

### Planning Content For Launch / Social Media

Whether you are planning content for your launch or for building authority and know like and trust with your audience, it's always a good idea to plan out your content and this Content Planner has been designed to help you do that.

Without planning it can often feel like we are just fumbling around in the dark and our message may not hit the mark with our people or worse still we can feel stuck and uninspired.

But when you are clear on the key things to talk about that are relevant to your overall message and allow you to demonstrate that you:

- A) Know what you are talking about*
- B) Understand your peoples pains/ problems*
- C) Can help them solve their problems*
- D) Can tell them why what they have tried didn't work*
- E) Can deal with their objections*
- F) Can give them tips; and*
- G) Can demonstrate that others are benefiting from your solution.*

It positions you as an expert in your field and helps your people along the customer journey and closer to becoming actual customers and hopefully raving fans.

### Content Pillars

**Imagine the your brand message being a house, the content pillars are the bricks. Content pillars support your overall message.**

When you have a clear Success Path (Aka Your Modules) that your people can follow to get them from Pain (A) to Desire (B), the modules can make ideal content pillars especially if they support your overall message.

Spend some time thinking about this if its not clear. What supports your overall message and what does your audience need?

#### **Content Pillar 1**

#### **Content Pillar 2**

#### **Content Pillar 3**

#### **Content Pillar 4**

#### **Content Pillar 5**

### Content Intentions

**Behind every post should be an intention. An intention of helping your audience move closer to solving their problem with you.**

There are eight main ways to help them to do this. Some will be less obvious in your content than others, but the amazing thing is nothing is set in stone. This is not one size fits all exercise. From the work you have done on your UAB, your Webinar, your program and solution, you can find what works for you.

#### **1 - Desires/ Inspiration:**

What do your people truly desire? How do they want to feel? What will inspire them to take action now?

#### **2 - Pains/ Problems:**

What problems are they currently trying to get away from or solve?

#### **3 - Limiting Beliefs:**

What limiting beliefs are keeping them stuck in their pain/ problem?

#### **4 - Myths:**

What do your people believe to be true that isn't?

#### **5 - Things They Have Tried/ Been told to try:**

What have they tried that hasn't worked or have they been told to try?

#### **6 - Objections:**

What objections do your they have to joining your program?

#### **7 - Hot Tips:**

What tips/ help can you provide them in relation to their problem?

#### **8 - Testimonials/ Kind Words:**

Social proof is the best marketing, what are people saying about you?

# Freedom To Truly Serve

## Content Planner

### Brain Dump Your Ideas

#### **Desires/ Inspiration**

#### **Pains/ Problems**

#### **Limiting Beliefs**

#### **Myths**

# Freedom To Truly Serve

## Content Planner

### Brain Dump Your Ideas

#### Things They Have Tried

#### Objections

#### Hot Tips

#### Testimonials/ Kind Words

# Freedom To Truly Serve

## Content Planner

### Content Creation Grid

	<b>Content Pillar 1</b>	<b>Content Pillar 2</b>	<b>Content Pillar 3</b>	<b>Content Pillar 4</b>	<b>Content Pillar 5</b>
<b>Desires/ Inspiration</b>					
<b>Pains/ Problems</b>					
<b>Limiting Beliefs</b>					
<b>Myths</b>					
<b>Things have tried</b>					
<b>Objections</b>					
<b>Hot Tips</b>					
<b>Testimonials</b>					

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## Content Planner

### Content Creation Grid Example

	<b>Your Bigger Vision</b>	<b>Your Superpower</b>	<b>Market Research</b>	<b>Marketing + Selling</b>	<b>Creating Your Course</b>
<b>Desires/ Inspiration</b>	Travelling Yoga teacher				
<b>Pains/ Problems</b>	Financial Struggles				
<b>Limiting Beliefs</b>	You can't make money doing what you love				
<b>Myths</b>	Aparigraha v Ahimsa				
<b>Things have tried</b>	More teacher Training				
<b>Objections</b>	Can I really do this?				
<b>Hot Tips</b>	Work with the Universe				
<b>Testimonials</b>	Client Feedback				

# Freedom To Truly Serve

## Content Planner

### 1x Monthly Planner

#### "Failing to Plan is planning to Fail"

Whether its for your launch or rolling content for your business, it's always good to plan out your content for the month ahead. From the Content Creation Grid, you can populate the Calendar below so you are ready with content ideas for every day you wish you post.

Don't forget to repurpose by emailing out your social media posts to your people.

SUN	MON	TUE	WED	THU	FRI	SAT