



# Planning Your Monthly Content Worksheet

You already know that content marketing is about more than writing a keyword focused article and posting. Sure, you can do that. You can write and post and write and post. Some of the articles may help grow your coaching business and drive traffic. Others may not.

However, I doubt you really have time for the “throw the spaghetti at the wall and see what sticks” approach. You want more return on your time, money and energy investment. You want to do what makes you happy, you want to coach. That means that each piece of content you write and publish needs to be strategic and it needs to have optimal results.

That requires monthly planning and a creating content strategy. This worksheet is designed to help you develop your monthly content strategy. It’s designed to help you make each piece of content you create work hard for you.

Combine this worksheet with the corresponding checklist and mind map and you’ll have a comprehensive monthly content plan. A plan that you can create each month that is designed to grow your business.

## Phase One - Your Content Goals

What goals do you want your content to achieve? Each article, blog post, or video should have a purpose. It should be designed to achieve a goal or purpose. Some potential goals or purposes include:

- **Search Engines** – Use keyword focused articles and content to drive potential clients to your site through keyword searches.
- **Word-of-Mouth** – This is content that gets people talking, aka viral content. We're talking about content that is funny, controversial, touching, engaging or extremely informative. It's the content that people link to and forward to their friends.
- **Pre-Sell Material:** Pre-sell your prospects on your products or services. For example, if you sell a self directed Keto onramp course, you might write articles on keto that talk about your product. You can also publish reviews, product comparisons and even case studies.
- **Ethical Bribes:** Quality information can serve as an ethical bribe to get someone on your email list. For a health coach, this might look like giving your prospects something they can use to solve their sugar cravings like a free report or a list of different types of sugar and a checklist for reading labels.
- **Establish Credibility and Authority:** Content can establish your credibility and authority in your niche. This is important in the health coaching industry, where people are putting their health into your hands. Put together a report, publish articles, make guest blog posts that highlight your skills and knowledge. Just make sure the people who read the content know how to join your mailing list, request your products and services.
- **Reader Satisfaction:** There's something to be said about keeping your current readers satisfied. They come to expect a certain quality from you, so deliver that. If you use content to build an audience and generate sales, do it with some consistency. That doesn't mean YOU have to write day in and day out. You can employ ghostwriters, use PLR or guest writers.
- **Customer Relationships:** Content for customers that helps them consume your products, make BETTER use of them and shows how further products can help them is a win-win for all. Provide your customers with a surprise bonus guide that shares stories from other clients who have lost weight or achieved health goals.

- **A Product to Sell:** Of course some content is a product itself. Sell ebooks, checklists, resources, spreadsheets...whatever satisfies your target market's wants and desires.

What do you want your content to accomplish? Make a list of your top goals and how your content might fit into that plan. Right now you're still in the preliminary phases of your plan. If you have a few hard and fast ideas that you want to stick with, great. Otherwise simply be aware that content with a purpose will perform much better than content without. Your top content goals include:

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## **Phase Two –Creation and Distribution**

During this phase you'll decide not only where you're going to publish your content, but also how much and when.

For example, you may be launching an online course soon. You might decide that the two weeks leading up to the launch would benefit by a large content onslaught. Maybe you decide to publish an article, email or blog post each day leading up to the launch.

Each piece of content might be designed to build your opt-in list. Once your product launches you may decide to drive traffic to your sales page through article content, autoresponders and freebie giveaways.

On the other hand if your goal is to boost credibility, client relationships or traffic you may choose a different approach. You might decide to publish one article each week on an article marketing site that leads to a report or giveaway. You might supplement that with a weekly autoresponder message and content or blog posts published directly on your website.

You can use the space below to detail your thoughts regarding how much content you need to create each month to achieve your goals and also where and when you will publish it.



research into your content creation plan? There are two ways:

1. **Scheduled Research.** Decide what you need to know for each content type. For example, if you decide you're going to publish autoresponders to drive traffic to affiliate products then you need to provide information your audience will value and credible products to represent.

Keyword research, social networking research and careful attention to your audience will help you create autoresponder topics and headlines. You might sit down for a few minutes at the beginning of the month and brainstorm your topics/headlines.

2. **Ongoing Research.** The other way, and they're not mutually exclusive – you can do both, is to keep a notebook with you. As you come up with content ideas, jot them down. Then when you sit down to create your monthly content plan you already have a head start.

Plan how you're going to research your monthly content. Will you schedule it into your month? Will you keep a journal? Both? What content research tools are you currently using? What content research tools can you add to your planning process?

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### **Phase Four - Repurposing**

It makes great business sense to make the most of your content. Repurposing it maximizes your time, energy and money.

For example, you might create a new article. You could publish it on your website, as a guest blog post and also include a link to it on your Facebook Fan page. You might also change the call to action depending on where you publish the article.

As you sit down each month to plan your content also plan how you might repurpose or maximize the content. You can use the space below to write down your thoughts on each piece of content.



You don't have to create it all yourself. You can find guest bloggers. You can use PLR and you can hire a ghostwriter to create all or some of your content. You've done the hard work; you've created your monthly content strategy. Now use your resources to get the content creation done.

### **Need a Nearly Hands-Free Way to Create Quality Content Regularly?**

We are now accepting new members for "**ACC Easy Monthly**", your nearly hands-free opportunity to publish quality content, on schedule, month after month. Get all the details and check for available spaces at <http://allcustomcontent.com/save>