

*YOUR CONTENT
PLANNING GUIDE*

Affirm By Design

CONTENT PLANNING QUIZ

Q1. What is your main business goal during the upcoming month?

- a. To teach/educate
- b. To sell a product
- c. To promote a service

Whichever goal you choose, make sure you are consistently creating content that *helps you reach that goal*. For example, if your main goal is to promote a product, you should *mention that product regularly*.

Q2. What is your greatest challenge related to content creation?

- a. Staying consistent
- b. Generating ideas
- c. Confidence

If your greatest challenge is consistency, your priority for the upcoming month should be to *get honest with yourself* about your time and your capacity. Maybe you aren't working in optimal conditions, or you are setting unrealistic expectations for yourself.

If your greatest challenge is generating ideas, scroll! *See what others in your field are posting* and make note of what you like. If your greatest challenge is confidence, think about which content you enjoy the most and *make that*.

QUIZ RESULTS

Q3. How do you prefer to create your content?

- a. Batch ahead
- b. Create it the day of
- c. A combination!

I recommend a combination of batching and creating day-of. Batching can help when a week becomes unexpectedly busy.... you have content to fall back on! Creating day-of is also beneficial because it allows you to seize a cultural moment or share an idea while it's fresh.

Q4. Do you mind showing your face on social media?

- a. I don't mind at all!
- b. I'm okay showing my face sometimes
- c. I'd prefer not to show my face

Are you forcing yourself to make content you don't feel comfortable with? If you aren't comfortable showing your face, *you don't have to*.

If you *do* feel comfortable showing your face, I highly recommend using Reels to *build brand recognition*. Choose one text color and one font to create a consistent brand look that viewers will start to recognize!

These are just a few points to consider when planning your content! Now, let's dive into how to plan your content both *weekly* and *monthly*.

WEEKLY PLANNING

If you already batch your content ahead, you are no stranger to weekly planning. Planning your content on a weekly basis can help you become consistent. Personally, I know that it helps me to *assign certain tasks to certain days of the week*.

Is there a day of the week that provides the conditions (ex. quiet, solitude) or the time to work on your content? For example, I know that Sundays are my *most creative day* of the week. I often feel *refreshed*, which is not the case during the work week when I am much more frazzled and much *less creative*.

What day(s) of the week would you like to consistently post content? I am currently still training at my full time job, and I'm lucky if I get *one* planned post out per week. If this sounds like you, pick a weekday where you have time to sit down and post. I create much of my content on *Sundays*, but I usually post on *a Monday or a Thursday* (both days I telecommute and have more energy to do so).

Once you identify which day(s) you are able to CREATE and which day(s) you would like to POST, you can *fill those in on the weekly schedule!* The *monthly schedule* is meant to complement the weekly schedule and keep you on track toward your goals. I recommend *printing* the next two pages and filling them out by hand, then posting them somewhere you can see them!

Notes

Sunday

- Create*
- Post*

Monday

- Create*
- Post*

Tuesday

- Create*
- Post*

Wednesday

- Create*
- Post*

Thursday

- Create*
- Post*

Friday

- Create*
- Post*

Saturday

- Create*
- Post*

WEEKLY PLANNER

Instructions: Choose at least one day of the week to *create* and at least one day to *post*. Jot down content ideas in the "Notes" section.

Remember, this weekly schedule is just an overview to help set your expectations and reduce your overwhelm.

Keep your Weekly Planner handy to keep you on task and your Monthly Planner handy to help you achieve your broader goal.

Set A Goal

Week One

Week Two

Week Three

Week Four

MONTHLY PLANNER

Instructions: Set *one, overarching goal* for the month. This could be to educate, to sell a product, to promote a service, or something else.

Next, think about how you would like to achieve that goal. *Break it down into four steps.* Assign one step to each week of the month and jot your ideas in the "Notes" section.

Keep your Weekly Planner handy to keep you on task and your Monthly Planner handy to help you achieve your broader goal.