

Self-Assessment Checklist

Content planning: Set yourself up for success

What channels do you use?

- | | | |
|------------------------------------|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Blog | <input type="checkbox"/> Twitter | <input type="checkbox"/> Medium |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> YouTube | <input type="checkbox"/> Pinterest |
| <input type="checkbox"/> Linked In | <input type="checkbox"/> SnapChat | <input type="checkbox"/> Other |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> e-newsletter | Details: |

How often do you want to post on the them?

Channel	Frequency

How much time do you have?

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What obstacles are in your way?

What existing content resources do you have?

Think of presentations, articles, proposals, videos, demonstrations, photos, worksheets, handouts, or anything else you may already have created.

What are your aims for this month of content creation?

Is there anything you want to:

Try for the first time?	
Do more of?	
Keep doing the same	
Stop doing?	
Delegate?	
Learn more about?	

What next?

Developing your own content calendar

Find out more about the planning process, and get all the tools and resources you need.

Visit www.katiegoudie.co.uk/my-first-content-calendar

There are templates for your calendar, prompts for developing ideas, and process charts to help you plan your content creation. If you need an accountability partner to help you stick to your plan, we can help out there as well.