

The 2-Page CONTENT MARKETING CALENDAR

Content marketing can be a dreaded task for any coach or business. Suffering from “content constipation” leads to falling behind schedule. A monthly newsletter can turn into a yearly newsletter. A weekly Facebook live video fades into the ethers. And before you know it, you’ve become invisible to your prospects. You don’t want to be invisible! Here, list your major “core topics” (along top). Then brainstorm specific content ideas by mixing them with any of the “7 types” (on the left hand side).

CORE TOPICS						
HOW TO						
Q & A						
CASE STUDY						
RANT/BELIEF						
MISTAKES						
BENEFITS						
SECRET OR DISCOVERY						