



PLAN YOUR YEAR LIKE A BOSS!

CONTENT PLANNER

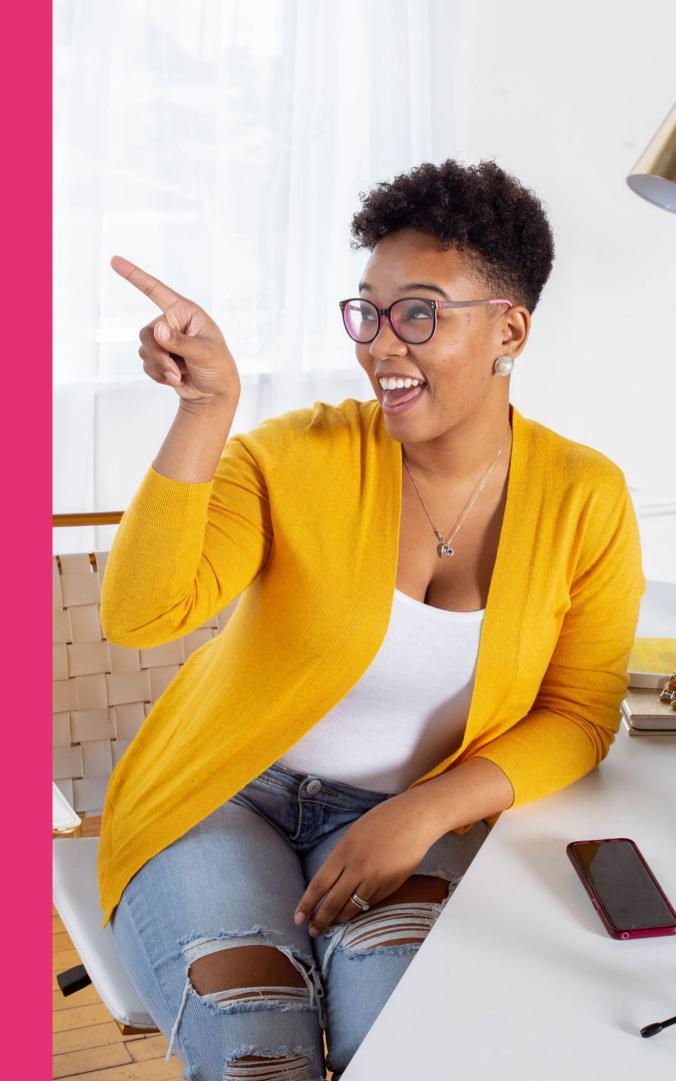
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CONTENT TIPS:

REMEMBER THESE TIPS WHEN PLANNING YOUR CONTENT FOR THE YEAR.

- It is always about your ideal client.
- Remember their pain points and problems. Offer solutions (your products and services).
- Be clear on what you do, who you do it for, and why you do it.
- Stay consistent.



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HOW IT WORKS:

A. Choose a theme for each month. This should be a generic topic that you can expand on related to your business or service.

- B. The month for that theme
- C. List 4 blog or vlog topics that relate to the theme for the month. You can list more, but 4 at minimum so that you have at least one post per week.
- D. Promotions: list any promotions that you have going on during that quarter. Promotions can include offers and discounts, courses that are releasing, speaking engagements, or freebies. If the promotion ties into the theme of any of the months from that quarter, even better! Include the promo info in the blog post too.

TIPS: You can re-purpose blogs into bite size content for social media and email newsletters

A B THEME 06

- C
- blog topic 1
- blog topic 2
- blog topic 3
- blog topic 4

PROMOTIONS

- D
- Freebies
- Offers

EXAMPLE:

MONEY MINDSET

- 06
- BI: How to create a budget
- B2: undoing negative money stories
- B3: manifesting abundance
- B4: getting everyone on the same page

PROMOTIONS

07/01/2019: budgeting for dummies course launches

other:

1 on 1 coaching - 3 openings



3RD QUARTER PROMOTIONS 07 09 8 0 4TH QUARTER **PROMOTIONS** 10 12 www.ChanelNicoleCo.com

To Do List:

Schedule <u>Headshot</u> Session Date

Schedule CEO Personal <u>Branding Photo Session</u>

Date

Download Planoly to schedule and plan social media post

https://www.planoly.com/referral/alwaysimages



Notes:



WEEKLY POST IDEAS

Week # Dates:







Promo Wed





QUOTES MEMES VIDEOS

YOUR WHY
BTS
INTRODUCTIONS
SHOUT OUTS

TALK ABOUT YOUR
PRODUCT
SHARE A TESTIMONIAL
SHARE A BENEFIT
SHARE A VALUE AD
STATEMENT

RECIPIES
ACTIVITES
TIPS

FUN ACTIVITIES
FEEL GOOD STORY
FEATURE FRIDAY

Notes:

