

THE CONTENT PLANNING PARTY – DAY 3

Creating Themes Under Each
Of Your Categories

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When creating these themes, remember to reflect back on your main goal and the focus of your content plan, and include those topics (i.e. topics that support a launch, 1:1 coaching, etc.). Also, remember the example I gave (themes under mindset: showing up as an expert, cultivating inspiration, and creating a daily practice)

Category 1:

Theme 1:

Theme 2:

Theme 3:

Category 2:

Theme 1:

Theme 2:

Theme 3:

Category 3:

Theme 1:

Theme 2:

Theme 3:

Category 4:

Theme 1:

Theme 2:

Theme 3:

Category 5:

Theme 1:

Theme 2:

Theme 3:

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Now that you have your themes mapped out, use the following rotation to keep your information changing and to ensure you're positioning yourself as an expert!

Month 1

Category 1, Theme 1
Category 2, Theme 1
Category 3, Theme 1
Category 4, Theme 1
Category 5, Theme 1

Month 2

Category 1, Theme 2
Category 2, Theme 2
Category 3, Theme 2
Category 4, Theme 2
Category 5, Theme 2

Month 3

Category 1, Theme 3
Category 2, Theme 3
Category 3, Theme 3
Category 4, Theme 3
Category 5, Theme 3

Bonus! The party is really rolling and we're having so much fun now... right?! 😄😅 Consider sharing your categories and themes with someone who knows your business and use that conversation to really ground into WHY you're so jazzed to talk about these things with your audience!