

CONTENT PLANNING WORKSHEET

Plan Smarter. Publish Consistently. Grow Your Digital Business.



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Content Planning Worksheet

Turn Ideas Into Consistent Content That Builds Your Business

Resource Type: Free PDF Worksheet

Ideal Reader: Beginners, bloggers, creators, digital entrepreneurs, and solopreneurs

Introduction

Creating valuable content rarely happens by accident. It begins with a plan.

Whether you're writing blog posts, creating videos, designing digital products, or building an email list, having a content strategy helps you stay focused and consistent.

Purpose

The purpose of this worksheet is to help you organize your ideas, understand your audience, and create content that supports your business goals.

Section 1: Your Content Mission

What is the primary purpose of your content?

- ☐ Educate
- ☐ Inspire
- ☐ Entertain
- ☐ Build Trust
- ☐ Grow an Email List
- ☐ Promote Affiliate Products
- ☐ Sell Digital Products
- ☐ Build Authority
- ☐ Generate Leads

My content mission:

Section 2: Know Your Audience

Who are you creating content for?

What challenges are they facing?

- ☐ Starting an online business
 - ☐ Choosing a business model
 - ☐ Learning new skills
 - ☐ Finding customers
 - ☐ Growing an audience
 - ☐ Creating content
 - ☐ Making sales
 - ☐ Staying motivated
 - ☐ Other
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What overall result are they hoping to achieve?

Section 3: My Core Content Topics

Choose 3–5 content pillars.

- ☐ Blogging
- ☐ Affiliate Marketing
- ☐ AI Tools
- ☐ Digital Products
- ☐ Email Marketing
- ☐ SEO
- ☐ Online Business
- ☐ Productivity
- ☐ Content Creation
- ☐ Personal Branding
- ☐ Mindset
- ☐ Wealth Creation
- ☐ Automation
- ☐ Other

My Pillar #1

My Pillar #2

My Pillar #3

My Pillar #4

My Pillar #5

Section 4: Brainstorm Content Ideas

Topic

Audience

Problem

Possible Title

Section 5: Choose Your Content Format

How will you publish?

- ☐ Blog Post
- ☐ YouTube Video
- ☐ Short Video
- ☐ Email Newsletter
- ☐ Pinterest Pin
- ☐ Instagram Carousel
- ☐ LinkedIn Post
- ☐ Podcast
- ☐ Downloadable Resource
- ☐ Checklist
- ☐ Worksheet
- ☐ eBook

Section 6: Content Planner

Working Title

Primary Keyword

Target Audience

Main Problem Solved

Main Takeaway

Call to Action

- ☐ Join my email list
- ☐ Download a free resource
- ☐ Read another article
- ☐ Purchase a product
- ☐ Visit my Resources page
- ☐ Other

Section 7: SEO Planning

Primary keyword

Secondary keywords

Search Intent

☐ Informational

☐ Commercial

☐ Transactional

☐ Navigational

Internal articles to link

Affiliate opportunities

Section 8: Content Creation Checklist

Before publishing:

- ☐ Clear headline
- ☐ Helpful introduction
- ☐ Easy-to-read sections
- ☐ Images included
- ☐ Internal links added
- ☐ External references checked
- ☐ Affiliate disclosure (if needed)
- ☐ Proofread
- ☐ Meta title
- ☐ Meta description
- ☐ Call to action
- ☐ Mobile-friendly formatting

Section 9: Repurpose Your Content

One piece of content can become many assets.

Turn this article into:

- ☐ Pinterest Pins
- ☐ Instagram Posts
- ☐ LinkedIn Article
- ☐ Facebook Post
- ☐ YouTube Video
- ☐ Short Video
- ☐ Email Newsletter
- ☐ PDF Guide
- ☐ Checklist
- ☐ Worksheet
- ☐ Infographic

Section 10: Weekly Content Calendar

Day	Content	Status
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Section 11: Monthly Publishing Goals

Blog posts

Videos

Emails

Pinterest Pins

Social Posts

Lead Magnets

Digital Products

Section 12: Performance Tracker

Content Published

Views

Clicks

Email Subscribers

Affiliate Clicks

Sales

Lessons Learned

Section 13: My Next 30 Days

This month I will:

- ☐ Publish consistently
 - ☐ Improve older content
 - ☐ Build my email list
 - ☐ Create one downloadable resource
 - ☐ Optimize SEO
 - ☐ Promote my content
 - ☐ Track my analytics
 - ☐ Plan next month's content
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