



SOCIAL MEDIA  
**content planner**

Content planner to help engage and build know, like, and trust with your audience.

# password vault

## INSTAGRAM

	USERNAME	PASSWORD
1		
2		

## FACEBOOK

	USERNAME	PASSWORD
1		
2		

## TIKTOK

	USERNAME	PASSWORD
1		
2		

	USERNAME	PASSWORD
1		
2		

# goal tracker

Think about the type of experience you want your audience to have when

3 MONTHS

## ACTION STEPS

1

2

3

6 MONTHS

## ACTION STEPS

1

2

3

1 YEAR

## ACTION STEPS






1

2

3

# social media stats

Track your progress each month

					
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					

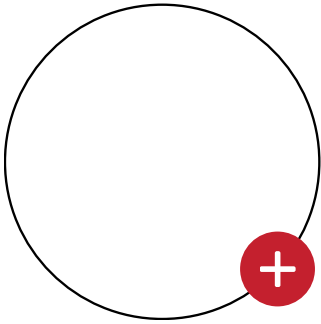
NOTES

---

---

---

# Instagram profile setup



\_\_\_\_\_  
POSTS

\_\_\_\_\_  
FOLLOWERS

\_\_\_\_\_  
FOLLOWING

\_\_\_\_\_  
NAME

\_\_\_\_\_  
CATEGORY

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

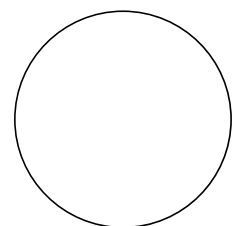
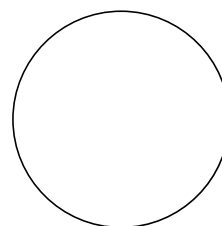
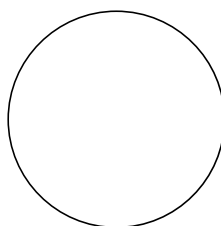
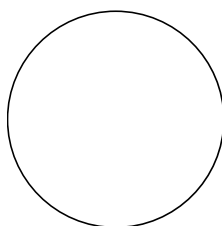
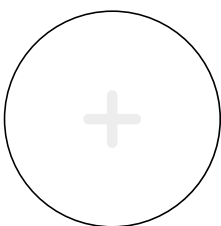
\_\_\_\_\_  
CALL TO ACTION

TIP: INCLUDE THE BELOW

- 1 Name
- 2 Brand Statement
- 3 Services
- 4 Location
- 5 Call to action

## STORY HIGHLIGHT COVERS

Design consistent, on-brand story covers and categorise them accordingly.



# content pillar examples



## EDUCATIONAL

- ☐ HOW TO'S
- ☐ INFOGRAPHICS
- ☐ QUICK TIPS



## PROMOTIONAL

- ☐ PRODUCTS
- ☐ UPCOMING EVENTS
- ☐ JOIN EMAIL LIST



## ENGAGEMENT

- ☐ QUESTIONS
- ☐ POLLS
- ☐ CONTESTS



## ENTERTAINING

- ☐ FUNNY STORY
- ☐ GIFS
- ☐ MEMES



## INSPIRATIONAL

- ☐ MOTIVATIONAL QUOTES
- ☐ STORY TELLING
- ☐ TESTIMONIALS



## PROJECTS

- ☐ WORK IN PROGRESS
- ☐ BEFORE + AFTER
- ☐ PAST PROJECTS

# content elements for conversion

## **Personal Speech Phrases**

What words or phrases do you say all the time? If you don't know ask your friends and family.

## **Feels Check**

Does your content make your client FEEL the way you desire them to feel? For example, if your brand is an inspirational brand is your post inspiring?

## **Offer Seeding**

Did you mention your current offer or tease that you're working on a new offer?

## **Testimonial or Result**

Does your post have a client result or a testimonials baked into it? You can reference it in your caption or use it in your graphic / video

## **Analogies**

Analogies help the client to more deeply understand what you're talking about.

## **Community**

Did you reference your community at all? Use words like "we", "us" instead of just "I" to create a sense of community.

## **Hooks**

Hooks are designed to grab your readers attention so that they either keep reading or keep watching your content. They're traditionally 5-10 seconds long & are the first sentence of your video or caption / carousel.

## **Call to Action**

Now that you've helped your client with your content, what do you want them to do next?

# content types, scripts, ideas

## PROBLEM AWARENESS (CHALLENGES)

This type of content is used to help your client realize that they need your help or your services. We're helping them see that the SYMPTOMS they are experiencing in their life are the result of a DEEPER problem. A problem that you solve.

### HOOK:

- What is a real life situation your client is experiencing right now? SEE/ HEAR / FEEL /DO
- What do they think the problem is?
- What is their actual problem?
- What do you believe they need to do that might be controversial?

### CTA \*\*IDEAS:\*\*

- If you're currently experiencing x,y,z doing \_\_\_\_\_ won't help. Why? Do this instead
- \_\_\_\_\_ is the last thing you should be doing if you're currently \_\_\_\_\_. What most people don't know is (reason why they shouldn't be doing what they are). Instead do this \_\_\_\_\_.

## MYTHS

### HOOK

- What is a common misconception in your industry?
- What is popular advice that people in your industry give that you don't agree with?
- What do your people think they need to get your desired outcome?

### CTA \*\*IDEAS:\*\*

- Despite popular belief \_\_\_\_\_ is actually not required if you want to \_\_\_\_\_. But this is a common MYTH in the (your niche). Here's why.
- Here's why \_\_\_\_\_ is terrible advice if you want to \_\_\_\_\_.



# content types, scripts, ideas

## AGITATION

This type of content is designed to wake your client up to the reality of their situation. It should feel a little abrupt. A bit like an “I love you but....” moment.

### HOOK:

- What is their desired outcome
- What are they doing wrong?
- What should they do instead?

### CTA **\*\*IDEAS:\*\***

- If you're currently experience \_\_\_\_\_ you have absolutely no business trying to \_\_\_\_\_. If you continue to do this you will \_\_\_\_\_
- Doing x,y & z is a waste of your time / money / energy if you haven't done x,y,z.

## STORY

### HOOK

- Where did you use to be in this area of your life?
- What did you try to do to solve the problem?
- What did you do differently to get the result?

### CTA **\*\*IDEAS:\*\***

- I used to \_\_\_\_\_. I tried everything to solve / overcome this including \_\_\_\_\_. But no matter what I did it didn't work. That's when I decided to try \_\_\_\_\_ Instead. Not only did I \_\_\_\_\_ but I now \_\_\_\_\_.
- If you had of told me \_\_\_\_\_ years ago that I would be able to \_\_\_\_\_ (outcome) I would have thought you were nuts. The odds were against me: list the odds or the reasons why you thought you couldn't. But I decided not to let that stop me. I now (outcome)

# content types, scripts, ideas

## OUTCOME / SOLUTION

This type of content is designed to show people HOW to they fix the problem they're facing or what they expect once they solve the problem they're currently facing. Paint a vision.

### HOOK:

- Why Should they listen to you?
- What outcome will they have if they do what you say?
- What will solve their problem?

### CTA **\*\*IDEAS:\*\***

- Here's the problem that I had to fix in order for my clients to get x outcome.
- Here's the number one thing that allowed my clients to do X,y,z

## CLIENT WIN / CELEBRATION

### HOOK

- What is something you or a client recently experienced for the first time because of the work you do?
- What is a clients recent result and how did you help them get there?

### CTA **\*\*IDEAS:\*\***

- Have you met \_\_\_\_\_ yet? When they came into my world they were constantly experiencing \_\_\_\_\_. They were doing all things trying to solve this problem (things they tried) but none of it worked. Instead we switched gears to (thing you did with them) and now they're \_\_\_\_\_
- One of my clients recently (achieved / outcome / celebrated ). Here's how we got them there in just (time length).