



# YOUR CONTENT CALENDAR Guide



[www.localvideo.us](http://www.localvideo.us)

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## Step 1

### Review & Plan

Because each month's content calendar is a little different, take the time to review the calendar and plan your content. Want to switch around days and posts on the calendar, go ahead and make those adjustments now. Use the blank calendar to map out your content or change things around.

## Step 2

### Content Writing

In order to get the most out of your posts take the time to thoroughly write out the answer to each prompt. Remember "STORIES SELL"! You can do this on paper, on your phone or utilize a social scheduling app. My go to content planning app is Planoly or Trello.

## Step 3

### Bring It Together with A Visual

Posts with images generate the most response. Take the time to capture images yourself that correlate the best with your post. Don't have that perfect image? Use FREE stock images from some of my favorite websites (Unsplash, Freepik and Looking Glass)

Your video pals,  
*Brenda and Dennis*

Local Video



Marketing  
Agency



# Content Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
Take a Poll	Share an interesting story about your niche	Tip + Trick : Share a helpful tip or trick relating to your business	Repurpose an old piece of content	What is your 90 day goal?	Feature Friday - feature a customer story	Go LIVE - share some tips about your favorite product or service you offer
This or that? Post a fun and engaging this or that for your audience	What is your favorite productivity hack?	Ask your followers 3 things they think of when they think of you	Go LIVE - Get your face out there and share a funny story or helpful tip!	What is your favorite productivity hack?	Feature Friday - feature a customer story	Product Feature - Share some value around your favorite product
What is something new you've learned last week?	Ask your followers how they found you?	What is something new you've learned this week?	Give away something to your audience and use it as an incentive to take action to connect with you	What is your favorite social media platform right now and why?	Feature Friday - feature a customer story	Whats a tip you learned this week that you can share with your following?
How do you prepare yourself for the upcoming week	What's your favorite Monday Motivation quote?	What do you do to get yourself motivated during a mid-day slump	Who is someone in your business or niche that inspires you?	What is one thing you hope to gift yourself or someone else when you achieve your goal?	Feature Friday - feature a customer story	Client/Customer testimonial. Show what your business has done for someone else. (Shout them out and thank them)
What's new in your biz? Any new projects you're working on? Any new skills you are working on?	What's your favorite Monday Motivation quote?	Who was your celebrity crush growing up?	How do you picture life when you're 60? If you're already 60, is it what you expected?	Name one of your favorite parts about being in business for yourself?	Feature Friday - feature a customer story	What accomplishment, big or small, are you most proud of this month?

