



Primal Coaching Content Your Monthly Content Plan Checklist

Use this handy checklist to help make sure you don't forget or miss anything when creating your monthly content plan.

Part 1: Creating Your Content Goals It's vitally important that you're creating content that serves your business. This means making sure your content has a purpose or a business building goal.

⊖ Each content piece has a goal or a purpose. Your goals include:

⊖
SEO

⊖ Word of
mouth

⊖
Pre-selling

⊖ Establishing credibility and authority

⊖ Reader satisfaction

⊖ Boosting your opt in list subscribers

⊖ Boosting customer relationships

⊖ Selling

⊖ Other _____

⊖ The goal or purpose of each content piece is aligned with your overall marketing strategy.

⊖ Your content includes a call to action that supports your goal. For example, “For more information about how to burn more body fat, download your free report 12 Steps to Lean.”

Part 2: Creation and Distribution

⊖ You’ve decided how much content you need to create this month.

⊖ You’ve scheduled your content daily and weekly.

⊖ You’ve determined where each piece of content will be published. They include but are not limited to: (Check all that apply)

⊖ Autoresponder

⊖ Blog

⊖ Guest

blog

⊖

Website

⊖ Social networking page

⊖ Article marketing

site

⊖ Other_____

⊖ You've planned how you're going to create this month's content. You've chosen: (Check all that apply)

⊖ To create all of it yourself

⊖ To create some of it yourself

⊖ To use a guest blogger/writer

⊖ To use PLR – Private Label Rights

⊖ To hire a ghostwriter

⊖ Other_____

Part 3: Research

⊖ You've scheduled your monthly content research time.

⊖ You've kept a list of content ideas throughout the month.

⊖ You've used the following to generate content ideas/topics: (Check all that apply)

⊖ Social networking

⊖ Keyword research tools

⊖ Blog/social media comments

⊖ FAQs

- ⊖ Client interaction
- ⊖
Brainstorming
- ⊖ Other _____

⊖ You've reviewed the analytics and results of last month's content and evaluated which pieces generated the most interest or results. You know which pieces your audience responded to and are using that information to create content topic ideas for this month.

Part 4: Content Repurposing

The best way to make the most of your monthly content is to find ways to reuse it and repurpose it. However, when creating your repurposing strategy make sure that you're still focusing on your goals. Each repurposed or reused piece of content still needs to serve a purpose and support a goal.

- ⊖ You've created a plan to reuse or repurpose some or all of your content. For example, an article published on your blog can be rewritten and published on an article marketing site. (Again, this is something you can do yourself. Or you can hire a VA or ghostwriter to repurpose or rewrite content.)
- ⊖ Each piece of repurposed or reused content has a goal/purpose.

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