



chanel
NICOLE

PLAN YOUR YEAR LIKE A BOSS!

CONTENT PLANNER

WWW.CHANELNICOLECO.COM



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 | <ul style="list-style-type: none">• blog topic 1• blog topic 2• blog topic 3• blog topic 4 |

| PROMOTIONS | |
|------------|---|
| D | <ul style="list-style-type: none">• Freebies• Offers |

EXAMPLE:

| MONEY MINDSET | 06 |
|---------------|---|
| | <ul style="list-style-type: none">• B1: 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 |

CONTENT

1ST QUARTER

01

02

03

PROMOTIONS

2ND QUARTER

04

05

06

PROMOTIONS

CONTINUED

3RD QUARTER

07

08

09

PROMOTIONS

4TH QUARTER

10

11

12

PROMOTIONS

CONTENTS

To Do List:

Schedule Headshot Session

Date _____

Schedule CEO Personal Branding Photo Session

Date _____

Download Planoly to schedule and plan social media post

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

TO DO LIST

Notes:

NOTES

WEEKLY POST IDEAS

Week # _____

Dates: _____

 **Motivation Monday**

QUOTES
MEMES
VIDEOS

 **Gratituesday**

YOUR WHY
BTS
INTRODUCTIONS
SHOUT OUTS

 **Promo Wed**

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

 **Try It Thursday**

RECIPIES
ACTIVITIES
TIPS

 **Feel-good Friday**

FUN ACTIVITIES
FEEL GOOD STORY
FEATURE FRIDAY

Notes:

NOTES