



COMPLETE SOCIAL MEDIA PLANNER

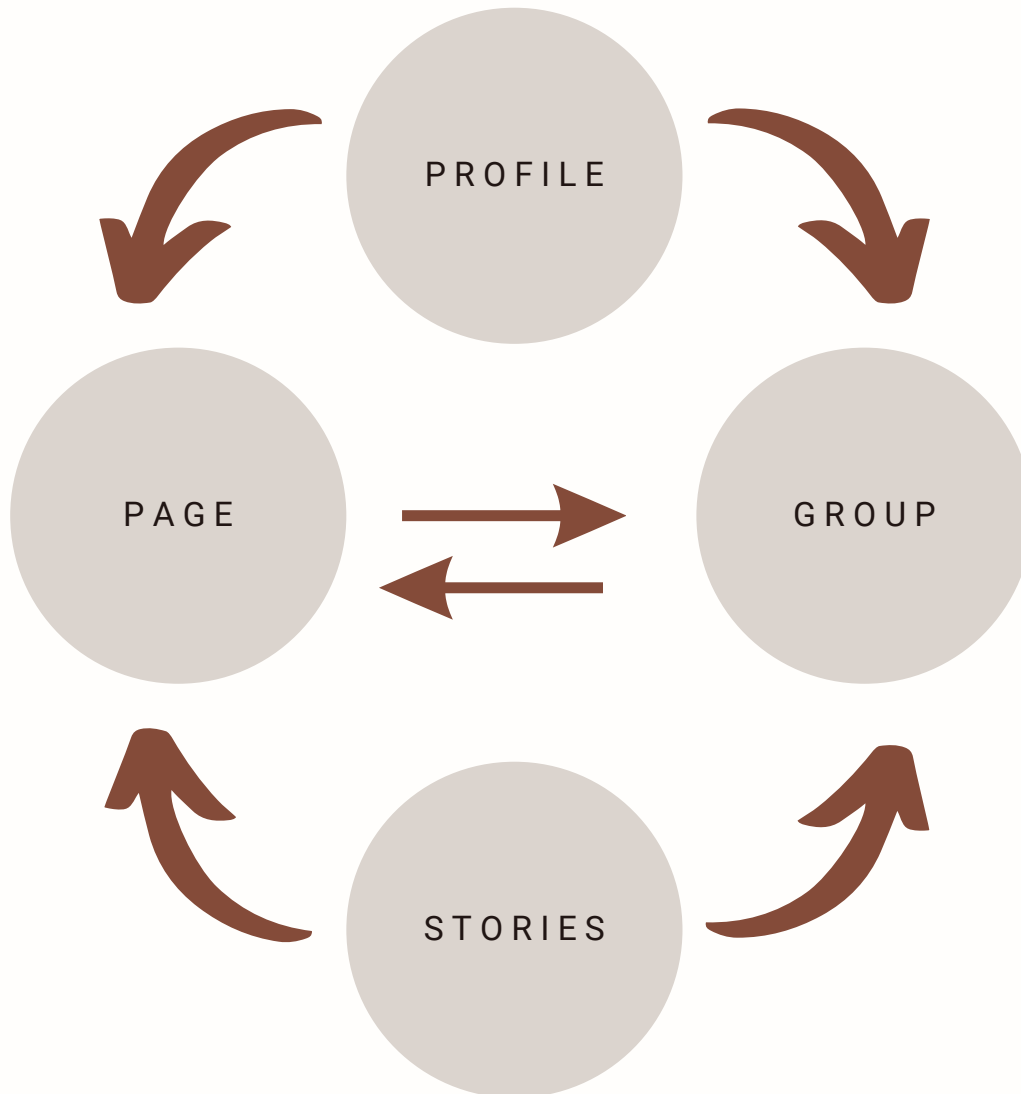
The Possibility Awaits - Let's get started!

WWW.POSSIBILITYAWAITS.COM

FACEBOOK *Planner*



FACEBOOK ECOSYSTEM



Do you have links to your page or group on your profile?

Do you have a website?

Is your group and page are linked to each other?

Have you set up a FB pixel on your website?

TARGET AUDIENCE

Content:	
Target Audience:	

TYPES OF POSTS

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Content:	
Target Audience:	

TYPES OF POSTS

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Content:	
Target Audience:	

TYPES OF POSTS

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

COMPETITOR COMPARISON

Competitor Name:	Platform:
Video Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Date or Time posted:
Engagement details:	Notes:

Competitor Name:	Platform:
Video Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Date or Time posted:
Engagement details:	Notes:

SOFTWARE/EQUIPMENT WITH LINKS

FOR YOUR LIVE VIDEOS (LINKS INCLUDED):

- [LED Ring Light with tripod](#)
- [Webcam](#)
- [USB Microphone](#)
- BeLive.TV or Ecamm

FOR TALKING HEAD OR TUTORIAL (LINKS INCLUDED):

- [Tripod](#)
- [Video Lighting Kit](#)
- [Teleprompter](#)
- [DSLR Camera](#)
- [Digital Monitor](#)
- Transcripts - Rev.com or Temi.com
- Wondershare

NOTES:

DAILY SCHEDULE

POST TYPE:

CAPTION:

CTA:

HASHTAGS:

PUBLISH DATE & TIME:

RESULTS:



THINGS TO DO:

1.

6.

2.

7.

3.

8.

4.

9.

5.

10.

NEXT STEPS:

CHECKLIST



Post Designing



Scheduled



Engage

WEEKLY CONTENT SCHEDULE

DAYS	GRAPHIC CONTENT	POST TYPE	CAPTION	POST TIME
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SUNDAY				

DATES:

POSTING FREQUENCY:

STRATEGY:

NOTES:

MONTHLY CONTENT SCHEDULE

THIS MONTH I COMMIT TO:

<u>POST IN:</u>	<u>NO. OF POSTS:</u>
FACEBOOK PAGE	
FACEBOOK GROUP	
FACEBOOK STORIES	
FACEBOOK LIVE	
FACEBOOK ADS	

LAST MONTH RESULTS:

BEST ENGAGED:

WORST ENGAGED:

ADDITIONAL NOTES

GOALS BY MONTH

YEAR:

JAN	FEB	MAR
APR	MAY	MAR
JUL	AUG	SEP
OCT	NOV	DEC

FACEBOOK AUDIENCE

GENDER:

AGE:

OCCUPATION:

LIFESTYLE

Are they married, engaged, or single?

Are they yogis or runners? Are they early risers or night owls? Think about what their day to day lives consist of when they aren't at work.

INTERESTS

What do they research online? Who do they follow on social media? Establish what your target client is most interested in and passionate about. You might find some similarities between your target client and yourself here.

STRUGGLES

Think about the problems your ideal client/customer/reader encounter in their daily lives. What are they afraid of? What are they desperately wishing they had? Do they struggle with their weight? Dealing with their militant boss? Do they dream of travelling, but don't know how to make it happen? Think about the problems before you provide a solution.

FACEBOOK PAGE

PROFILE
500 X 500 PX

BANNER 1900 X 1000 PX - PNG FILE:
Allows readers to quickly identify what your page is about. The image should allow the reader to connect to the page, not you as the page owner.

PAGE

VISITOR POST

PINNED POST

SINGLE POST

VIDEO CONTENT

PHOTO CONTENT

LINKED GROUP INFORMATION

POSTS

BUMPER STICKER

Your Page Bumper Sticker is a message intended to be attached to a banner so your page instantly communicates what your page is about or what services you offer.

HI, I'M ...

AND I HELP PEOPLE ...

EVEN IF THEY ...

HI, I'M ...

AND I HELP PEOPLE ...

EVEN IF THEY ...

HI, I'M ...

AND I HELP PEOPLE ...

EVEN IF THEY ...

PAGE AUDIT

HAVE YOU HIT YOUR “BUMPER STICKER”?

- Page name instantly communicates what your page is about
- Cover and profile graphics show the topic of your page
- Content focused on your reader not on you or your product. (spoiler alert - it should be about your reader!)

IS YOUR PAGE MOBILE FRIENDLY?

- Cover image is clear so your readers know what your page is about
- Few to no words on your cover image
- Text does not fall off the sides on mobile
- There is no overlapping text on mobile
- Page name short and sweet - Easy to read
- Your page passes the “blink test” (blink & you know what it means)

PAGE METRICS

- More or equal page follows than likes
- Pages liked by your page are in your niche
- Posting consistently and regularly
- You get engagement levels that are competitive in your niche
- You reach at double the number of people that like your page, as a page

HOW'S YOUR CONTENT?

- Posts use language the way your reader speaks
- Posts have short descriptions (no long paragraphs or blocks of text)
- Link update posts are no more than 25% of posts
- Sharing relevant viral content (not just your own)
- You are posting a variety of content (photos, videos, status updates)

CHECKLIST OPTIMIZATION

☐	Use Facebook's Scheduler
☐	Rarely (or Never) link to a competitor of Facebook (ex: Youtube, Pinterest, etc.)
☐	At least one-third of your posts keep traffic on Facebook until your page is established
☐	Niche search term in each description posted to Facebook
☐	Limit the wording to under 20% per image
☐	Make sure readers are staying for 30 seconds
☐	Use redirects (ex: bit.ly) sparingly (or never)
☐	Upload Photos and/or Videos onto your page regularly
☐	Are you posting a minimum 2 times a day?
☐	As your page, do you like other pages in your niche?

FACEBOOK LIVE CHECKLIST

DATE:

TOPIC/THEME:

BEFORE YOU GO LIVE:

- Promote Your FB Live Graphic
- Send email to invite to your live
- Create announcement on your fb page/group

DURING LIVE BROADCAST:

- Welcome
- State Your Topic
- Ask a question that activates pain points
- Call out people
- Tell them you will solve their problem
- Share a story about how you struggled the same
- Deliver your content/mention freebie/paid offer
- Give a call to action to get freebie/paid offer

FACEBOOK LIVE PROMOTION

BEFORE YOU GO LIVE:

- **Create Facebook Event**
- **Share Event to Business Page**
- **Add Event to Website or Blog**
- **Share Event in Email**
- **Share Event on Other Social Media Platforms**
- **Create Status Update Featuring Event**

AFTER YOU GO LIVE:

- **Send replay reminder to your email list**
- **Write a blog post about the topic of your live video**
- **Pin an image that points out to your video**
- **Share Event on Other Social Media Platforms**
- **Create Status Update Featuring Event**

FACEBOOK GROUPS

	FACEBOOK GROUPS	M	T	W	T	F	S	S
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								

POST-FACEBOOK GROUP PLANNER

WEEK:

THEME:

DAY	COPY	IMAGES EDITED	CALL TO ACTION	URL
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

WEEK:

THEME:

DAY	COPY	IMAGES EDITED	CALL TO ACTION	URL
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

NOTES:

GROW YOUR FACEBOOK GROUP

SETUP CHECKLIST

- ☐ Have a focus for your group!
- ☐ Keep the name short and easy to understand.
- ☐ Use screening questions and don't be afraid to decline people who don't fit your group.
- ☐ Establish clear rules and enforce them.
- ☐ Use your pinned post as a table of contents to hold links to group rules, important threads and videos.

WAYS TO PROMOTE YOUR GROUP

- ☐ Use your email list
- ☐ In Facebook lives
- ☐ Write a blog post
- ☐ Pin an image on Pinterest that points to your group
- ☐ Post about it on your page
- ☐ Share on your opt-in thank you page
- ☐ Register a domain name and point it to your group

WAYS TO GET YOUR GROUP TALKING

- ☐ Use quick questions that are easy to answer while typing on mobile
- ☐ Do a group challenge (and encourage them to sign up for your email list or chatbot at the same time)
- ☐ Ask for their advice
- ☐ Thank people publicly for their contributions to the group
- ☐ Help them feel good about the work that they are doing

GROUP ADMIN CHECKLIST

1. PICK A CATCHY/KEYWORD-RICH FB GROUP NAME

Make sure your ideal target audience and customers can find you! Pick a great name that will easily be indexed by Facebook and one that will be eye catching to the audience you want to attract!



2. DESIGN A COVER IMAGE AND SET RULES

You'll want to make sure the basics are setup before people start joining your group! Set the rules and design your cover picture!



3. OPTIMIZE YOUR WEBSITE

People need some way to find your group at first. Add a link to your Facebook group throughout your blog posts, and even throughout your site design.



4. ADVERTISE YOUR GROUP ON SOCIAL

Get social! Create images to advertise your group on various social media platforms.



5. ENCOURAGE GROUP ENGAGEMENT

- React to a post;
- Share a post;
- Comment on a post.



FACEBOOK ADS TRACKER

BUSINESS NAME:

GOALS:

BUDGET:

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		Reach		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		Reach		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		Reach		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

PLANNER GIVEAWAY

MONTH:

START DATE:

END DATE:

TOTAL ENTRIES:

WAYS OF ENTRY:

WINNER 1:

EMAIL:

WINNER 2:

EMAIL:

WINNER 3:

EMAIL:

CONTACTED:

DATE ITEM SENT:

NOTES:

PLANNER POST

MONTH _____

[illegible]

TRACK YOUR FOLLOWERS

	PAGE LIKES	GROUP MEMBERS
JANUARY		
FEBRUARY		
MARCH		
APRIL		
MAY		
JUNE		
JULY		
AUGUST		
SEPTEMBER		
OCTOBER		
NOVEMBER		
DECEMBER		

TO-DO LIST

TASKS	M	T	W	T	F	S
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
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	☐	☐	☐	☐	☐	☐

NOTES

TO-DO LIST

[illegible]

NOTES

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NOTES

INSTAGRAM *Planner*



INSTAGRAM ACCOUNT

Profile Photo

Posts

Followers

Following

Description

NAME: _____

WEBSITE: _____

CATEGORY: _____

Highlights



Main Hashtags

INSTAGRAM ANALYSIS

Spend some time analyzing your followers. Who are they?

TOTAL FOLLOWERS =

FAMILY

FRIENDS

CLIENTS

TARGET AUDIENCE

NON-LOCAL FOLLOWERS

LOCAL FOLLOWERS

**TOTAL # OF CLIENTS FROM
INSTAGRAM TO DATE =**

INSTAGRAM PROFILE

*When writing your bio remember it's not about you.
You need to convey how you can help THEM (your visitors).*

Your Niche

Do you have a special niche in the market?

Your Differentiation

Why are you different than your competitors?

Emojis

What emojis represent you best?

HOW YOU WANT YOUR PROFILE TO LOOK

@yourusername



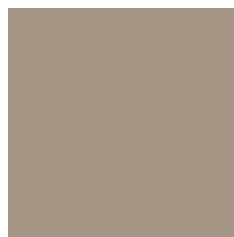
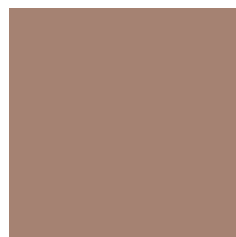
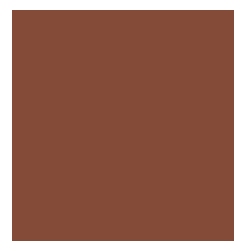
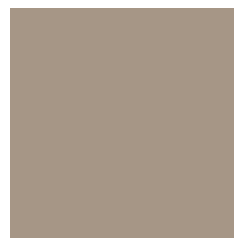
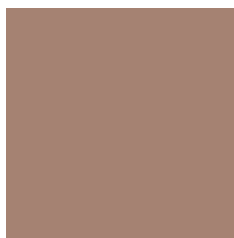
90
Posts

12.3k
Followers

90
Following

Your Name | Your Niche

yourbusinesslink.com



FAVORITE INSTAGRAM ACCOUNTS

	@
	@
	@
	@
	@
	@
	@
	@
	@
	@
	@
	@
	@
	@

TARGET AUDIENCE

Content:	
Target Audience:	

TYPES OF POSTS

1. _____	4. _____
2. _____	5. _____
3. _____	6. _____

Content:	
Target Audience:	

TYPES OF POSTS

1. _____	4. _____
2. _____	5. _____
3. _____	6. _____

Content:	
Target Audience:	

TYPES OF POSTS

1. _____	4. _____
2. _____	5. _____
3. _____	6. _____

COMPETITOR COMPARISON

Competitor Name:	Platform:
Video Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Date or Time posted:
Engagement details:	Notes:

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Video Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Date or Time posted:
Engagement details:	Notes:

INSTAGRAM STRATEGY

I can commit to posting ___ times a day.

MAIN HASHTAGS

List 10 hashtags that are specific and descriptive of your business

GAINING FOLLOWERS

I can commit to interacting with my audience on a:

Daily basis

☐

Weekly basis

☐

Bi- Weekly basis

☐

HASHTAG PLANNER

Hashtag Group Name:

Hashtag Group Name:

Hashtag Group Name:

INSTAGRAM GOALS TRACKER

QUARTERLY GOAL 1:	
QUARTERLY GOAL 2:	
QUARTERLY GOAL 3:	
QUARTERLY GOAL 4:	

MONTH	1ST WEEK	2ND WEEK	3RD WEEK	4TH WEEK
JAN				
FEB				
MAR				
APR				
MAY				
JUN				
JUL				
AUG				
SEP				
OCT				
NOV				
DEC				

INSTAGRAM STORIES



Stories	Description
Content	
Link	
Hashtags	

CHECKLIST

☐ Text

☐ Videos /images

☐ Scheduled

☐ Published

INSTAGRAM POST PLANNER

POST TYPE:

CAPTION:

CTA:

HASHTAGS:

PUBLISH DATE & TIME:

RESULTS:



CHECKLIST



Image Editing



Scheduled



Engage

POST TYPE:

CAPTION:

CTA:

HASHTAGS:

PUBLISH DATE & TIME:

RESULTS:



CHECKLIST



Image Editing



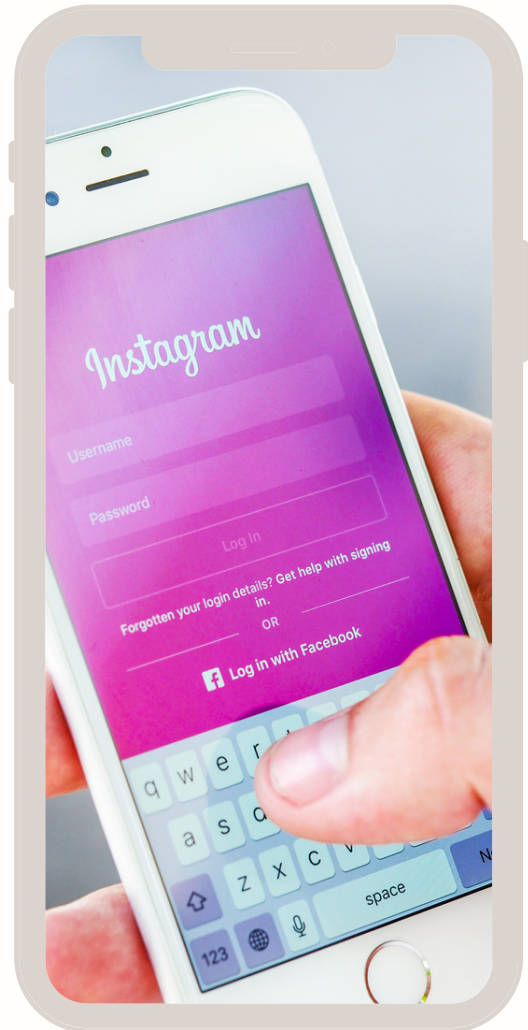
Scheduled



Engage

INSTAGRAM IGTV

VIDEO TITLE:
VIDEO DESCRIPTION:
CONTENT (DURATION, ACTION, AUDIO):
ADDITIONAL IMPORTANT THINGS



CHECKLIST

☐ Strong Headline ☐ Hashtags Added ☐ Call to action ☐ Link

WEEKLY CONTENT SCHEDULE

DAYS	GRAPHIC CONTENT	POST TYPE	CAPTION	POST TIME
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SUNDAY				

DAYS	GRAPHIC CONTENT	POST TYPE	CAPTION	POST TIME
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SUNDAY				

MONTHLY CALENDAR

Month

	MON	TUE	WED	THU	FRI	SAT	SUN
WEEK 1	1	2	3	4	5	6	7
WEEK 2	8	9	10	11	12	13	14
WEEK 3	15	16	17	18	19	20	15
WEEK 4	21	22	23	24	25	26	27
WEEK 5	28	29	30				

GROWTH TRACKER

Visit your Instagram insight section and click on number of profile visits in the last 7 days. Please note business account is required to view insight information.

NUMBER OF FOLLOWERS:

MONTH:		GOAL OF THE MONTH:
WEEK 1 Activity:	WEEK 3 Activity:	
WEEK 2 Activity:	WEEK 4 Activity:	
ACHIEVED?		

3 MOST SUCCESSFUL POST:			
TYPE OF POST:			
HASHTAG GROUP NAME:			
TIME TO POSTING:			

BEST DAYS OF THE WEEK

☐ MON ☐ TUE ☐ WED ☐ THU ☐ FRI ☐ SAT ☐ SUN

NOTES:

FOLLOWERS

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

YEAR IN REVIEW

YEAR:

JANUARY

AIM:

START:

END:

FEBRUARY

AIM:

START:

END:

MARCH

AIM:

START:

END:

APRIL

AIM:

START:

END:

MAY

AIM:

START:

END:

JUNE

AIM:

START:

END:

JULY

AIM:

START:

END:

AUGUST

AIM:

START:

END:

SEPTEMBER

AIM:

START:

END:

OCTOBER

AIM:

START:

END:

NOVEMBER

AIM:

START:

END:

DECEMBER

AIM:

START:

END:

COLLABORATION

[illegible]

BRAND AMBASSADOR

MONTH / YEAR: _____

NOTES:

BRAND	COMMISSION	CODE	EARNED
		Total:	

GIVEAWAY

Sponsor

Giveaway Product

Start Date

End Date

Giveaway Rules

Social Media Platform:



Announcement Date

Winner

Contact Details

Address

Item Sent

Item Received

Additional Notes

GIVEAWAY

CLEARLY SPECIFY PARTICIPATION INSTRUCTIONS:

HOW MANY ENTRIES PER USER IS ALLOWED:

SET A START DATE:

SET A DEADLINE:

SET ELIGIBILITY CRITERIA (AGE GROUP, LOCATION ETC.)

WINNER

SET A PRICE TO MOTIVATE USERS TO PARTICIPATE:

SPECIFY DATE AND TIME WHEN YOU ANNOUCE A WINNER:

HOW WILL YOU ANNOUNCE THE WINNER?



IG Live



IG Story



IG Post



Other

DO YOU HAVE ANY SPONSORS?

GIVEAWAY HASHTAG IDEAS:

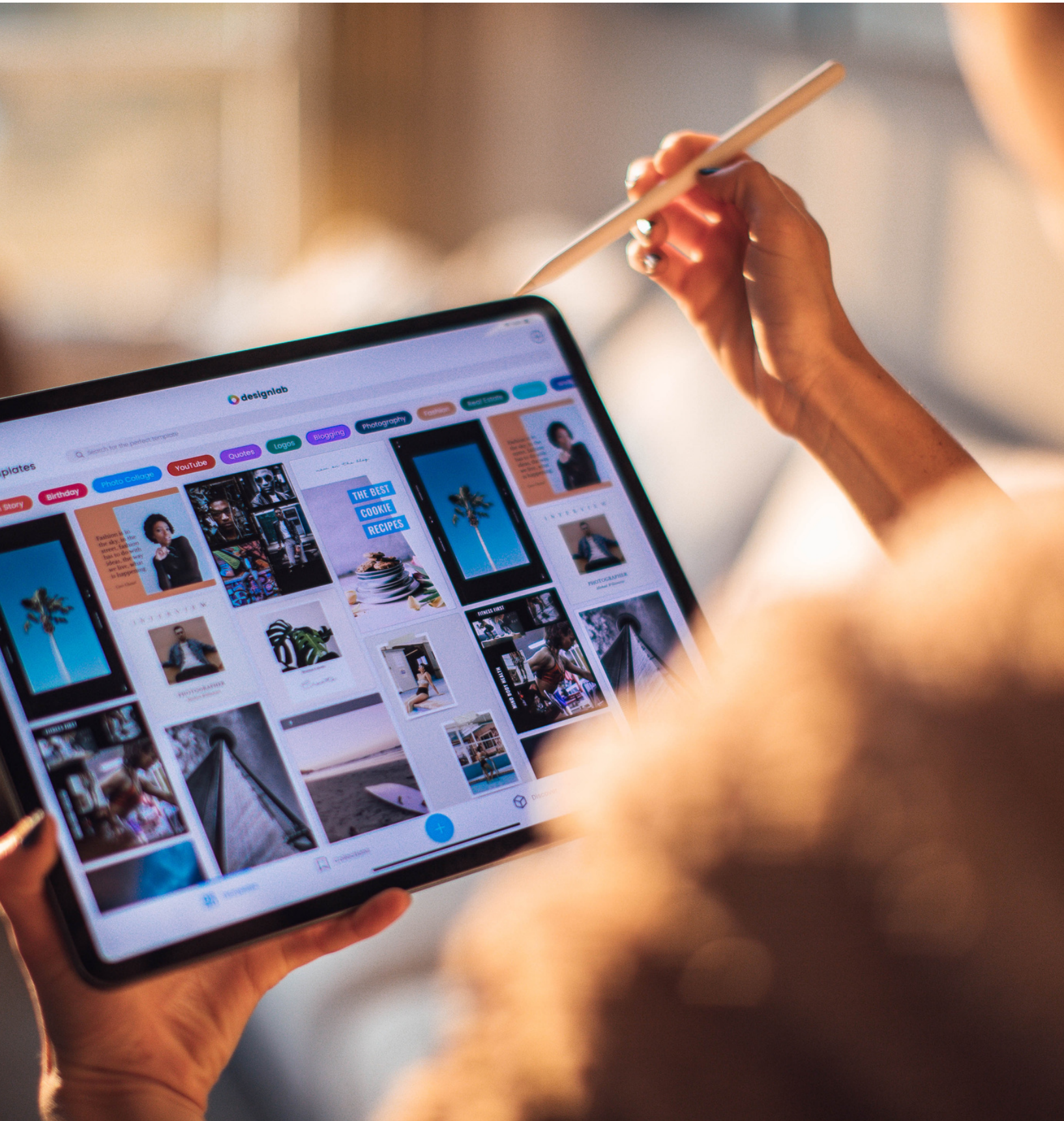
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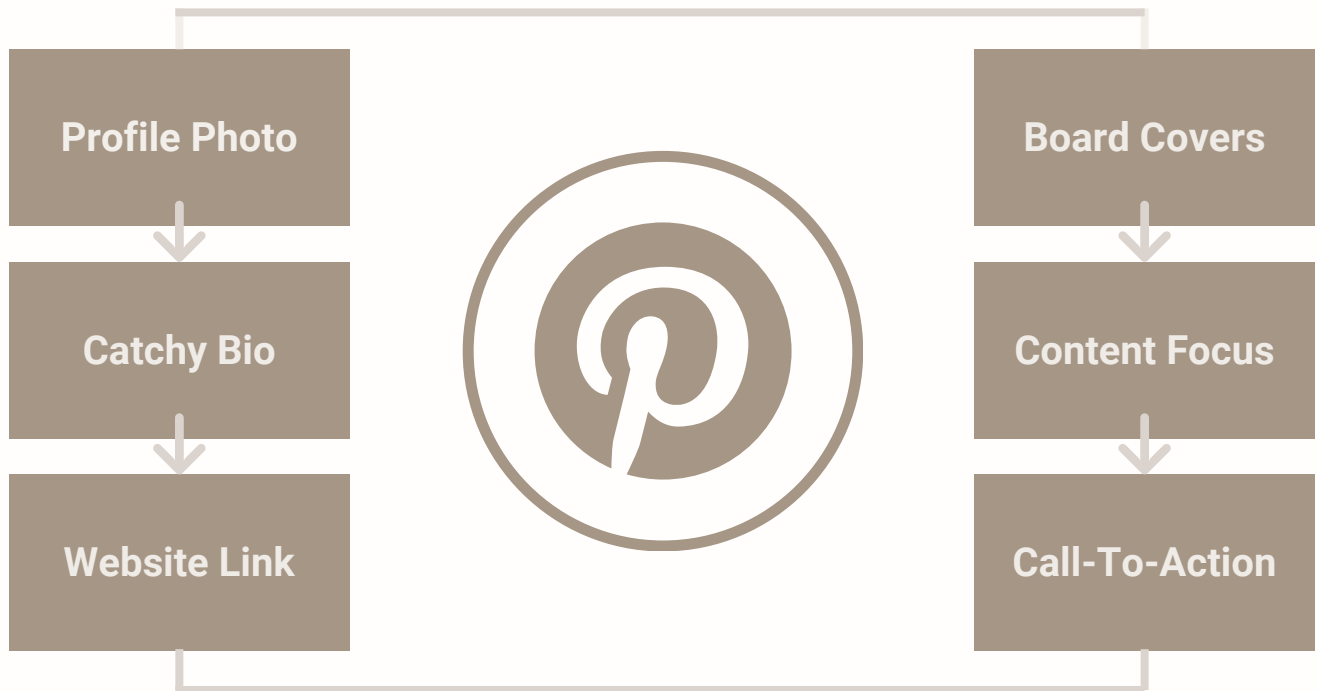
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PINTEREST Planner



PROFILE



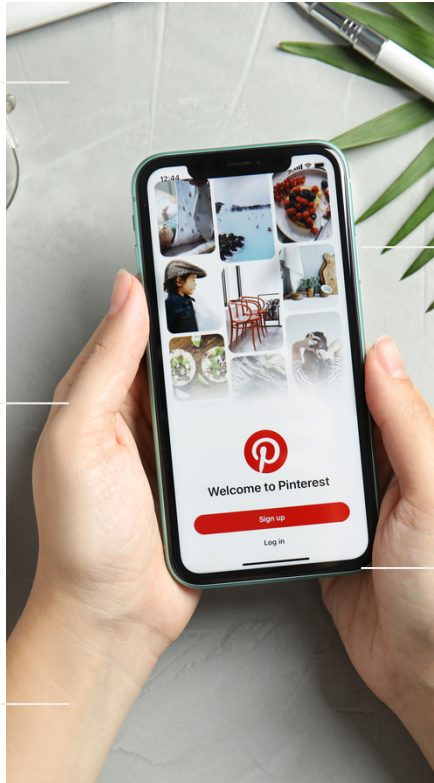
BOARD 1	BOARD 2	BOARD 3
BOARD 4	BOARD 5	BOARD 6

PINTEREST POST

BACKGROUND

SUBHEADING

BRANDING



HEADLINE

CALL TO ACTION

URL

DESCRIPTION

HASHTAGS

#

#

#

#

#

#

#

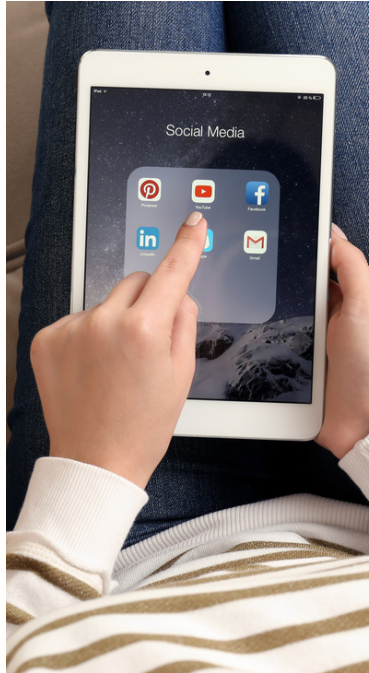
#

#

MULTI-PIN

POST PRODUCT

NAME



SOLE BRAND

1

NAME _____

DESCRIPTION _____

2

NAME _____

DESCRIPTION _____

3

NAME _____

DESCRIPTION _____

4

NAME _____

DESCRIPTION _____

CUSTOMER

NAME _____

DESCRIPTION _____

NAME _____

DESCRIPTION _____

NAME _____

DESCRIPTION _____

NAME _____

DESCRIPTION _____

PRODUCTS

NAME _____

DESCRIPTION _____

NAME _____

DESCRIPTION _____

NAME _____

DESCRIPTION _____

NAME _____

DESCRIPTION _____

NAME _____

DESCRIPTION _____

GROUP

NAME



APPLIED



ACCEPTED

NAME



APPLIED



ACCEPTED

NAME



APPLIED



ACCEPTED

NAME



APPLIED



ACCEPTED

NAME



APPLIED



ACCEPTED

NAME



APPLIED



ACCEPTED

STATS

MONTH	PAGE VIEWS	FOLLOWERS	FOLLOWING
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

SCHEDULE

	TITLE	TYPE	POST TIME	LINK
MON				
TUE				
WED				
THU				
FRI				
SAT				
SUN				

GOALS

For this exercise, write out what your quarterly goals are for your content. Do you want to increase your traffic? Launch an email list?

Write a review?

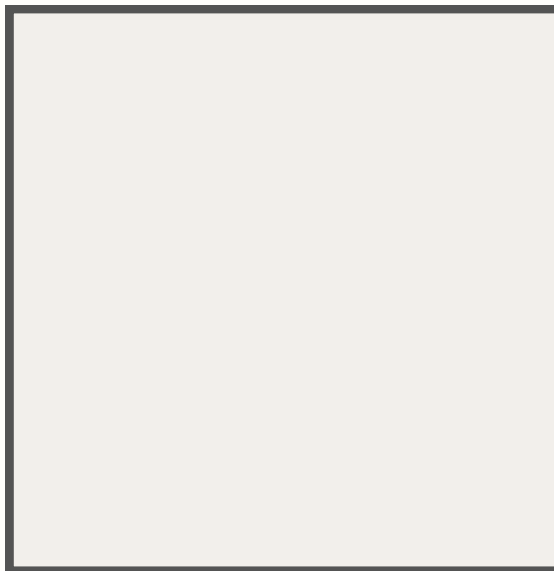
Quarter 1:

From _____ To _____



Quarter 2:

From _____ To _____



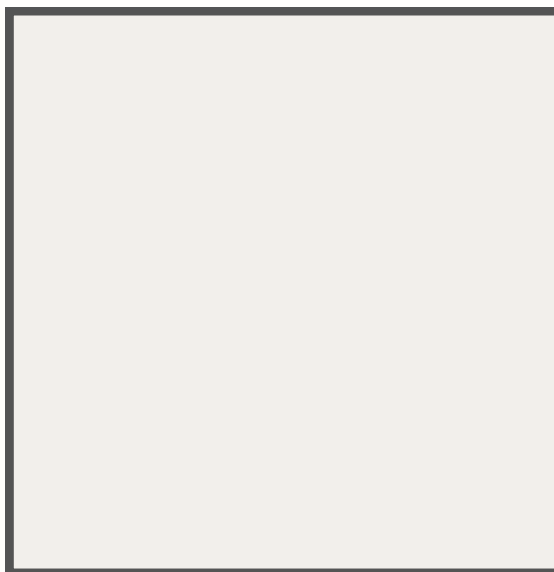
Quarter 3:

From _____ To _____



Quarter 4:

From _____ To _____



MONTH

YEAR:

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

TASKS

TASK	M	T	W	T	F	S	S

NOTES

TO-DO LIST

[illegible]

NOTES

This image shows a single page of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page, leaving small margins at the top and bottom. There are no vertical margin lines or other markings on the page.

NOTES

[illegible]

TIKTOK Planner



AUDIENCE

Content:	#FOEDE8
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

Content:	
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

Content:	
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

COMPETITORS

<u>Competitor Name:</u>	
Video Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Enagement details:
Notes:	

<u>Competitor Name:</u>	
Video Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Enagement details:
Notes:	

TIKTOK ACCOUNT

Your profile should clearly communicate your identity as a creator while also attracting first-time visitors. After you download TikTok and install the app, you can easily create an account.

Username:

BIO (three things your visitors should know about you):

- 1.
- 2.
- 3.

Describe your videos (what kind of videos you'll make):

Research Your Hashtags

#

Short Description:

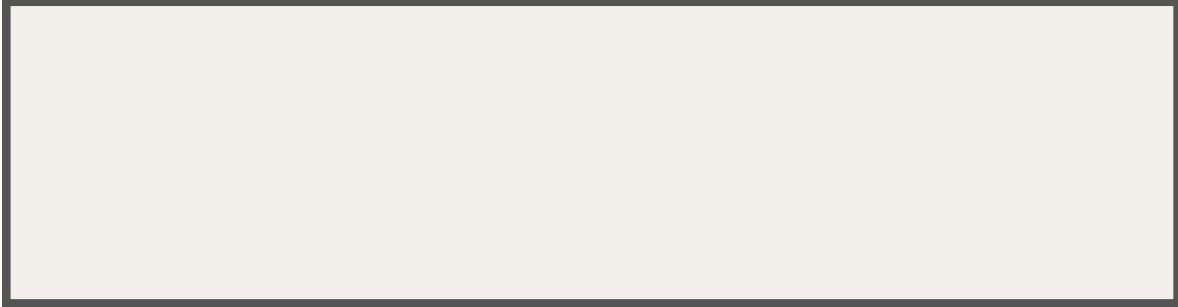
(Tell visitors who you are and add a call to action)

PROFILE

When writing your bio remember it's not about you.
You need to convey how you can help THEM (your visitors).

Your Niche

Do you have a special niche in the market?



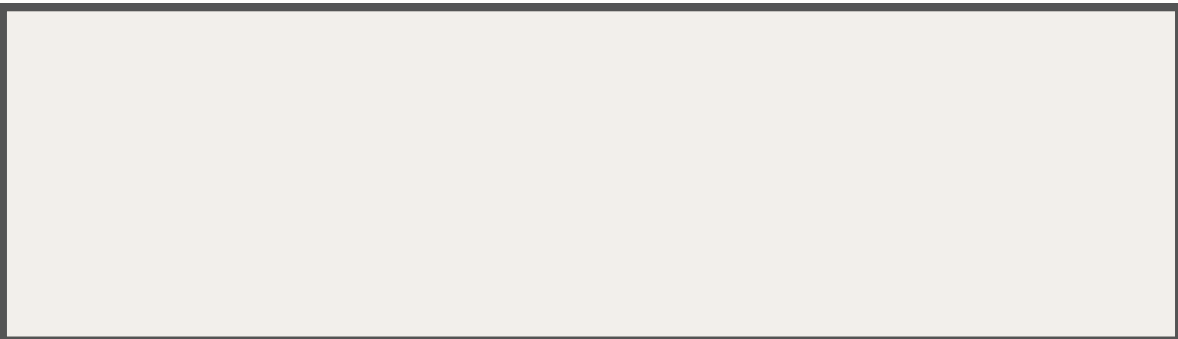
Your Differentiation

Why are you different than your competitors?



Emojis

What emojis represent you best?



TIKTOK FOUNDATIONS

Headline

List two potential headlines. Keep them to 2 or 3 words long:

1.

2.

Bio

What is the purpose of your account?

Where can your audience contact you?

Name a fun personal trait

Call to action (CTA)

List three reasons why your audience should visit the link in your bio:

1.

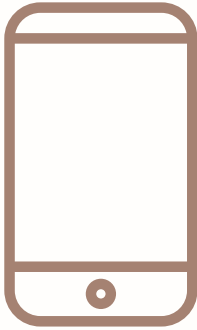
2.

3.

4.

5.

BASICS OF POSTING

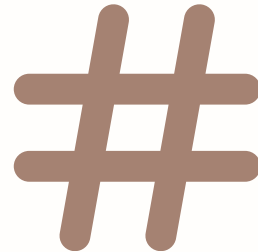


Vertical Video

The best videos are full vertical videos shot in the TikTok app. You can convert your videos in your library to vertical videos using editing apps or software.

Hashtags & Descriptions

Including relevant hashtags and descriptions (metadata) allows the TikTok community a reason to watch your videos by selecting the most captivating and intriguing thumbnails.

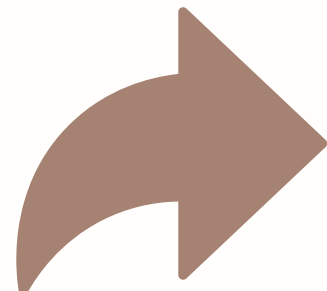


Thumbnail

After you have shot or uploaded your video, give the TikTok community a reason to watch your video by selecting the most captivating and intriguing thumbnail.

Sharing

After you post your video, be sure to share it to your accounts on other social networks and encourage your audience to follow you on TikTok.



TIKTOK STRATEGY

POSTING SCHEDULE

I can commit to posting:

☐

Once a day

☐

Twice a day

☐

Three times a day

HASHTAGS

List 10 hashtags that are specific and descriptive of your business

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

GAINING FOLLOWERS

I can commit to interacting with my audience on a:

☐

Daily basis

☐

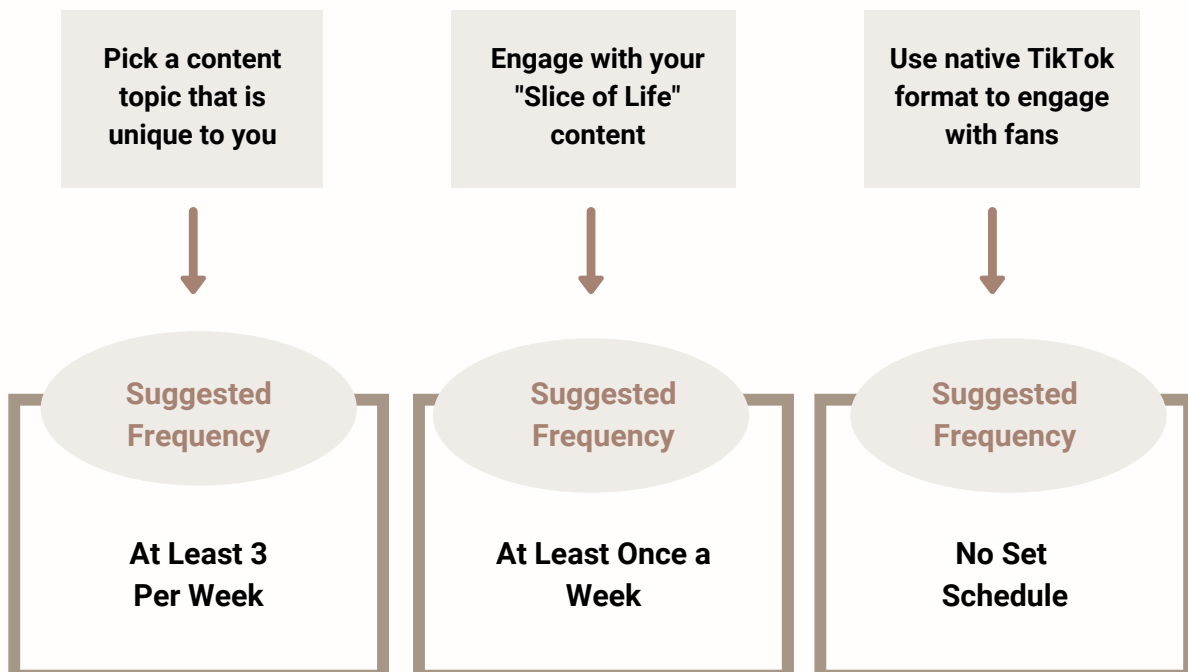
Weekly basis

☐

Bi-weekly basis

TIKTOK MARKETING

- **Publish exclusive content**
- **Use content native to the app, i.e. stickers, effects and filters**
- **Take advantage of trending music**
- **Keep your account light and use mild humor**
- **Don't repurpose content that's created for the other Social networks**
- **Use short catchy captions and hashtags**
- **Keep experimenting**
- **Use hashtags mindfully. You don't need many, you just need the right one!**



TIKTOK CONTENT

[illegible]

TIKTOK VIDEO STRATEGY

CAPTURE ATTENTION WITH HOOK

INCLUDE TEXT OVERLAY

INSPIRE TO TAKE ACTION

TITLE

DESCRIPTION

HASHTAGS

VIDEO IDEAS

GOAL: 9-15 SECONDS

**COVER IMAGE/THUMBNAIL
FOR YOUR TARGET AUDIENCE**

VIDEO SCRIPT

Title:

[illegible]

VIDEO SCRIPT

Title:

[illegible]

VIDEO PLANNER

VIDEO TITLE:

THINGS TO DO:

_____	_____
_____	_____

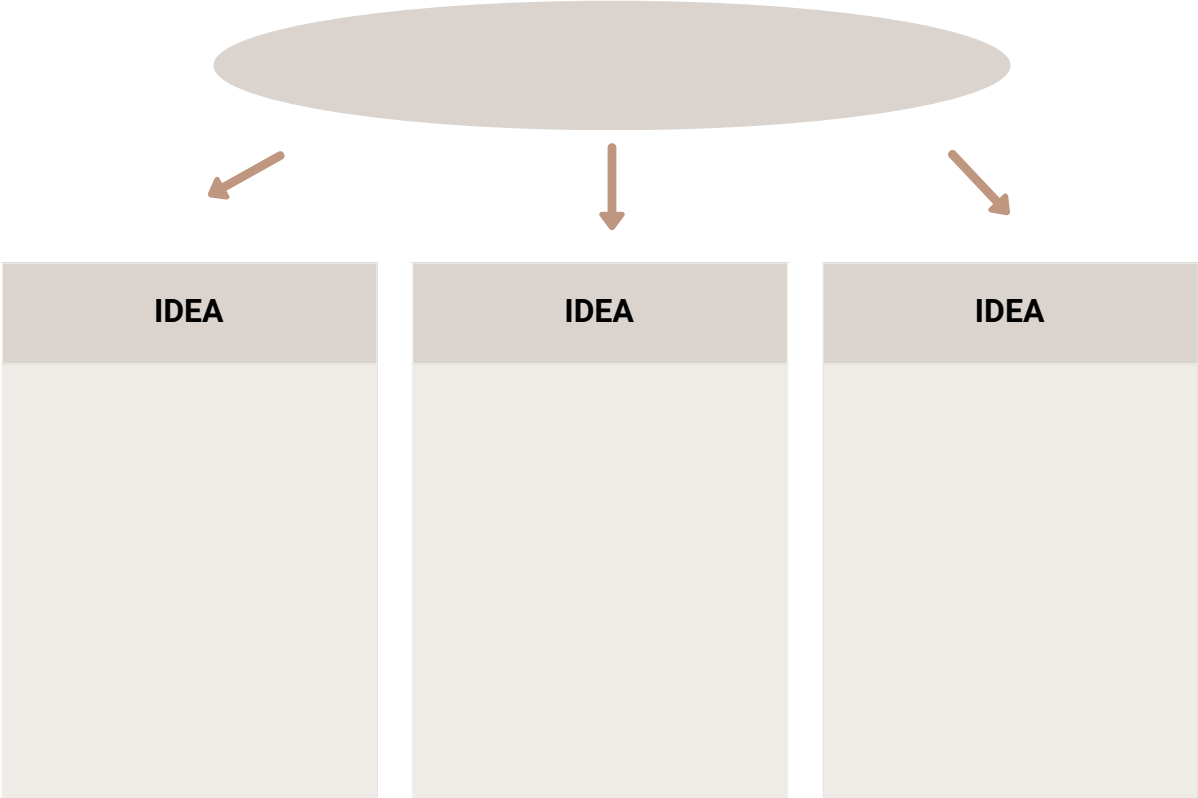
VIDEO TITLE:

THINGS TO DO:

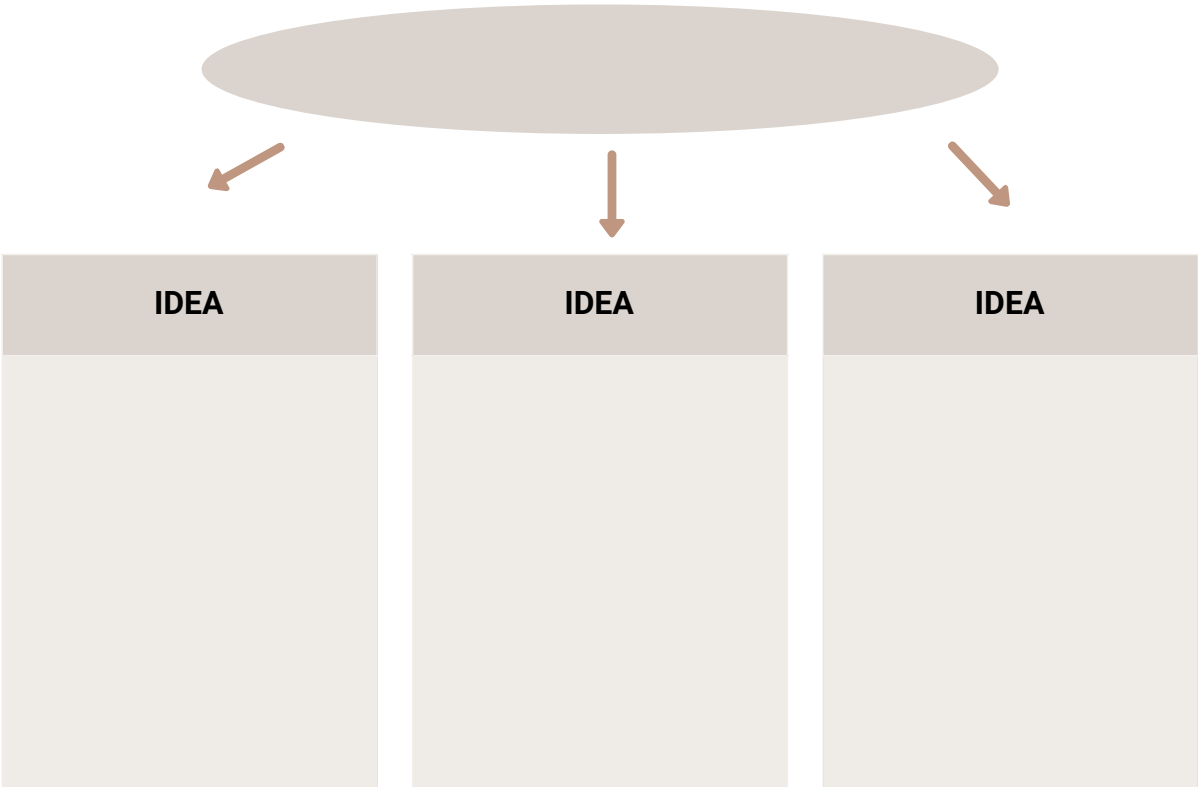
_____	_____
_____	_____

VIDEO SERIES

CATEGORY TOPIC



CATEGORY TOPIC



HASHTAG PLANNER

Adding hashtags let viewers understand the content of your video. People search for hashtags to find the content they are interested in. So they help your videos to be discovered by more people.

Hashtag Group Name:

List Your Hashtags Here:

#

#

#

#

#

#

#

#

Hashtag Group Name:

List Your Hashtags Here:

#

#

#

#

#

#

#

#

Hashtag Group Name:

List Your Hashtags Here:

#

#

#

#

#

#

#

#

DAILY PLANNER

VIDEO TOPIC:

CAPTION:

CTA:

HASHTAGS:

PUBLISH DATE & TIME:

RESULTS:

VIDEO DESCRIPTION

THINGS TO DO:

1.

6.

2.

7.

3.

8.

4.

9.

5.

10.

NEXT STEPS:

CHECKLIST:



Post Designing



Scheduled



Engage

TIKTOK SCHEDULE

	VIDEO	CAPTION	POST TIME	LINK
MON				
TUE				
WED				
THU				
FRI				
SAT				
SUN				

MONTH IN REVIEW

Followers Gained:

How Many Posts:

Average # Posts:

Reflection on the month:

My favorite (music, caption):

Goals achieved:

Still need improvement:

GROWTH TRACKER

Visit your insight section and click on number of profile visits in the last 7 days. Please note business account is required to view insight information.

NUMBER OF FOLLOWERS:

MONTH:	WEEK 1
GOAL FOR THE MONTH:	WEEK 2
	WEEK 3
ACHIEVED? ☐	WEEK 4

MOST SUCCESSFUL POST:	
TYPE OF POST:	
HASHTAG GROUP NAME:	
BEST TIME TO POST:	

BEST DAYS OF THE WEEK:

☐ MON ☐ TUE ☐ WED ☐ THU ☐ FRI ☐ SAT ☐ SUN

NOTES:

TRACK YOUR FOLLOWERS

FOLLOWERS

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

QUARTERLY GOALS

For this exercise, write out what your quarterly goals are for your content.
Do you want to increase your traffic? Launch an email list? Write a review?

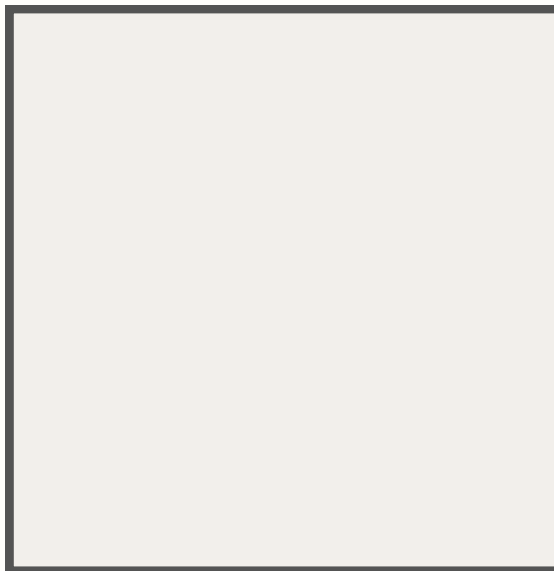
Quarter 1:

From _____ To _____

A large, empty rectangular box with a dark gray border, intended for writing quarterly goals for Quarter 1.

Quarter 2:

From _____ To _____

A large, empty rectangular box with a dark gray border, intended for writing quarterly goals for Quarter 2.

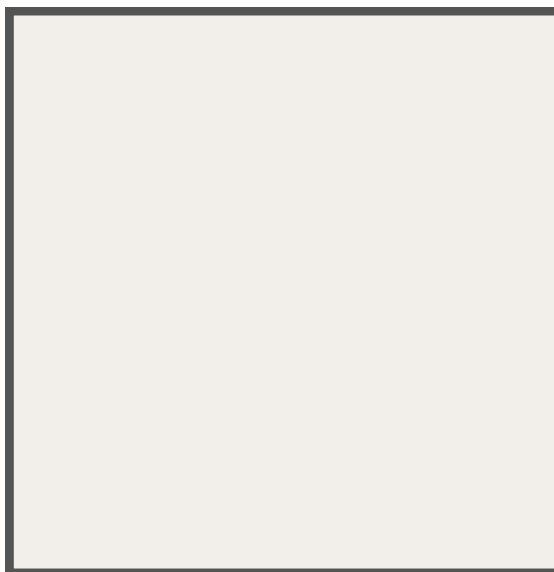
Quarter 3:

From _____ To _____

A large, empty rectangular box with a dark gray border, intended for writing quarterly goals for Quarter 3.

Quarter 4:

From _____ To _____

A large, empty rectangular box with a dark gray border, intended for writing quarterly goals for Quarter 4.

GOALS BY MONTH

YEAR: _____

JAN	FEB	MAR
APR	MAY	MAR
JUL	AUG	SEP
OCT	NOV	DEC

SPONSERED CONTENT

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

TIKTOK- MONTHLY

MONTH: _____

SAT

A 4x7 grid of 28 squares, each containing a small white circle in the top-left corner. The squares are arranged in four rows and seven columns. Each square is a solid light gray color, and the white circle is positioned in the upper-left quadrant of each square.

MAIN GOALS

CHALLENGES

NOTES:

TASK CHART

TASKS	M	T	W	T	F	S	S

NOTES

TO-DO LIST

[illegible]

NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

NOTES

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a guide for handwriting or typing. The paper itself is a clean, off-white color.

YOUTUBE Planner



TARGET AUDIENCE

Time to dig deep and start thinking about whom you want to attract!
Knowing your ideal customers will help you understand how your services
match to their needs and how you can help solve their pain points.

GENDER

AGE

LOCATION

EDUCATION

INCOME LEVEL

OCCUPATION

TARGET AUDIENCE

**Time to dig deep and start thinking about whom you want to attract!
Knowing your ideal customers will help you understand how your services
match to their needs and how you can help solve their pain points.**

WHAT DO THEY DO IN THEIR FREE TIME?

WHAT ARE THEIR FAVOURITE BRANDS AND SHOPS?

WHAT ARE SOME OF THEIR BIGGEST FRUSTRATIONS?

YOUTUBE CHECKLIST

☒	Decide on what type of videos you want to make (tutorials, DIY, vlogs, tech)
☐	Establish your brand name (i.e. Amanda Jewell)
☒	Create your channel on YouTube
☐	Create a banner for your channel
☒	Upload an avi (use a logo or a picture of you)
☐	Plan your first video
☒	Film on iPhone or camera
☐	Edit on video editing software (imovie, Final Cut Pro X, Adobe Premiere)
☒	Make a thumbnail (Photoshop or Picmonkey) 1280 x 720 px
☐	Use keywords in your title
☒	Look at Google Trends to make sure the title is relevant
☐	Check Vid IQ for the most relevant title and related keywords
☒	Put keywords in description and tags
☐	Use all related words in tags
☒	Promote YouTube channel across all platforms (Facebook, Twitter, Instagram)
☐	Decide on a specific time and day for uploading (I post on Sundays at noon)
☒	Write out 5 video ideas to film
☐	Post consistently
☒	Let go of other people's opinions
☐	Create a strategy for your channel
☒	Make binge-worthy content (related videos people can binge)
☐	Develop an aesthetic of thumbnails and editing
☒	Have fun (passion fuels purpose)

CHANNEL OVERVIEW

CHANNEL NAME

WHY I STARTED MY CHANNEL



VIDEOS

HOW MANY A WEEK

VIDEO DURATION

FOCUS NICHE

BANNER PICTURE

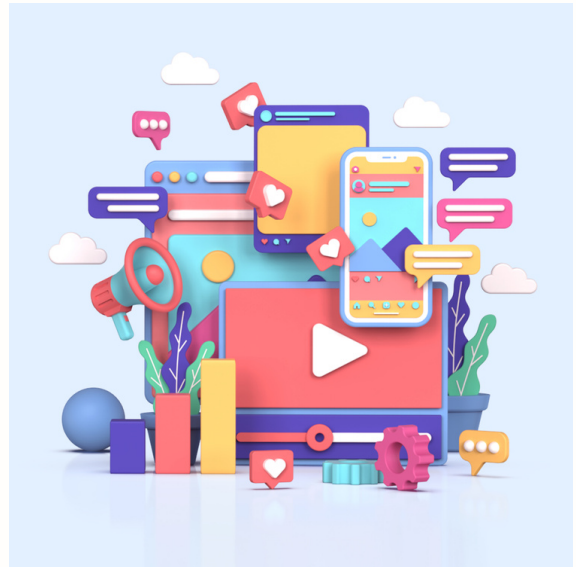
--

YOUTUBE PLANNER

Channel Name:

Description:

How often do I want to publish:



PUBLISHING DAYS:

Mo

Tue

We

Th

Fr

Sa

Su

Audience:

YOUTUBE CATEGORY:

☐	Film and Animation
☐	Autos and Vehicles
☐	Music
☐	Pets and Animals
☐	Sports
☐	Travel and Events
☐	Gaming
☐	People and Blogs
☐	Comedy
☐	Entertainment
☐	News and Politics
☐	How to and Style
☐	Education
☐	Science and Technology
☐	Nonprofits and Activism

PLAYLISTS

YOUTUBE PLANNER

POST DATE: _____

POST TIME:

POST TITLE:

HASHTAGS		

KEYWORDS	

CAPTION/DESCRIPTION	
1	1. [Illegible text]
2	2. [Illegible text]
3	3. [Illegible text]
4	4. [Illegible text]
5	5. [Illegible text]
6	6. [Illegible text]
7	7. [Illegible text]
8	8. [Illegible text]
9	9. [Illegible text]
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90	90. [Illegible text]
91	91. [Illegible text]
92	92. [Illegible text]
93	93. [Illegible text]
94	94. [Illegible text]
95	95. [Illegible text]
96	96. [Illegible text]
97	97. [Illegible text]
98	98. [Illegible text]
99	99. [Illegible text]
100	100. [Illegible text]

TO DO CHECKLIST	
☐	
☐	
☐	
☐	
☐	

LINKS TO INCLUDE

YOUTUBE CONTENT

[illegible]

VIDEO PLANNER

VIDEO TITLE:

CATEGORY:

DURATION:

SPONSORED:

MONETIZED:

KEYWORDS:

KEYWORDS:

DESCRIPTION:

SUPPLIES:

RECORDING DATE:

AFFILIATES:

LINKS

NOTES:

YOUTUBE VIDEO IDEAS

IDEAS:

OUTLINE/CONTENT POINTS:

SUPPLIES:

NOTES:

STATISTICS:

VIDEO VIEWS:

OTHER:

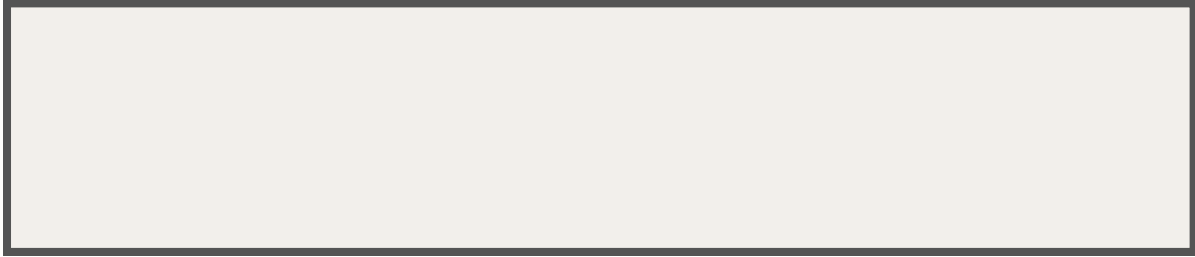
NEW SUBSCRIBERS:

VIDEO BRAINSTORM

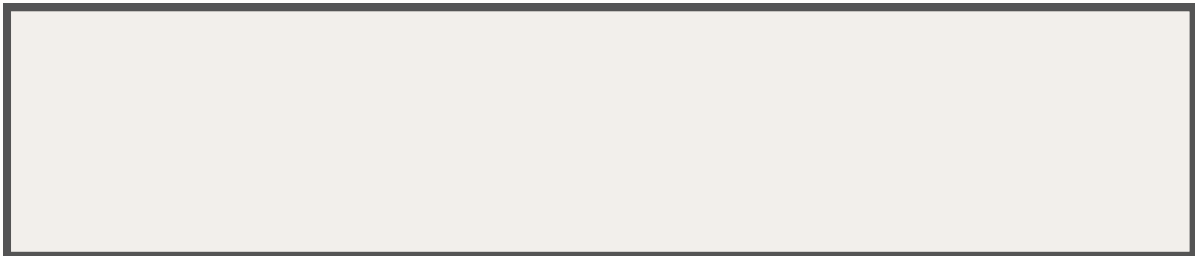
Video content is so important in creating long-lasting results as you grow your audience. Think about all those video posts that go viral, they make their rounds months or even years later. Let's break everything down a bit so you can get started!

VIDEO

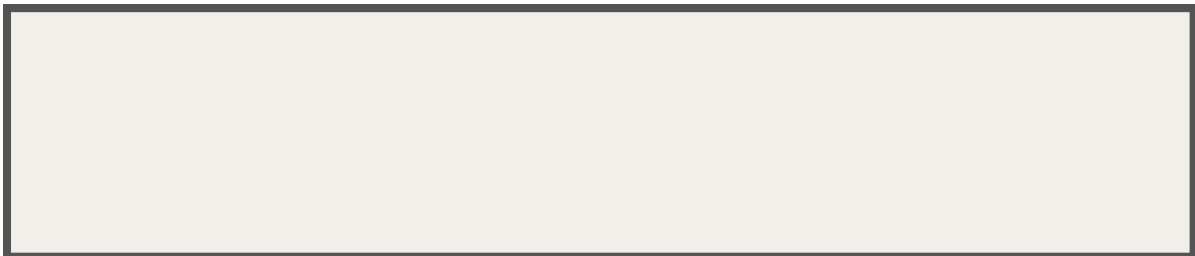
What will your video be about?



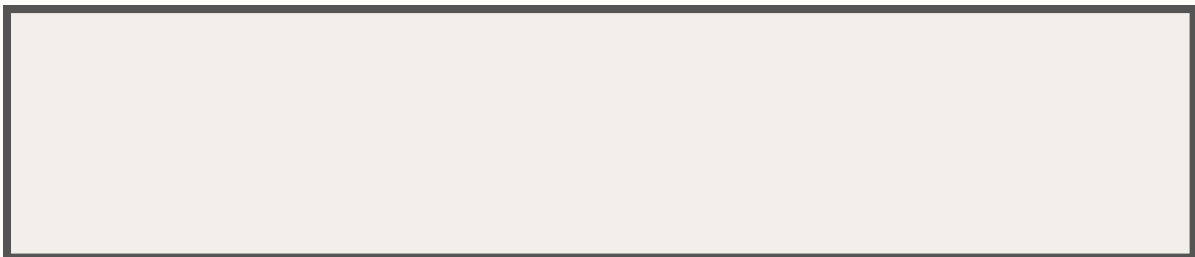
What will people feel (emotion) from this video?



What does this video say about the viewer?



What is the stage or the location for this video?



YOUTUBE VIDEO SERIES

START DATE:

END DATE:

SERIES NAME:

CATEGORY:

VIDEO 1

VIDEO 2

VIDEO 3

CONTENT

CONTENT

CONTENT

YOUTUBE VIDEO IDEAS

CATEGORY TOPIC



IDEA

IDEA

IDEA

IDEA

IDEA

IDEA

CATEGORY TOPIC



IDEA

IDEA

IDEA

IDEA

IDEA

IDEA

YOUTUBE VIDEO

VIDEO TITLE:

CATEGORY:

KEYWORDS:

DURATION		SUPPLIERS
		

DESCRIPTION	TALK ABOUT	CHECKLIST
	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	☐  Film ☐  Voiceover ☐  Edit ☐  Thumbnail ☐  Description ☐  Tag ☐  Upload ☐  Effects ☐  Music ☐  Posted
LINKS	SOCIAL MEDIA	
	☐  ☐  ☐  ☐  ☐  ☐ 	

KEYWORDS PLANNER

GENERAL KEYWORDS

SPECIFIC KEYWORDS

VARIATION 1

VARIATION 2

VARIATION 3

VARIATION 4

KEYWORDS RESEARCH

Take one your product name and brainstorm keywords with topics and sub-topics asking the below questions. Think of at least 3 sub-topics for each question. The idea is to create a web of related words stemming from your general topic or product name.

TOPIC

What

1: _____
2: _____
3: _____

Why

1: _____
2: _____
3: _____

How

1: _____
2: _____
3: _____

Where

1: _____
2: _____
3: _____

Which

1: _____
2: _____
3: _____

When

1: _____
2: _____
3: _____

NOTES

WEEKLY POST PLANNER

DAYS	POST
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

DAYS	POST
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

YOUTUBE INCOME

	EXPENSES	INCOME
JANUARY		
FEBRUARY		
MARCH		
APRIL		
MAY		
JUNE		
JULY		
AUGUST		
SEPTEMBER		
OCTOBER		
NOVEMBER		
DECEMBER		

YOUTUBE STATS

MONTH	VIEWS	SUBSCRIBERS	WATCH TIME	MONETIZATION

NOTES:

YOUTUBE AFFILIATES

Affiliate Network _____

Company _____

Comission _____

Payout _____

Links:

Affiliate Network _____

Company _____

Comission _____

Payout _____

Links:

Affiliate Network _____

Company _____

Comission _____

Payout _____

Links:

Affiliate Network _____

Company _____

Comission _____

Payout _____

Links:

Affiliate Network _____

Company _____

Comission _____

Payout _____

Links:

Affiliate Network _____

Company _____

Comission _____

Payout _____

Links:

YOUTUBE GIVEAWAYS

Video _____

Milestone /Event _____

Prize _____

Video _____

Milestone /Event _____

Prize _____

Video _____

Milestone /Event _____

Prize _____

Video _____

Milestone /Event _____

Prize _____

PLANNER GIVEAWAY

Sponsor

Giveaway Product

Start Date

End Date

Giveaway Rules

Social Media Platform:



Announcement Date

Winner

Contact Details

Additional Notes

Address

Item Sent

Item Received

SUBSCRIBERS

Subscribers

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



QUARTERLY GOALS

For this exercise, write out what your quarterly goals are for your blog. Do you want to increase your traffic? Launch an email list? Write a review?

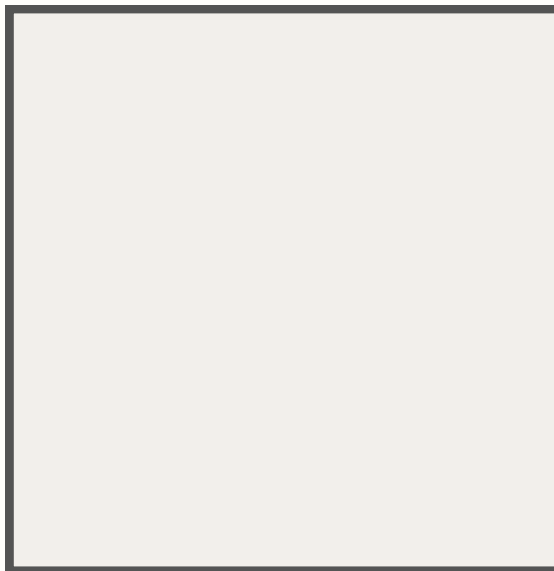
Quarter 1:

From _____ To _____



Quarter 2:

From _____ To _____



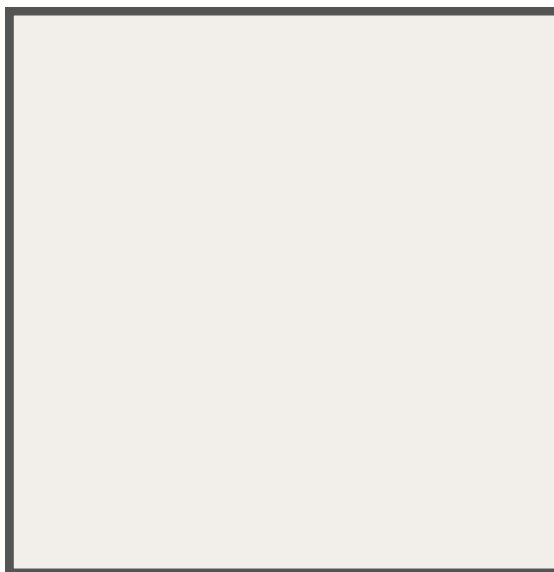
Quarter 3:

From _____ To _____



Quarter 4:

From _____ To _____



GOALS BY MONTH

YEAR: _____

[illegible]

SPONSORED CONTENT

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

YOUTUBE- MONTHLY

MONTH: _____

SUN	MON	TUE	WED	THU	FRI	SAT

MAIN GOALS

☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	
☐	

CHALLENGES

NOTES:

TASK CHART

TASKS	M	T	W	T	F	S	S

NOTES

TO-DO LIST

[illegible]

NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Check out more blueprints
for your business

POSSIBILITY AWAITS

DIGITAL MARKETING

Purchase, Rebrand, and Resell for
100% Profit In Your Own Store or
Keep for Yourself!

To create your entire business for FREE with
Systeme.io - **an All-in-One Marketing Program.**

PLUS..

a FREE certification course.

CLICK BELOW



[Sign up for a FREE Systeme.io account](#)

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