



Content Planner™

A reusable system for planning useful content and moving it consistently from idea to publication.

BRAND / PROJECT		OWNER	
PERIOD		PRIMARY CHANNEL	
CADENCE		MAIN GOAL	

SET THE DIRECTION

Content Purpose

The change I want my content to create _____

Goals & measures

GOAL	SUCCESS MEASURE	TARGET	REVIEW

Positioning

What we help with	
What makes us useful	
Voice / tone	
What we will not do	
Call to action	

Monthly focus

Theme _____

Main campaign / moment _____

KNOW WHO AND WHAT

Audience & Content Pillars

Create for a real need, then use repeatable themes to make planning easier.

Primary audience

Who they are	
What they are trying to do	
What gets in the way	
Questions they ask	
What they need from us	
Desired next step	

Content pillars

#	PILLAR	PURPOSE	FORMATS	CTA
1				
2				
3				
4				
5				

Content mix

CONTENT ROLE	TARGET MIX	EXAMPLES
Educate	_____ %	
Inspire	_____ %	
Engage	_____ %	
Convert	_____ %	

SEE THE MONTH

Content Calendar

Schedule the key content, then leave capacity for timely or responsive work.

MONTH _____ THEME _____ PRIMARY CTA _____

MON	TUE	WED	THU	FRI	SAT	SUN
DATE _____ CHANNEL: _____ TOPIC: _____ STATUS: _____	DATE _____ CHANNEL: _____ TOPIC: _____ STATUS: _____	DATE _____ CHANNEL: _____ TOPIC: _____ STATUS: _____	DATE _____ CHANNEL: _____ TOPIC: _____ STATUS: _____	DATE _____ CHANNEL: _____ TOPIC: _____ STATUS: _____	DATE _____ CHANNEL: _____ TOPIC: _____ STATUS: _____	DATE _____ CHANNEL: _____ TOPIC: _____ STATUS: _____
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Key dates & opportunities

DATE	EVENT / MOMENT	CONTENT OPPORTUNITY	PREPARATION

CAPTURE BEFORE JUDGING

Content Idea Bank

Collect useful questions, observations and proof. Score ideas only when you are ready to plan.

Idea prompts

Questions	What does the audience repeatedly ask?
Mistakes	What avoidable problem can we clarify?
Process	What useful behind-the-scenes step can we show?
Evidence	What result, example or story builds trust?
Point of view	What do we believe that is genuinely helpful?
Reuse	What existing content deserves a new format?

#	IDEA / WORKING TITLE	PILLAR	FORMAT	VALUE	PRIORITY
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

Parking lot

PLAN THE PIECE

Content Brief

Give each item one job, one audience need and one clear next step.

TITLE		OWNER	
CHANNEL		FORMAT	
PUBLISH DATE		STATUS	
PILLAR		CAMPAIGN	

The brief

Audience need	
Single objective	
Core message	
Proof / examples	
Call to action	
Success measure	

Structure

Hook / opening _____

Key points _____

Close / CTA _____

Production needs

☐	Copy or script drafted.
☐	Visuals / assets prepared.
☐	Links, tags and accessibility checked.
☐	Approval completed.
☐	Distribution and engagement plan ready.

MOVE WORK TO PUBLISHED

Production Tracker

Track ownership and the next stage. Use additional copies for larger programmes.

#	CONTENT	PILLAR	CHANNEL	OWNER	DUE	STATUS	APPROVAL	LINK / NOTES
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								

Publishing checklist

☐ Message is clear	☐ Brand and facts checked	☐ Links and CTA tested	☐ Accessibility checked
☐ Timing confirmed	☐ Tracking added	☐ Engagement owner set	☐ Reuse opportunity noted

LEARN AND EXTEND THE VALUE

Results & Repurposing

Review what helped the audience, then reuse strong ideas without simply repeating them.

Performance review

CONTENT	REACH	ENGAGEMENT	CLICKS	RESULT	LEARN

What the results suggest

What resonated? _____

What underperformed — and why? _____

What will we test next? _____

Repurposing map

SOURCE CONTENT	NEW FORMAT	CHANNEL	OWNER / DATE

Next-period decisions

CONTINUE	ADJUST	STOP

CONTENT MOMENTUM _____ / 10

NEXT REVIEW DATE _____

The future isn't something you wait for. It's something you build.