

WORKSHEET

HOW TO PLAN +
CREATE YOUR
ATTENTION-
GRABBING CONTENT
CALENDAR

WORKSHEET: How to Plan + Create Your Attention-Grabbing Content Calendar

Use this Worksheet to plan your content for the next 3, 6, or 12 months!

Steps to Take	Actions
<p>1. What type of content have you created in the past?</p>	<p>■ List the different formats you've created here.</p> <div data-bbox="930 428 1468 1098" style="border: 1px solid black; height: 319px;"></div>
<p>2. What's your favorite type of content to create?</p>	<p>■ List your favorite formats here.</p> <div data-bbox="930 1253 1468 1827" style="border: 1px solid black; height: 273px;"></div>

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Steps to Take	Actions
<p>3. What excuses do you use/have you used to avoid creating regular content for your audience?</p>	<p>■ List your excuses here. Be honest!</p> <div data-bbox="928 342 1466 915" style="border: 1px solid black; height: 273px; width: 331px;"></div>
<p>4. What's your favorite time management practice?</p>	<p>■ Time blocking</p> <p>■ Pomodoro technique</p> <p>■ Creating content first thing in the morning</p> <p>■ My own favorite routine:</p> <div data-bbox="928 1356 1466 1518" style="border-bottom: 1px solid black; height: 77px; width: 331px;"></div>
<p>5. What is/are YOUR biggest roadblock(s) that prevents you from creating content regularly?</p>	<p>■</p> <div data-bbox="928 1612 1466 1854" style="border-bottom: 1px solid black; height: 115px; width: 331px;"></div>

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Steps to Take	Actions
6. What are some solutions to overcoming those roadblocks?	<ul style="list-style-type: none"><input type="checkbox"/> Hire a VA<input type="checkbox"/> Hire a help desk<input type="checkbox"/> Hire a ghostwriter<input type="checkbox"/> Wake up earlier<input type="checkbox"/> Avoid time sucking activities<input type="checkbox"/> Other: <div data-bbox="928 646 1466 1033" style="border: 1px solid black; height: 184px; width: 331px;"></div>
7. Combat your negative self-talk.	<ul style="list-style-type: none"><input type="checkbox"/> What are some negative thoughts you have about yourself or your work? <div data-bbox="928 1213 1466 1843" style="border: 1px solid black; height: 300px; width: 331px;"></div>

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Steps to Take	Actions
8. Brainstorm some topic ideas; no editing.	<ul style="list-style-type: none">■ Rewrite those negative thoughts into positive thoughts. <div data-bbox="928 394 1468 1024" style="border: 1px solid black; height: 300px; margin-bottom: 20px;"></div> <div data-bbox="928 1150 1468 1856" style="border: 1px solid black; height: 336px;"></div>

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Steps to Take	Actions
9. Conduct a social media audit on your own social platforms.	<ul style="list-style-type: none"><li data-bbox="885 289 1453 651">■ How often did you post in the last 6 months? Did you post on specific days? <hr/><hr/><hr/><hr/><hr/><hr/> <li data-bbox="885 739 1453 1100">■ What topics received the most engagement? <hr/><hr/><hr/><hr/><hr/> <li data-bbox="885 1205 1453 1612">■ Which format(s) received the most engagement? <hr/><hr/><hr/><hr/><hr/><hr/>

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Steps to Take	Actions
<p>10. Conduct a social media audit on a competitor's account.</p>	<ul style="list-style-type: none"><li data-bbox="883 289 1430 369">■ How often did they post content? Did they post on specific days each week? <div data-bbox="928 394 1466 774" style="border: 1px solid black; height: 180px; width: 100%;"></div> <li data-bbox="883 856 1344 936">■ Which topics received the most engagement? <div data-bbox="928 989 1466 1266" style="border-bottom: 1px solid black; height: 130px; width: 100%;"></div> <li data-bbox="883 1367 1386 1446">■ Which format(s) received the most engagement? <div data-bbox="928 1499 1466 1776" style="border-bottom: 1px solid black; height: 130px; width: 100%;"></div>

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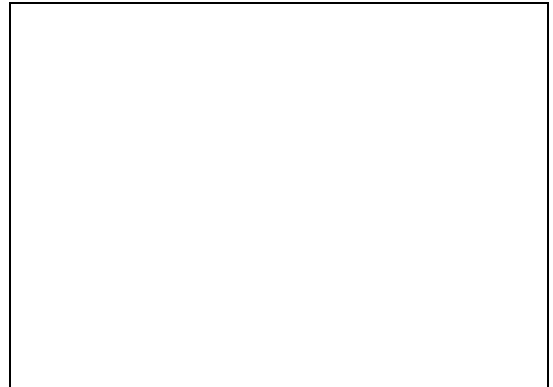
Steps to Take	Actions
11. Identify your main message.	<ul style="list-style-type: none">■ _____ _____ _____ _____
12. Create 4-5 content bucket lists that support your main message.	<ul style="list-style-type: none">■ Content bucket lists are subcategories that support your main message. <div data-bbox="928 659 1468 1369" style="border: 1px solid black; height: 338px; width: 100%;"></div>
13. Sort your brainstorm topics into your content buckets. (It's OK to discard topics if they aren't perfect matches.)	<ul style="list-style-type: none">■ Bucket #1: _____ <div data-bbox="928 1495 1468 1879" style="border: 1px solid black; height: 183px; width: 100%;"></div>

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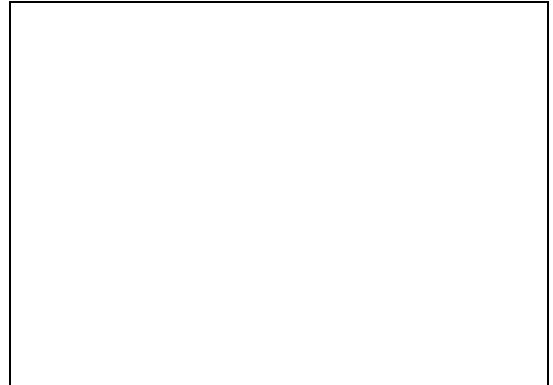
Steps to Take

Actions

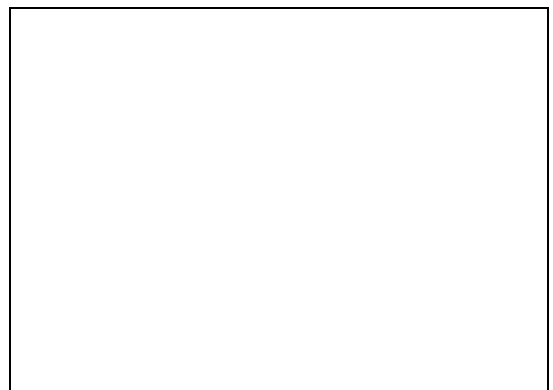
■ Bucket #2: _____



■ Bucket #3: _____



■ Bucket #4: _____



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Steps to Take	Actions
14. Plan which days each week you will publish your different content.	<p>■ Your blog:</p> <p>_____</p> <p>_____</p> <p>■ Your chosen social platforms:</p> <ul style="list-style-type: none">• Facebook:• Facebook Stories:• Facebook Lives:• Twitter:• LinkedIn:• Instagram:• Instagram Stories:• Other: <p>■ Your email list:</p> <p>_____</p> <p>_____</p>
15. Will you outsource any of your content creation?	<p>■ Contractor contact info:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>■ Referrals from biz friends:</p> <p>_____</p> <p>_____</p> <p>_____</p>

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Steps to Take	Actions
<p>16. Research your keywords.</p>	<ul style="list-style-type: none">■ What phrases do your audience use to find you in the search engines? <div data-bbox="928 409 1466 982" style="border: 1px solid black; height: 273px; width: 331px;"></div>
<p>17. Write out some sample meta descriptions for blog posts.</p>	<ul style="list-style-type: none">■ Be accurate and use keywords. <div data-bbox="928 1102 1466 1675" style="border: 1px solid black; height: 273px; width: 331px;"></div>

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Steps to Take	Actions
<p>21. Which platform will become your main publishing hub?</p>	<ul style="list-style-type: none"><input type="checkbox"/> Your blog<input type="checkbox"/> Social media (choose one to start): _____<input type="checkbox"/> YouTube<input type="checkbox"/> Your email list<input type="checkbox"/> Other: _____ _____ _____
<p>22. Do you currently use a social media scheduler? Research your options.</p>	<ul style="list-style-type: none"><input type="checkbox"/> _____ _____ _____ _____ _____ _____ _____
<p>23. How often do you want to post to all your outlets?</p>	<ul style="list-style-type: none"><input type="checkbox"/> Blog: _____<input type="checkbox"/> Social Media (list all your platforms): _____ _____ _____ _____<input type="checkbox"/> Email list: _____

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Steps to Take	Actions
<p>24. Determine a daily time frame when your target market is active online so they will see your posts in real time.</p>	<ul style="list-style-type: none"><li data-bbox="881 289 1458 430"><input type="checkbox"/> When is the highest engagement? _____ _____ <li data-bbox="881 514 1458 871"><input type="checkbox"/> Based on your target demographics, when do you think your audience is likely active online? _____ _____ _____ _____
<p>25. Choose a calendar format that works well with your brain.</p>	<ul style="list-style-type: none"><li data-bbox="881 966 1226 997"><input type="checkbox"/> Paper or planner-style<li data-bbox="881 1018 1096 1050"><input type="checkbox"/> Whiteboard<li data-bbox="881 1081 1209 1113"><input type="checkbox"/> Google Docs or Excel<li data-bbox="881 1144 1144 1176"><input type="checkbox"/> Digital calendar<li data-bbox="881 1207 1437 1239"><input type="checkbox"/> Asana or CoSchedule for collaboration<li data-bbox="881 1270 1136 1302"><input type="checkbox"/> WordPress app<li data-bbox="881 1333 1404 1407"><input type="checkbox"/> Third-party platform, such as Sprout Social<li data-bbox="881 1438 1023 1470"><input type="checkbox"/> Other:
<p>26. How frequently will you schedule planning time?</p>	<ul style="list-style-type: none"><li data-bbox="881 1554 1031 1585"><input type="checkbox"/> Weekly<li data-bbox="881 1617 1047 1648"><input type="checkbox"/> Monthly<li data-bbox="881 1680 1063 1711"><input type="checkbox"/> Quarterly

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Steps to Take	Actions
<p>27. Set your goals for each piece of content.</p>	<p>■ Why are you creating this? What's your end goal?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>28. How can you balance the different types of content? Educational, Inspirational, Entertaining, and Promotional</p>	<p>■ Brainstorm ideas for creating a balance:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>29. Which topics or content buckets are evergreen versus time-sensitive?</p>	<p>■ Your EVERGREEN topics and/or content bucket.</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <p>■ Your TIME-SENSITIVE topics and/or content bucket.</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Steps to Take	Actions
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30. How can you rotate your content every week?

- Daily themes? Ex: Throwback Thursday
- Other ideas:

31. How can you weave your promotional material in with your regular content so you don't earn the reputation of a spammer?

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