

# CONTENT PLANNING SHEET

**THEME** Content Pillars  
( theme you talk about the most)

**PLATFORM** IG - FB - Email - LIN - TW - Other

**CONTENT TYPE** Image - Video - Live - Audio - Text

HEADLINE/ WHO ARE YOU?

How To ...

# Ways To ....

What To Do ...

\_\_ vs \_\_ : Which Do You Need?

What Know One Tells You About...

WHY?

REASON / STEPS/ WAYS/ TIPS

REASON / STEPS/ WAYS/ TIPS

REASON / STEPS/ WAYS/ TIPS

CALL TO ACTION