

CONTENT PLANNER

Monday

SHOW MY FACE

- ◊ Plain Photo
- ◊ Reintroduce myself
- ◊ Photo illustration/graphic

BEHIND THE SCENES

- ◊ Day in the life
- ◊ Office space
- ◊ Out + about
- ◊ Share to-do lists

MY JOURNEY

- ◊ Personal past + recent history
- ◊ Anniversaries
- ◊ Personal goals

OUTDOOR ACTIVITIES

- ◊ Beach/sunsets
- ◊ Nature/flowers
- ◊ Hikes/outings

Tuesday

TUTORIALS

- ◊ How to's
- ◊ Social media related
- ◊ Demonstrations on popular content

TIPS AND TRICKS

- ◊ My favorite tools
- ◊ My favorite programs
- ◊ Quick hacks

IMPORTANCE OF DESIGN

- ◊ Solving client problems
- ◊ Pros + cons
- ◊ Features + benefits

FAQS

- ◊ FAQs from website
- ◊ New ones from DMs
- ◊ Ask in stories

Wednesday

FAVORITE THINGS ABOUT MY JOB

- ◊ Being creative
- ◊ Working from home
- ◊ Flexibility
- ◊ Working with clients

BUSINESS RELATED STORY

- ◊ Starting + maintaining my biz
- ◊ Timeline info-graphic
- ◊ Map of where my clients are
- ◊ Anniversaries
- ◊ Professional goals

BELIEFS AND VALUES

- ◊ Things that me + my target audience have in common
- ◊ Similar hobbies
- ◊ Similar values

CHALLENGE

- ◊ Partake in a different challenge
- ◊ Create my own short term challenge and invite people to join

Thursday

TESTIMONIAL/REVIEW

- ◊ Google reviews
- ◊ Facebook reviews
- ◊ Ask clients if I can use feedback from emails

PRODUCT OR SERVICE PROMOTION

- ◊ Features
- ◊ How they can be used
- ◊ Show them in action
- ◊ Work in the wild

PROMOTE PACKAGES

- ◊ Offer discount/intro price
- ◊ Free printables
- ◊ Explain what's included
- ◊ Show examples

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Friday

ASK A QUESTION

- ◊ Feedback
- ◊ Client pain points
- ◊ "Fill in the blank"

TV SHOW/MOVIE QUOTES

- ◊ Design + art related
- ◊ Popular show
- ◊ Humorous

INSPIRATION

- ◊ Show style-boards
- ◊ Personal + client work inspo

CONCEPT TO FINISHED DESIGN

- ◊ Sketches + drafts
- ◊ Process
- ◊ Before and after

Personal

Educational

Passion

Promotional

Engaging

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