

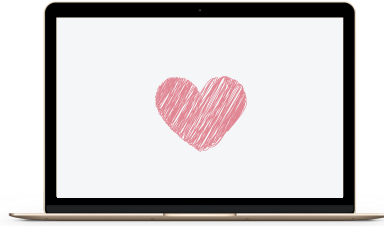


CONTENT PLANNING DAY

IN 5 EASY STEPS

HERCREATIVESTUDIO.COM

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 01

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.

How often will I plan and create content?

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STEP 02

SAVE YOUR IDEAS

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 App on your phone or my personal favourite, 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 refer back to.

STEP 03

COME UP WITH CONTENT IDEAS

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.



Write down your content ideas below:

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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
04

PLAN YOUR CONTENT

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 need to batch-create?

List the content you need to create in the table below

TYPE OF CONTENT:	TITLE:	WHEN TO POST:	KEY TAKEAWAYS:



STEP 05

CREATE YOUR CONTENT

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 for publishing.

So, what does it mean to batch-create your content (or 'content batching' as it's often referred to)? Simply put, it's the productivity technique where you create your content (captions, concepts, blog post ideas, wording, visuals etc.) in batches for a chosen period of time. For example, rather than spending time creating one blog post per week, you create four blog posts for the month ahead.

Content batching is a huge time and energy saver. It allows you to see an overall picture of what will be published so you can stay focused on your brand message. It also gives you crucial information about what works and what doesn't so you can adjust where needed and repeat your successes going forward.

By dedicating an amount of time for content batching you'll be able to set boundaries so you can focus more on what you love!

For this final step, you need to calculate how much time it'll take you to batch-create your content for the time frame you chose. Whether it's one day or four, be as realistic as you can and then add it to your calendar.

How much time will I dedicate to content batching? I.E. 4 hrs every Monday, the last three days of this month, first week of this quarter etc..

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!

