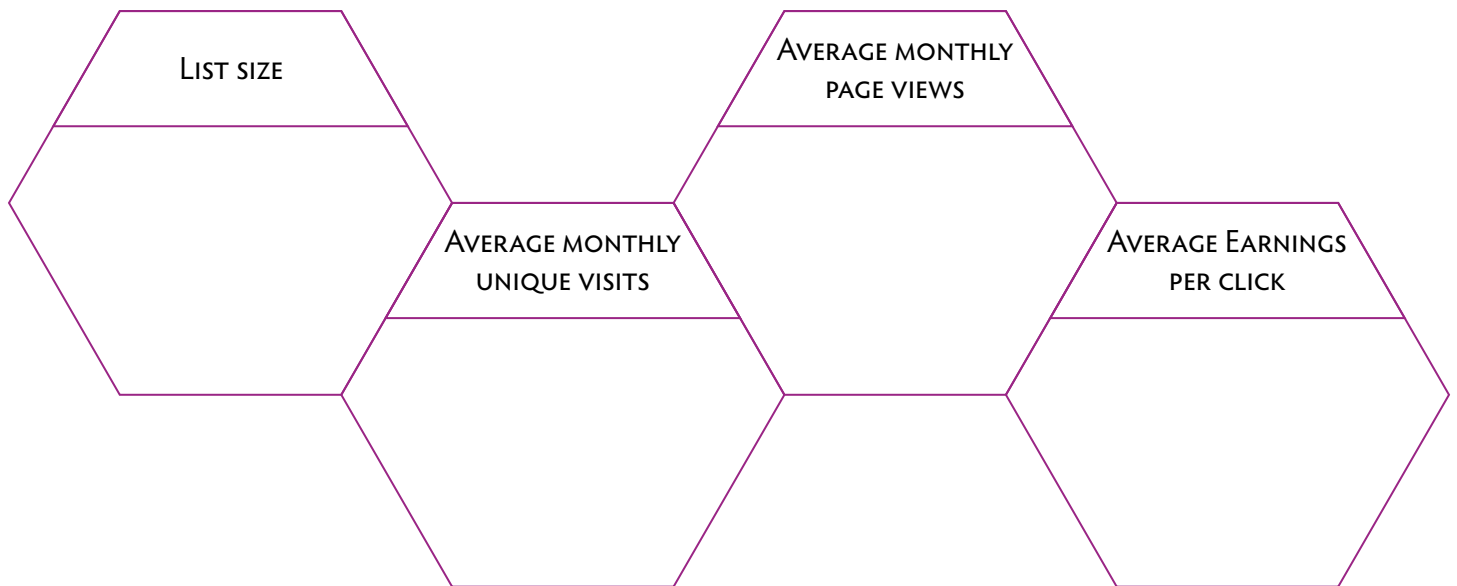


Content Planner

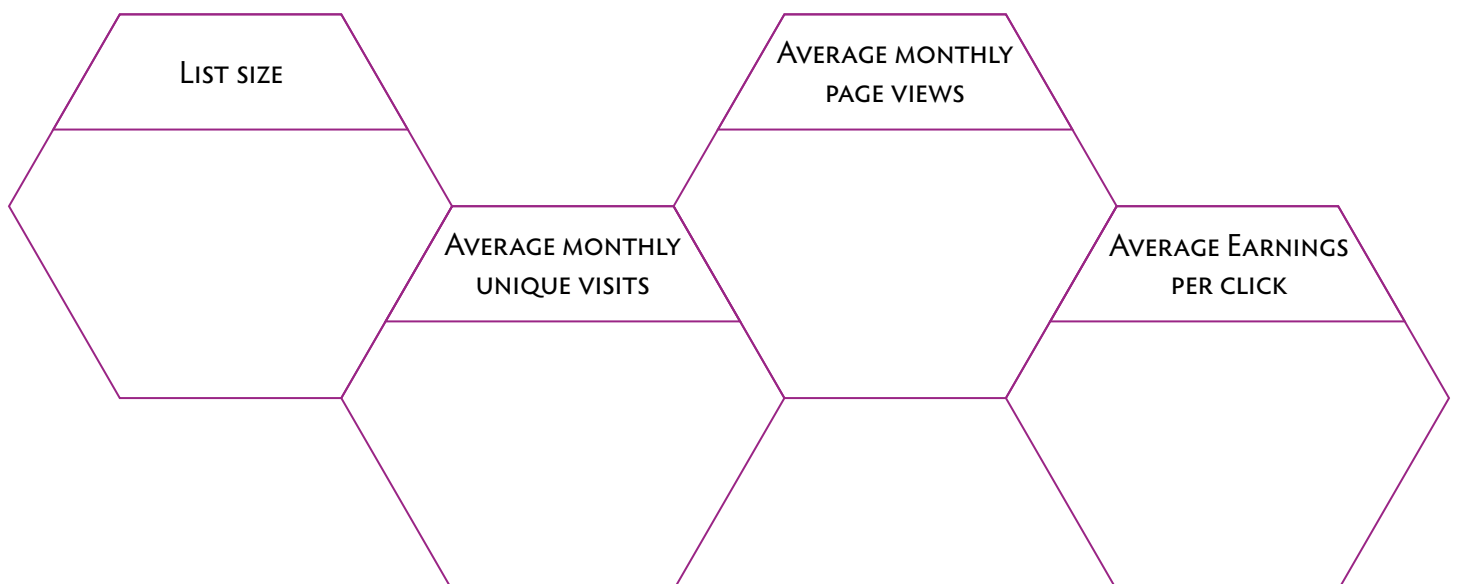
GOALS & OBJECTIVES

WHY ARE YOU PRODUCING THIS CONTENT? _____

CURRENT METRICS



30-DAY METRICS



TARGET CUSTOMER

IDEAL CUSTOMER

WRITE A SHORT PARAGRAPH DESCRIBING YOUR IDEAL CUSTOMER. THE PEOPLE WHOM YOU MOST WANT TO REACH AND ENJOY WORKING WITH.

WHAT ARE THEIR BIGGEST CHALLENGES?

HOW CAN YOU HELP THEM?

SECONDARY CUSTOMER

WRITE A SHORT PARAGRAPH DESCRIBING YOUR SECONDARY CUSTOMER. THESE ARE THE PEOPLE WHO COULD USE YOUR PRODUCTS OR SERVICES, BUT MAY BE JUST OUTSIDE YOUR IDEAL GROUP.

WHAT ARE THEIR BIGGEST CHALLENGES?

HOW CAN YOU HELP THEM?

CONTENT AUDIT

WHAT TYPE OF CONTENT HAVE YOU BEEN CREATING?

- | | |
|--|--------------------------------|
| <input type="checkbox"/> BLOG POSTS | <input type="checkbox"/> _____ |
| <input type="checkbox"/> GUEST POSTS | <input type="checkbox"/> _____ |
| <input type="checkbox"/> PODCAST | <input type="checkbox"/> _____ |
| <input type="checkbox"/> PODCAST GUEST | <input type="checkbox"/> _____ |
| <input type="checkbox"/> VIDEO | <input type="checkbox"/> _____ |
| <input type="checkbox"/> WEBINARS | <input type="checkbox"/> _____ |
| <input type="checkbox"/> REPORTS | <input type="checkbox"/> _____ |
| <input type="checkbox"/> LISTS | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

WHAT TYPE OF CONTENT DO YOU WANT TO TRY OR CONTINUE IN THE NEXT 30 DAYS?

- | | |
|--|--------------------------------|
| <input type="checkbox"/> BLOG POSTS | <input type="checkbox"/> _____ |
| <input type="checkbox"/> GUEST POSTS | <input type="checkbox"/> _____ |
| <input type="checkbox"/> PODCAST | <input type="checkbox"/> _____ |
| <input type="checkbox"/> PODCAST GUEST | <input type="checkbox"/> _____ |
| <input type="checkbox"/> VIDEO | <input type="checkbox"/> _____ |
| <input type="checkbox"/> WEBINARS | <input type="checkbox"/> _____ |
| <input type="checkbox"/> REPORTS | <input type="checkbox"/> _____ |
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| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

HOLIDAY CONTENT JUMPSTART

ONE OF THE FASTEST WAYS TO FILL YOUR CONTENT CALENDAR IS TO LOOK AT YOUR YEARLY CALENDAR. LIST ANY HOLIDAYS AND OBSERVANCES COMING UP AND BRIEFLY JOT DOWN WHAT YOU CAN WRITE ABOUT RELATED TO THE OCCASION AND YOUR BUSINESS.

[illegible]

CONTENT BRAINSTORM

THINKING BACK TO YOUR AUDIENCE, WHAT CONTENT CAN YOU CREATE THAT WOULD SOLVE THEIR PROBLEMS OR POINT THEM TO YOUR SOLUTION?

PROBLEM 1:

PROBLEM 2:

PROBLEM 3:

PROBLEM 4:

PROBLEM 5:

PROBLEM 6:

PROBLEM 7:

PROBLEM 8:

KEYWORD TRACKER

WHAT KEYWORDS ARE PEOPLE USING TO FIND SOLUTIONS/PRODUCTS/SERVICES IN YOUR NICHE? CREATE CONTENT AROUND THOSE KEYWORDS AND TRACK YOUR PROGRESS.

KEYWORD: _____ ☐

| | | | | | | |
|-----------|--|--|--|--|--|--|
| DATE | | | | | | |
| PAGEVIEWS | | | | | | |
| OPT-INS | | | | | | |

KEYWORD: _____ ☐

| | | | | | | |
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| DATE | | | | | | |
| PAGEVIEWS | | | | | | |
| OPT-INS | | | | | | |

KEYWORD: _____ ☐

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| DATE | | | | | | |
| PAGEVIEWS | | | | | | |
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KEYWORD: _____ ☐

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KEYWORD: _____ ☐

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KEYWORD: _____ ☐

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KEYWORD: _____ ☐

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KEYWORD: _____ ☐

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KEYWORD: _____ ☐

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| DATE | | | | | | |
| PAGEVIEWS | | | | | | |
| OPT-INS | | | | | | |

QUESTION TRACKER

WHAT QUESTIONS DOES YOUR AUDIENCE HAVE REGARDING YOUR NICHE, PRODUCTS OR SERVICES? IF YOU DON'T KNOW, ASK THEM. CREATE CONTENT AROUND THOSE QUESTIONS AND TRACK YOUR PROGRESS HERE.

QUESTION: _____ ☐

| DATE | | | | | | | | |
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| PAGEVIEWS | | | | | | | | |
| OPT-INS | | | | | | | | |

QUESTION: _____ ☐

| DATE | | | | | | | | |
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| PAGEVIEWS | | | | | | | | |
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QUESTION: _____ ☐

| DATE | | | | | | | | |
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| PAGEVIEWS | | | | | | | | |
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QUESTION: _____ ☐

| DATE | | | | | | | | |
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| PAGEVIEWS | | | | | | | | |
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QUESTION: _____ ☐

| DATE | | | | | | | | |
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QUESTION: _____ ☐

| DATE | | | | | | | | |
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| PAGEVIEWS | | | | | | | | |
| OPT-INS | | | | | | | | |

POPULAR CONTENT TRACKER

USE A TOOL LIKE BUZZSUMO TO FIND CONTENT THAT IS POPULAR OR TRENDING. WRITE A SIMILAR POST WITH YOUR VERY OWN TWIST ON THE TOPIC. RECORD AND TRACK THEM HERE.

TOPIC/HEADLINE: _____ ☐

| DATE | | | | | | | | |
|-----------|--|--|--|--|--|--|--|--|
| PAGEVIEWS | | | | | | | | |
| OPT-INS | | | | | | | | |

TOPIC/HEADLINE: _____ ☐

| DATE | | | | | | | | |
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| PAGEVIEWS | | | | | | | | |
| OPT-INS | | | | | | | | |

TOPIC/HEADLINE: _____ ☐

| DATE | | | | | | | | |
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| PAGEVIEWS | | | | | | | | |
| OPT-INS | | | | | | | | |

TOPIC/HEADLINE: _____ ☐

| DATE | | | | | | | | |
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| PAGEVIEWS | | | | | | | | |
| OPT-INS | | | | | | | | |

TOPIC/HEADLINE: _____ ☐

| DATE | | | | | | | | |
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| PAGEVIEWS | | | | | | | | |
| OPT-INS | | | | | | | | |

TOPIC/HEADLINE: _____ ☐

| DATE | | | | | | | | |
|-----------|--|--|--|--|--|--|--|--|
| PAGEVIEWS | | | | | | | | |
| OPT-INS | | | | | | | | |

PRE-PUBLISH CHECKLIST

BEFORE YOU HIT PUBLISH ON YOUR CONTENT, GO THROUGH THIS CHECKLIST.

HEADLINE: _____

HEADLINE: _____

DATE: _____

DATE: _____

- ☐ IS THIS YOUR BEST TITLE?
- ☐ ADD A PAGE TITLE TAG.
- ☐ ADD A META DESCRIPTION.
- ☐ THERE ARE APPROPRIATE H1, H2, ETC TAGS.
- ☐ YOU HAVE KEYWORDS IN YOUR CONTENT.
- ☐ OPTIMIZE YOUR IMAGES FOR FASTER LOADING.
- ☐ LINK TO OUTSIDE CONTENT.
- ☐ LINK TO OLD CONTENT.
- ☐ HAS A CALL TO ACTION.
- ☐ SPELL CHECK.
- ☐ GRAMMAR CHECK.
- ☐ CAN ANYTHING BE CLEARER?
- ☐ ANY POINTS MISSING?
- ☐ IS IT READABLE FOR THE GENERAL PUBLIC?
- ☐ ARE YOUR PARAGRAPHS TOO LONG?
- ☐ INVITE PEOPLE TO ENGAGE.
- ☐ INVITE PEOPLE TO SHARE.
- ☐ LINKS ARE WORKING.
- ☐ INCLUDE AFFILIATE LINKS.
- ☐ ADD QUOTES.
- ☐ ADD STATISTICS.
- ☐ TRACKING PIXELS IN PLACE & WORKING.

- ☐ IS THIS YOUR BEST TITLE?
- ☐ ADD A PAGE TITLE TAG.
- ☐ ADD A META DESCRIPTION.
- ☐ THERE ARE APPROPRIATE H1, H2, ETC TAGS.
- ☐ YOU HAVE KEYWORDS IN YOUR CONTENT.
- ☐ OPTIMIZE YOUR IMAGES FOR FASTER LOADING.
- ☐ LINK TO OUTSIDE CONTENT.
- ☐ LINK TO OLD CONTENT.
- ☐ HAS A CALL TO ACTION.
- ☐ SPELL CHECK.
- ☐ GRAMMAR CHECK.
- ☐ CAN ANYTHING BE CLEARER?
- ☐ ANY POINTS MISSING?
- ☐ IS IT READABLE FOR THE GENERAL PUBLIC?
- ☐ ARE YOUR PARAGRAPHS TOO LONG?
- ☐ INVITE PEOPLE TO ENGAGE.
- ☐ INVITE PEOPLE TO SHARE.
- ☐ LINKS ARE WORKING.
- ☐ INCLUDE AFFILIATE LINKS.
- ☐ ADD QUOTES.
- ☐ ADD STATISTICS.
- ☐ TRACKING PIXELS IN PLACE & WORKING.

CONTENT PROMOTION CHECKLIST

DON'T JUST CREATE CONTENT AND EXPECT TRAFFIC. PROMOTE EACH PIECE OF CONTENT ON THE PLATFORM'S YOU USE. USE THIS CHECKLIST TO ENSURE YOU MAXIMIZE YOUR CONTENT'S REACH.

HEADLINE: _____

HEADLINE: _____

DATE: _____

DATE: _____

SHARE

- ☐ FACEBOOK ☐ _____
- ☐ INSTAGRAM ☐ _____
- ☐ PINTEREST ☐ _____
- ☐ LINKEDIN ☐ _____

SHARE

- ☐ FACEBOOK ☐ _____
- ☐ INSTAGRAM ☐ _____
- ☐ PINTEREST ☐ _____
- ☐ LINKEDIN ☐ _____

- ☐ SEND TO EMAIL LIST
- ☐ ADD TO AUTOMATED EMAIL SEQUENCE
- ☐ LINK FROM PREVIOUSLY PUBLISHED CONTENT
- ☐ GET QUOTES FROM INFLUENCERS
- ☐ TAG SOURCES, BUSINESSES OR PEOPLE YOU MENTIONED
- ☐ EMAIL SOURCES OR PEOPLE YOU MENTIONED
- ☐ CONTACT PEOPLE WHO SHARED SIMILAR CONTENT
- ☐ TELL YOUR AFFILIATES ABOUT IT
- ☐ SUBMIT TO CONTENT SITES
- ☐ RESCHEDULE FOR SOCIAL MEDIA
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

- ☐ SEND TO EMAIL LIST
- ☐ ADD TO AUTOMATED EMAIL SEQUENCE
- ☐ LINK FROM PREVIOUSLY PUBLISHED CONTENT
- ☐ GET QUOTES FROM INFLUENCERS
- ☐ TAG SOURCES, BUSINESSES OR PEOPLE YOU MENTIONED
- ☐ EMAIL SOURCES OR PEOPLE YOU MENTIONED
- ☐ CONTACT PEOPLE WHO SHARED SIMILAR CONTENT
- ☐ TELL YOUR AFFILIATES ABOUT IT
- ☐ SUBMIT TO CONTENT SITES
- ☐ RESCHEDULE FOR SOCIAL MEDIA
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

REPURPOSE CONTENT

MAKE THE MOST OF THE CONTENT YOU WORKED SO HARD ON. RE-WORK THEM INTO THE DIFFERENT FORMATS THAT REACHES YOUR TARGET AUDIENCE. USE THIS CHECK-LIST AS A GUIDE.

TITLE: _____

TITLE: _____

- ☐ YOUTUBE VIDEO TUTORIAL
- ☐ FACEBOOK POST & LIVE COMMENTARY
- ☐ INSTAGRAM STORY
- ☐ BLOG POST
- ☐ GUEST POST
- ☐ AUDIO/PODCAST
- ☐ SLIDEDeck
- ☐ REPORT/EBOOK
- ☐ NEW PINTEREST PINS
- ☐ INFOGRAPHIC
- ☐ CREATE NEW, SPINOFF CONTENT

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

- ☐ YOUTUBE VIDEO TUTORIAL
- ☐ FACEBOOK POST & LIVE COMMENTARY
- ☐ INSTAGRAM STORY
- ☐ BLOG POST
- ☐ GUEST POST
- ☐ AUDIO/PODCAST
- ☐ SLIDEDeck
- ☐ REPORT/EBOOK
- ☐ NEW PINTEREST PINS
- ☐ INFOGRAPHIC
- ☐ CREATE NEW, SPINOFF CONTENT

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

REVIVE OLD CONTENT

JUST BECAUSE YOUR CONTENT IS OLD DOES NOT MEAN IT HAS LOST ITS VALUE. USE THIS TO BREATHE NEW LIFE ON OLDER CONTENT.

LOOK AT YOUR STATS. LIST 3 PIECES OF CONTENT WITH MOST TRAFFIC.

1. _____
2. _____
3. _____

| CHECKLIST | CONTENT #1 | CONTENT #2 | CONTENT #3 |
|---|------------|------------|------------|
| REWORK THE TITLE | | | |
| ADD NEW STATISTICS | | | |
| UPDATE RECOMMENDATIONS | | | |
| ADD NEW RECOMMENDATIONS | | | |
| INCLUDE CONTENT UPGRADE | | | |
| UPDATE IMAGES | | | |
| TWEAK IMAGE ALT-TAGS | | | |
| OPTIMIZE FOR SEARCH ENGINE IF NOT ALREADY | | | |
| SUBMIT TO NEW CONTENT SITES | | | |
| CREATE NEW PINTEREST PINS | | | |
| CREATE & SCHEDULE 12 NEW SOCIAL MEDIA POSTS | | | |
| EMAIL IT TO YOUR LIST | | | |
| ADD QUOTES | | | |
| ADD STATISTICS | | | |
| RE-PUBLISH TO OTHER SITES | | | |
| REWRITE AS GUEST POST | | | |
| | | | |
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[illegible]

MONTHLY CALENDAR

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY |
|--------|--------|---------|-----------|
| | | | |
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| | | | |
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MONTH OF:

| THURDAY | | FRIDAY | | SATURDAY | | To-Do |
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