

Content Strategy Checklist

Below is the recommended content, divided into daily + weekly. Print this out and keep track of all the trust-building content you need to be producing regularly to attract your ideal clients.

DAILY CONTENT COMMITMENTS Check which one you posted	Story (2x/wk recommended)	Solution (2-3x/wk reco)	Service (1-2x/wk reco)
Day 1			
Day 2			
Day 3			
Day 4			
Day 5			
Day 6			
Day 7			

Remember, your stories, solutions and services should all be targeted to your ideal client's needs and struggles. They should be able to see themselves in the "Before" picture. They should feel like the transformation is possible because you (or one of your clients) did it.

Your solutions should be direct answers to their common concerns or questions they might be typing into Google. Picture the person asking you face-to-face, and then answer in your posts what you would say on the spot. Remember, just because you feel like this content "is already out there" or "everyone knows this" or "this has been said so many times," doesn't mean a) your potential client already knows it (they probably don't), or b) they don't want YOUR take! Remember, to them, you are a "trust agent" so even if they've heard it before, they want to know what YOU think. No Solutions post is too simple.

Your Services posts can be any of the following:

- What transformation you are the best at facilitating
- Who you work with, specifically and why
- Who you absolutely do not work with
- What kinds of results you get for clients
- What you're not great at
- What you are the absolute best at
- Why people work with you exactly
- What problems and struggles you are the best at solving, etc.

WEEKLY CONTENT COMMITMENTS:

Weekly	Yes/No
IG Story "Mini-training"	
IG TV and/or IG Live	

Right now, I want you to focus on these weekly more "epic" pieces of content because a) they are what is working for traction and b) I want you to get used to being on camera! Upwards of 40% of all content consumed online is in video format, so the faster you can get used to it, the better.

Other types of "epic" content include things like email newsletters, podcasts, blogs and YouTube videos. If you have these platforms set up, feel free to commit to one of these per week, too. BUT, I don't expect you to have an email list yet, or a website (or podcast) at this point, so 99% of your content will be housed on social media where you can use IG Stories and IG TV/Lives for longer content. Talking Head videos are fine! Be the teacher! Use your list of 20-30 FAQs on your ideal clients and teach. And then add a call-to-action at the end.