

Content RHYTHM

Now it's time to find your rhythm—how often you'd like to communicate with your prospects, on which topics, and in what format. Enter your desired “core topic + type” in the appropriate spots below. Create a realistic schedule that you can maintain and choose only your favorite platforms (not all of them) that play to your strengths.

DAYS	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
EMAIL							
FB LIVE							
BLOG							
PODCAST							
YOUTUBE							
INSTAGRAM							

PRO TIP: Think about creating content once and re-purposing it on multiple platforms. For instance, a YouTube video can be transcribed into a blog post, much of that text can be used in your email newsletter, audio ripped for a podcast, and/or big ideas shared in an image on Instagram/Facebook.