

YOUR ULTIMATE CONTENT PLANNING CHECKLIST



Create smarter, stress-free content that connects

Whether you're DIY-ing your content or mapping things out for a team, this checklist will help you plan, create, and schedule content that actually supports your business goals—without burning out.

Step 1: Set the Foundation

- ☐ Define your top 1 to 3 business goals
- ☐ Identify your core content pillars or themes
- ☐ Choose your primary platforms (where will you show up)
- ☐ Know your audience, what do they want or need from you
- ☐ Choose your primary platforms (where will you show up)

Step 2: Map Your Monthly Focus

- ☐ Choose a monthly theme or campaign
- ☐ Outline offers, promotions or events to support
- ☐ Identify key dates or seasonal tie-ins (holidays, awareness weeks)
- ☐ Plan lead magnets or CTAs to feature

Step 3: Brainstorm Content Ideas

- ☐ Rotate content types: education, inspiration, engagement, sales
- ☐ Include content for every stage of the buyer journey
- ☐ Repurpose long-form content (blogs, videos, podcasts)
- ☐ Add personal or behind-the-scenes touches
- ☐ Choose your primary platforms (where will you show up)

Step 4: Create Your Content

- ☐ Batch your content creation (design, write, film, etc.)
- ☐ Draft captions with clear calls-to-action
- ☐ Design graphics or source visuals
- ☐ Proofread and brand-check EVERYTHING
- ☐ Save all assets in one place (organized = efficient!)

Step 5: Schedule + Share

- ☐ use a scheduler or calendar to assign publish dates
- ☐ Optimize post times for each platform
- ☐ Double check tags, links and hashtags
- ☐ Schedule or manually post
- ☐ Add reminders for stories, Lives and follow-ups

Step 6: Track + Tweak

- ☐ Review content performance weekly or monthly
- ☐ Identify top-performing topics or formats
- ☐ Note what didn't land (and why)
- ☐ Adjust future content plans accordingly
- ☐ Celebrate consistency and wins (big or small!)

