

HOW TO USE THE CONTENT PLANNER

Monthly Spread

Schedule your content at a month's glance. Monitor your business growth, create a theme and set weekly goals. Then, track your wins to stay motivated.

Think about what you can improve on within yourself and finish the sentences 'This month, I will...' and 'This month, I won't...'. -- *My favorite section!*

Daily Content Planning

On a line of each day, plan when, what and where you post. You can also schedule in giveaways, collaborations, calls, photoshoots, travel, email marketing.

Dreamspace

Draw, write, mind-map, make lists or plan out your next big idea by using the blank space and lined sections. This is where you'll also write down this month's goals and dates to keep on your radar.

Use the #Hashtags section to list relevant hashtags to include in your posts and write down a Hitlist of accounts to collaborate with that month.

Tasks & Tips

Refer to this section for tips and tricks on growing your online presence.

THE STORY

My name is Kat Gaskin and I'm a graphic designer, content planning expert and entrepreneur. I help discouraged business owners build a clear path towards achieving their social media goals, so they can create more time, abundance and intention in their businesses.

Planning, goal setting and scheduling have been a part of my daily routine for the past 20 years.

The idea of The Content Planner started from my own need for a tool to write down and schedule my social strategy.

After failing to find what I needed, I set out to design the first and only physical planning system for your blog and social media content.

Writing down a plan is how I've built a 6-figure e-commerce brand, grew an engaged community, developed a strong personal brand and continue to earn income while travelling the world.

Anything is possible with a plan.

Ready?



Founder & Designer
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LET'S CONNECT



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My Next Big Ideas









**Your value will be
not what you know;
it will be what you
share.**

– Ginni Rometty

First woman CEO of IBM

APRIL GOALS	
<input type="checkbox"/>	
<input type="checkbox"/>	
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<input type="checkbox"/>	
ON YOUR RADAR	
<ul style="list-style-type: none"> • Mother's Day - Next Month • Memorial Day - Next Month • Summer - 2 Months Away 	
#HASHTAGS	HITLIST & COLLABS
TASKS & TIPS	
<p>This month, create 4 original posts with images for your Facebook business page. Canva or WordSwag are great for creating engaging graphics. According to HubSpot.com, Facebook posts with images see 2.3x more engagement than posts without images.</p>	

MONTH				WEEKLY GOALS				MONDAY				TUESDAY				WEDNESDAY			
<div><div>04</div><div>APRIL</div></div>								1				1							
												April Fools' Day							
MY BUSINESS GROWTH								6				7				8			
	START	END	+/-																
																			
																			
												#NationalBeerDay				Passover Begins			
																			
																			
																			
THIS MONTH'S THEME:								13				14				15			
EASTER																			
EARTH DAY																			
DIY CRAFTS																			
THIS MONTH, I WILL:								20				21				22			
THIS MONTH, I WON'T:								27				28				29			
																#InternationalDanceDay			

THURSDAY		FRIDAY		SATURDAY		SUNDAY		MY WINS
2		3		4		5		
					#NationalBurritoDay			
9		10		11		12		
			#NationalSiblingsDay Good Friday		#NationalPetDay	#NationalGrilledCheeseDay Easter Sunday		
16		17		18		19		
	Passover Ends							
23		24		25		26		
	#WorldBookDay St. George's Day (UK)		Ramadan Begins Arbor Day		Anzac Day (AUS + NZ)			
30								
	#InternationalJazzDay							

To-Do List

TODAY'S DATE**DEADLINE**

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To-Do List

TODAY'S DATE

DEADLINE

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CONTINUE PLANNING WITH THE CONTENT PLANNER

WWW.THECONTENTPLANNER.COM

