

CONTENT

PLANNING *workbook*

Interactive content planning workbook to help
you create content for the month ahead!

She **BOLD** Stock

HEY THERE!

Guess what! I'm excited for you! You have the new year ahead of you and so many possibilities to pursue your dreams. This content planner has been updated to include more of what you need to:

- Plan ahead
- Create consistent content
- Repurpose to multiple accounts
- Never be without a post for your social media

I want you to use this planner to help you plan around your major launches, sales, blog posts or videos, giveaways and more. Pick and choose or use all of them!

Batch your content on specific days to help you plan accordingly. I've added resources and prompts to help you create your content with intention and purpose.

In this guide you'll find:

- Content Ideas
- Mini holidays and national holidays
- Repurposing ideas
- Tips and examples

Be sure to provide valuable content but at the same time sell your services or products in an 80/20 ratio. With 80% value and 20% sales. You got this! Let's get into it!

Jasmine



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HOW TO USE THIS PLANNER

WHAT ARE YOUR GOALS FOR THE YEAR?

If you find yourself out of alignment with your goals that you set out for yourself then this is a good time to take an audit of what you are doing within your business. Get back on track by breaking down any big goals that you have into quarterly and monthly goals.

HOW MANY DAYS DO YOU WANT TO POST?

Consistency is key for engagement so whether you are posting 3 days a week or 7 days a week pick the amount of days and stick with it. Decide based on your situation in life not on an algorithm.

WHAT DAYS DO YOU WANT TO POST?

Same thing goes for days, pick days that work best for you and where you are in life. If you know you are going to be busy on Monday's then don't try to post on Mondays. I started posting 3 days a week, Monday, Wednesday, and Friday because I work a 9-5. Now, still working a 9-5 but with a Social Media Manager, I'm able to do 5 days a week Monday-Friday. Start somewhere and remain consistent with it until you can go further.

DAILY PROMPT KEY



INSPIRATIONAL

Share Relatable quotes, your story, your why, lessons you've learned along the way, and transformational posts.



EDUCATIONAL

Share quick wins, tutorials, how to's and facts and statistics.



ENTERTAINMENT

Share relatable stories, memes, and entertaining videos that relate back to your audience



AUDIENCE APPRECIATION

Share how others are using your products or services, testimonials, show before and afters that your audience has experienced, etc.



PROMOTE/SALE

Share your latest freebie, promote your launches, or share a sale with your audience



PLANNING/CREATING DAY

This is your time to plan for next week. Review your week and plan and create content for the new week ahead.

CARVING OUT TIME TO PLAN AND CREATE

I don't want you spinning your wheels every week trying to plan, create, and schedule content. Take out time in your week to make space for this process. Getting into a routine will allow clarity when turning ideas into content that your audience will crave.

That's why I want you to put your plan and create days into your calendar. It can be the weekend, a monday, or any day that fits best for you. Set time aside to get super intentional and plan on purpose.

STEP 1 CHOOSE A DAY TO GET INSPIRED

Decide on the day that you are going to brainstorm your content ideas. Stick to this day every single week so that you can become consistent.

MY DAY WILL BE:

STEP 2 BLOCK OUT TIME TO BRAIN STORM

During this day block out up to 2 hours to really brainstorm and look back at your previous month. Turn off all distractions and set a timer on your phone. This is just enough time to review last month, look at the content ideas inside of your planner, come up with other ideas like reels, don't forget to save those reels, and write out all of your ideas for content.

MY TIME WILL BE:

STEP 3 PLAN AROUND WHAT YOU HAVE COMING UP

Write down the events that you have coming up. Do you have a blog post, video, or even podcast coming up next week? Have any fun events or news to share? Make a list of the things that you personally have coming up.

THIS MONTH'S EVENTS

STEP 4 WRITE IT ALL IN YOUR CALENDAR

Now you've gotten inspired with our fun ideas and also looked at your events coming up, we can now move on to writing it all down. As a beginner you don't have to do the full month. Instead focus on the next 7 days. What could you create in the next 7 days?

REVIEW LAST MONTH

Go to your main social media platform and review your metrics. It's important to take a look at your previous month's analytics to see what you should keep doing and what you should improve on.

This will help and guide you for this month.

PREVIOUS MONTH ANALYTICS	
HOW MANY NEW FOLLOWERS DID YOU GAIN?	
HOW MANY POSTS DID YOU PRODUCE LAST MONTH ?	
HOW MANY IMPRESSIONS?	
HOW MANY PROFILE VISITS?	
HOW MANY WEBSITE CLICKS?	
HOW MANY EMAIL TAPS?	
WHAT WAS THE MOST SUCCESSFUL POST? WHY?	
WHAT WAS THE LEAST SUCCESSFUL POST? WHY?	
WHAT WAS THE MOST SUCCESSFUL STORY? WHY?	
WHAT WAS THE LEAST SUCCESSFUL STORY? WHY?	
WHAT WAS THE MOST SUCCESSFUL REEL? WHY?	
WHAT WAS THE LEAST SUCCESSFUL REEL? WHY?	
WHICH WAS THE BEST CONTENT REACH?	

SETTING YOUR GOALS

Check in with your Annual and Quarterly goals make sure you focus on one main task for this month.

MAIN FOCUS THIS MONTH IS...

What are the 3-5 goals that you want to focus on this month on social media that will help you toward your annual and quarterly goals? I.E go live, more reels, post an ad, etc.

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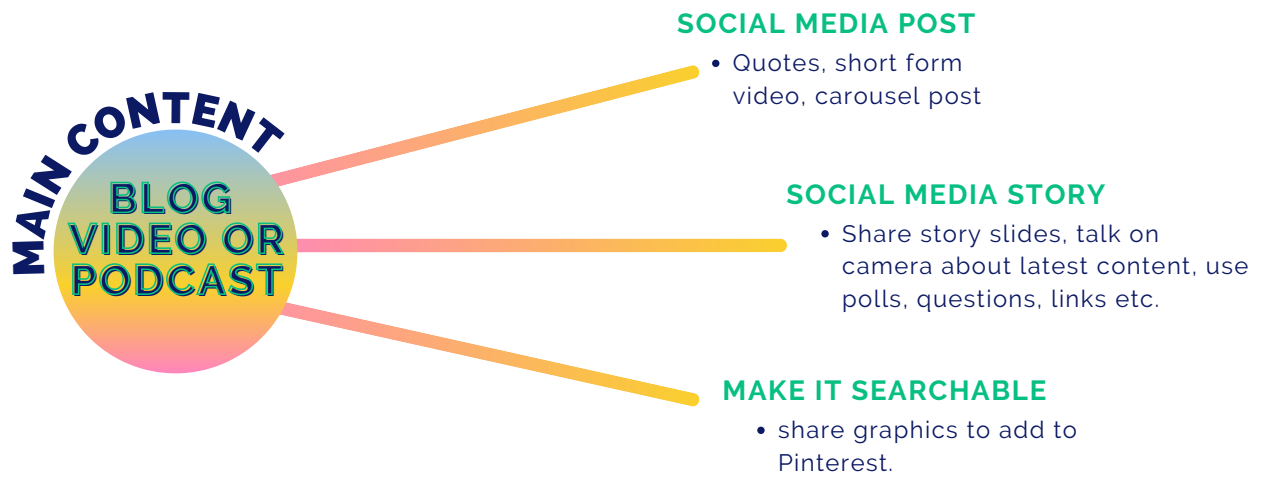
GET OUT OF YOUR COMFORT ZONE

Do at least 1 new thing that is scary. Ex. Go live, collab with someone, pitch yourself to a brand, make a reel, have a photoshoot, network with your faves, collab with someone.

THIS MONTH IN LONG FORM CONTENT

Repurposing content is an essential element of effective marketing. Repurposing content helps engage old customers and reach new ones while saving valuable time and increasing your return on investment (ROI). While some businesses treat repurposing as a last resort or a way to salvage poor content, a smart business owner knows best.

Repurposing content is an opportunity to extend your brand and create huge value for yourself and your business. Repurposing can be used to repackage existing content in many different ways.



MAIN CONTENT 1

MAIN CONTENT 2

MAIN CONTENT 3

MAIN CONTENT 4

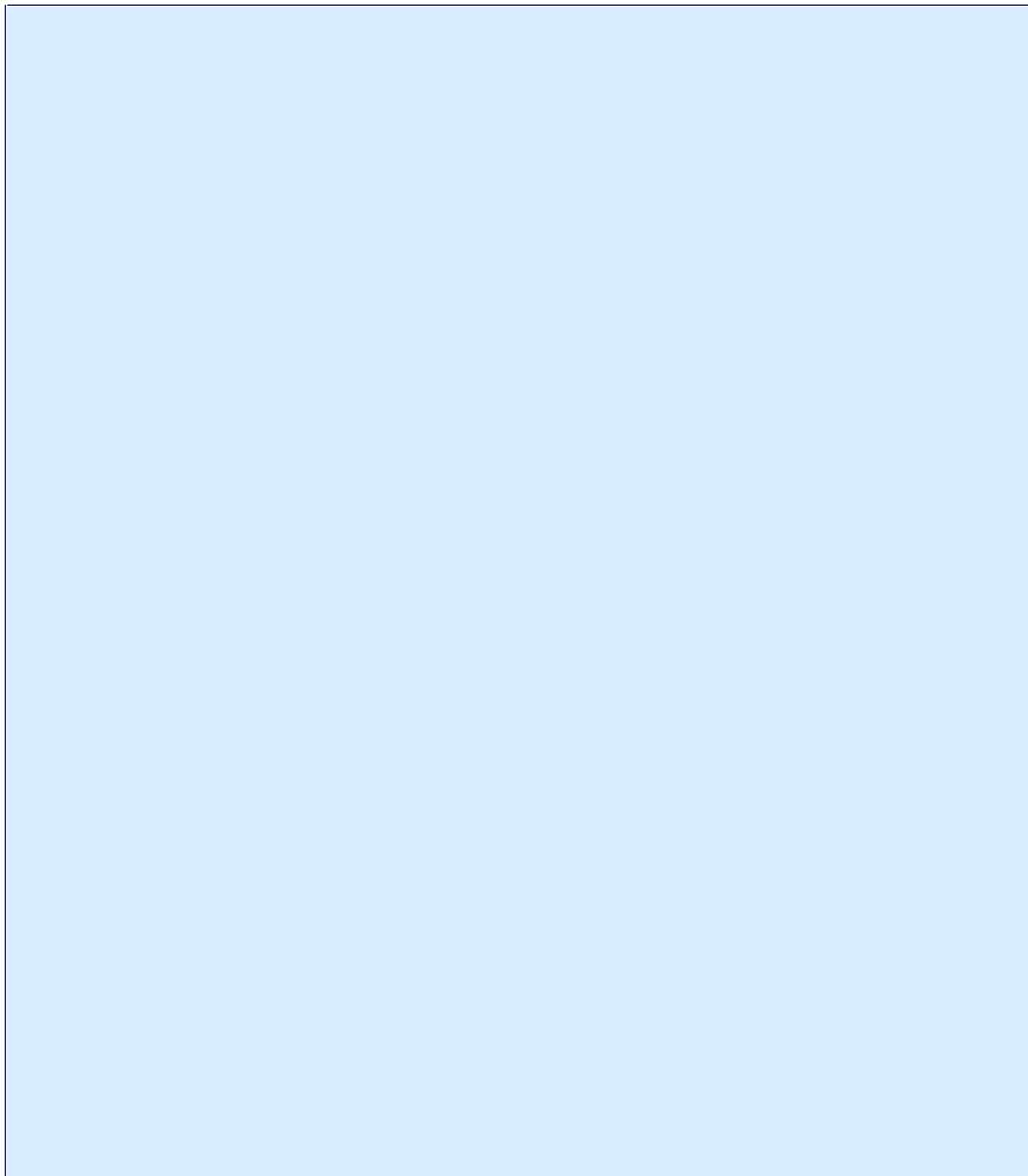
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BRAINSTORM SESSION: PLANNING DAY

This space is designed to build your creativity. What ideas can you come up with? What content ideas from the calendar would you like to use? What events do you have coming up?



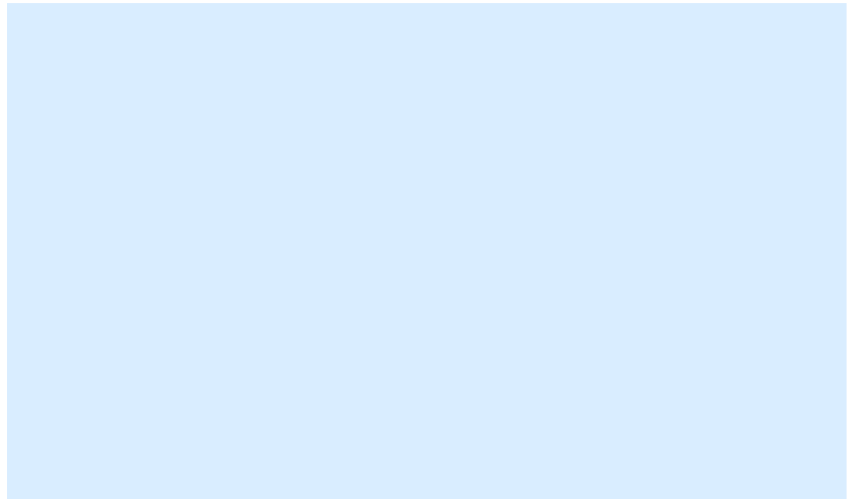
BRAINSTORM SESSION: PLANNING DAY

This space is designed to build out your content before you create. Remember your goals, what you want to achieve, and the customer journey you want to take your audience on.

1.CONTENT TITLE

CONTENT TYPE

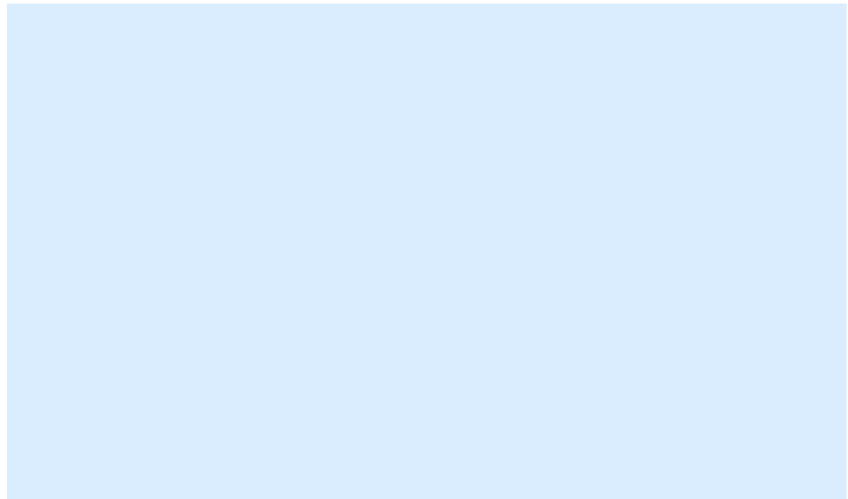
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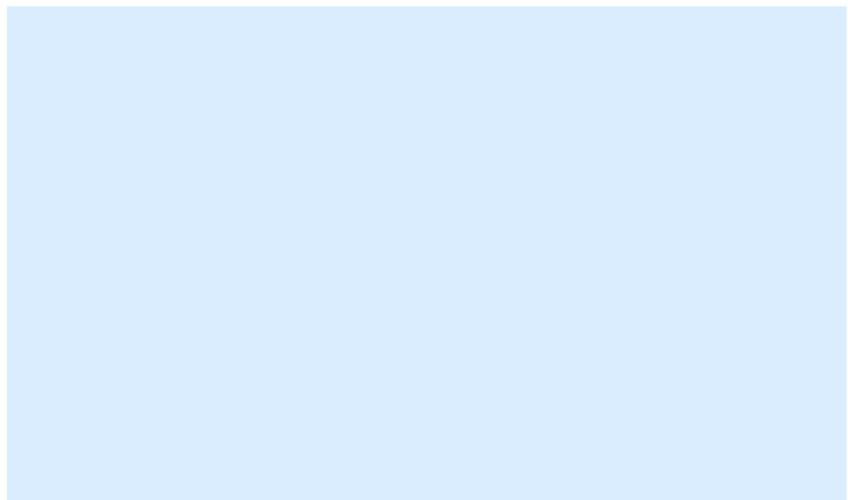
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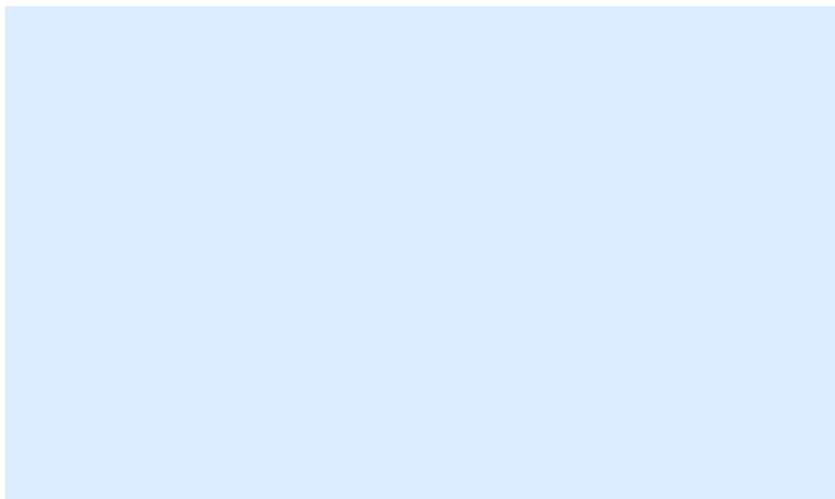
BRAINSTORM SESSION: PLANNING DAY

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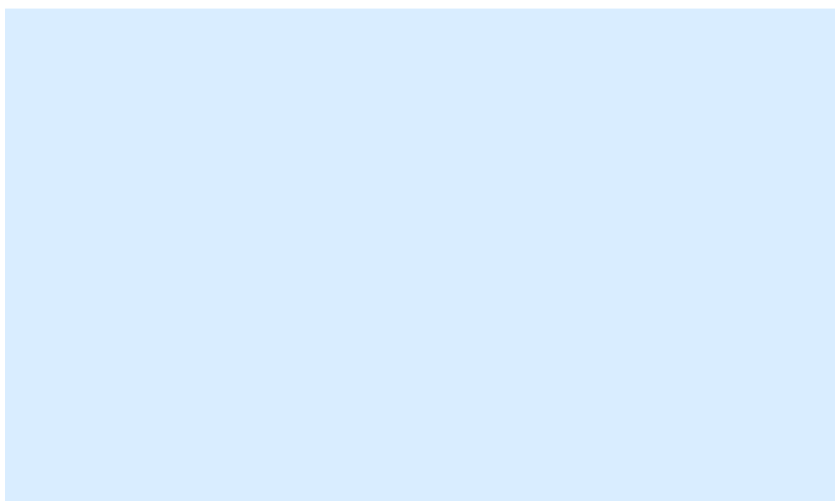
KEY TAKE AWAY



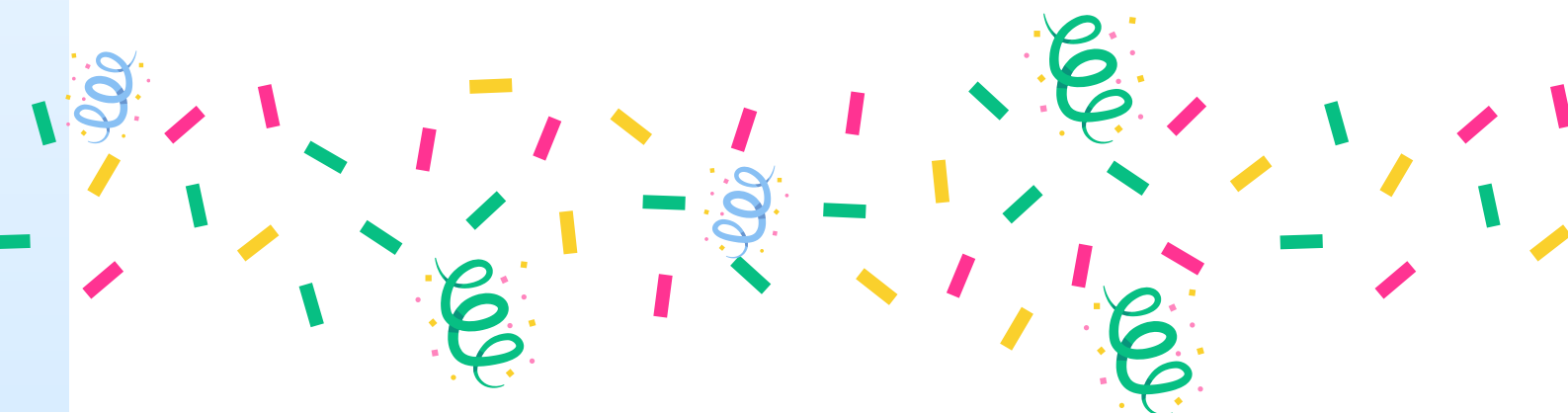
5.CONTENT TITLE

CONTENT TYPE

KEY TAKE AWAY



***YOU NOW HAVE YOUR CONTENT THAT YOU
WILL BE CREATING FOR THE WEEK AHEAD!***



BRAINSTORM SESSION: CREATION DAY CHECKLIST

This space will take you through your creation process. Check off the checklists to make sure you complete each task.

CONTENT I NEED TO CREATE:

- Carousels
- Quotes
- Image of self or workspace
- Short Form Video (Reel, TikTok, etc)

CAPTIONS I NEED TO WRITE:

- Do I have a hook that will gain attention?
- Did I add value to the caption?
- Did I add line breaks and emojis for interest
- Did I end with a Call to Action

WHAT RESOURCES DO I NEED?

- She Bold Stock for stock photos, videos, templates
- Canva
- Inshot, Imovie, or Windows movie maker for videos
- Planoly, Plann, Later for scheduling



DID YOU
ROCK YOUR
MONTHLY *Content?*

*SHARE YOUR MONTHLY WINS WITH US IN
THE FACEBOOK GROUP!*

LET US KNOW IN THE FB GROUP

She **BOLD** Stock