

CONTENT PLANNING WORKSHEET

Let's make some decisions for our content

Here is where all of the hard work you have put into Modules 1 & 2 comes into play. Before we get started creating your content, you need to make some final decisions.

"I don't care how much power, brilliance or energy you have, if you don't harness it and focus it on a specific target, and hold it there you're never going to accomplish as much as your ability warrants."

- via ZIG ZIGLAR

WHO DO YOU HELP?

You should have chosen who you help in Module 1 - Unit 2, in your ICM Worksheet and Profile page. If you haven't finished that homework and have trouble with this step, there is no time like the present. If you are clear about your ICM, you can just fill out this "I HELP" formula and move to the next step.

YOU	HEADER	YOUR ICM	GET WHAT RESULT	
<i>Company or Product Name</i>	<i>helps</i>	<i>ICM</i>	<i>to</i>	<i>talk about the problem you solve from the ICM Worksheet in Module 1</i>

EXAMPLE

Smart Social Secrets helps communicators and business owners to build their online tribe and get better results with their social media.

GOING DEEPER

In this episode of Communities That Convert, Kami Huyse and Madalyn Sklar model the "I HELP" statement as they talk about how to [Create Products That Sell Themselves](#)

WHAT IS YOUR MAIN CONTENT TOPIC?

Pick one overarching content focus for your social media. You can get more granular with the content categories, but you need a focus large enough to encompass everything. For example, our content topic is social media. Choosing your lane will help you build an audience full of your ideal community members (ICMs).

YOUR CONTENT TOPIC IS...

CHOOSE YOUR CONTENT CATEGORIES

Next up is choosing your content categories. Try to keep your categories under in the 3-5 range. Every category over 5 makes you seem less consistent. Your ICM needs to understand right away what you are about and what you do. Example: Our categories are: Clarity (Social Media Strategy), Connect (Building an Online Community with Social Media), Create (Creating social media content), Calibrate (Measuring the effectiveness of social media)

CATEGORY	DESCRIPTION

CHOOSE YOUR CONTENT TYPE: What Is Your Social Media Footprint?

ICM	PLATFORM	TYPES OF CONTENT
		☐ Images ☐ Video ☐ Long-Form Writing ☐ Links ☐ Audio/Podcast ☐ _____ ☐ _____
		☐ Images ☐ Video ☐ Long-Form Writing ☐ Links ☐ Audio/Podcast ☐ _____ ☐ _____
		☐ Images ☐ Video ☐ Long-Form Writing ☐ Links ☐ Audio/Podcast ☐ _____ ☐ _____
		☐ Images ☐ Video ☐ Long-Form Writing ☐ Links ☐ Audio/Podcast ☐ _____ ☐ _____
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