

Monthly Content Plan

Save a fresh copy for each month. Fill it in, then review what happened.

Month and year

Primary platform

The specific person I want to reach

The offer or service this content supports

The message I want people to remember

Buyer question 1

Buyer question 2

Buyer question 3

The one next step I will invite

Plan four weeks

Give each post one job: teach, show, or invite.

WEEK 01 TEACH · answer a question	SHOW · demonstrate or prove	INVITE · next step
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WEEK 02 TEACH · answer a question	SHOW · demonstrate or prove	INVITE · next step
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WEEK 03 TEACH · answer a question	SHOW · demonstrate or prove	INVITE · next step
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WEEK 04 TEACH · answer a question	SHOW · demonstrate or prove	INVITE · next step
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When I will plan, create, publish, and review