

Content Strategy Planner

Plan smarter, avoid burnout, and repurpose your content effectively.

Step 1: Choose Your Core Theme

- Pick a topic your audience cares about.
- Make sure it ties to your brand's main goal.

Step 2: Break It Into Formats

- Blog post
- Video
- Podcast
- Social posts
- Infographic

One core idea > 5 different formats.

Step 3: Set Your Schedule

- Weekly blog post
- 3-4 social posts
- 1 video or short
- 1 email to your list

Step 4: Use AI as Support

- Brainstorm ideas
- Generate outlines
- Repurpose content

AI is your assistant, not your replacement.

Step 5: Track and Adjust

- Check engagement each week
- Double down on what works
- Drop what doesn't

Smarter, not harder.