

Step 1: Who is Your Target Audience?

Talking to everyone is a strategy that ensures you talk to no one. Your content needs to be specific to the audience you desire to attract and work with.

Target Audience {aka Niche}

Step 2: What are Their Pain Points?

Content for the sake of content is a big waste of time. Make sure you are providing content your target audience cares about by speaking to them directly and consistently on topics that matter to them most, i.e., what keeps them up at night.

Pain Point #1	Pain Point #2	Pain Point #3

Step 3: How Can You Help Them?

Using the pain points above that are specific to what your audience cares about most, brainstorm 4 mini topics related to each pain point and fill in your content calendar below.

Month: _____

	Pain Point #1	Pain Point #2	Pain Point #3
Week 1	Mini Topic #1		
Week 2		Mini Topic #1	
Week 3			Mini Topic #1
Week 4	Mini Topic #2		

Month: _____

	Pain Point #1	Pain Point #2	Pain Point #3
Week 1		Mini Topic #2	
Week 2			Mini Topic #2
Week 3	Mini Topic #3		
Week 4		Mini Topic #3	

Month: _____

	MONTH III		
	Pain Point #1	Pain Point #2	Pain Point #3
Week 1			Mini Topic #3
Week 2	Mini Topic #4		
Week 3		Mini Topic #4	
Week 4			Mini Topic #4

Step 4: How You Can Deliver Value Each Week & Maximize Your Time

Each week, use your mini topic to create your content for the week. Then break up the content and use it in multiple ways so that you are maximizing your time.

Paint Point: _____

Mini Topic: _____

- 1) Write 500-1000 word blog post
 - a. Key point #1
 - b. Key point #2
 - c. Key point #3
 - d. Call to action
 - e. Photo
- 2) Post blog to your website
- 3) Include excerpt of blog in an email to your list and link back to your website, use the photo in your email too if you'd like
- 4) Write 3 mini posts related to each of the three key points in your blog post and schedule them to be posted on your Facebook business page throughout the week
- 5) Share your blog post in Facebook Groups you participate in or other social media groups {LinkedIn, etc.}
- 6) Pull three short takeaways from your blog post and schedule as tweets for your Twitter account
- 7) Turn those tweets in to a graphic using Canva and post on Instagram, Facebook, Pinterest and more!