

7-DAY CONTENT PLAN IN 30 MINUTES





first learned the power of **having a PLAN** a few years ago when I was stuck in business and totally overwhelmed with social media. It was time-consuming, I had nothing clever to say, and followers didn't engage with my posts.

At first, I tried to look on the bright side (who cares if it takes me 4 hours to write one caption? I'm an *artist*), but I quickly realized that if I wanted to gain momentum in my business, I needed to create content efficiently.

Basically, I got tired of giving myself excuses and decided to create a social media marketing plan... from scratch... without any experience.

CAN SOMEONE PLEASE POUR ME A MARGARITA?!

But you know what? As it turns out, the plan actually worked...*really*, *really* well.

After years of perfecting my strategy, I successfully taught myself how to create a week of social media posts in <u>30 minutes</u>.

I can't wait to walk you through my step-by-step plan so YOU can do the same!

This workbook will guide you through my LIVE class and ensure that by the end, you'll have everything you need to plan 7 days of content in just 30 minutes.

Margaritas are optional but highly encouraged,







In this class, you'll learn:

- A step-by-step content plan that focuses on engagement (because your followers should be talking back and sharing your posts!)
- My proven posting strategy to get MORE followers (a.k.a. future customers!)
- How to work smarter, not harder (so you have more time to do what you love!)

3 TYPES OF SELF-DOUBT

- SHADÉ ZAHRAI -

- 1. Over-Thinker
 - Lists everything that could _____
- 2. Treading Water
 - Has a hard time completing _____
- 3. Destination Obsession
 - Pushes hard, but it's never

IF YOU'RE AN OVER-THINKER...

- Make a list for _____
- What do I have control over?
- Underline what you will do JUST DO.

IF YOU'RE TREADING WATER...

- Find the meaning_____ discipline
- Make it a process, not just progress
 JUST DO.

IF YOU'RE DESTINATION OBSESSED...

- Find the ways to bring people with you
- Take time off/self-care
- Acknowledge the _____

 JUST DO.

4 STEPS TO CREATING YOUR 7-DAY CONTENT PLAN



MOMENT OF REAL TALK

NOTES:

Why social media?

- It's where people spend most of their time
- It's where people _____
- It's _____

STEP ONE:

CONSISTENCY

Determine how many _____ you'll post in a week.

This week, I'll post _____ times.

STEP TWO:

PICK YOUR CAPTION CATEGORIES

Categories are an easy and effective way for you to ______ about your business, not just _____ your business.

7 Categories for Your Social Media:

- 1. Behind the Scenes
- 2.
- 3. Personal Insight
- 4. Encouragement
- 5. _____
- 6. Benefits
- 7. Showcase Product/Service

STEP THREE:

VISUAL TOPICS

These are a _____ representation of your business. Make a list of 7 visual topics you'd like to regularly post on your social media: **STEP FOUR:** Next, you need to decide the _____ of social media content you'll be creating each week. Depending on what platforms you're posting on, the types could be: • Photos • Videos (long-form & short-form) • Live video Leave a few ideas of the types of content you'd like to regularly post on your social media:

7-DAY POSTING PLAN

Day 1: / /	Day 2: / /	Day 3: / /	Day 4: / /	Day 5: / /	Day 6: / /	Day 7: / /
Caption Category:						
Visual Topic:						
Туре:						

THE SECRET TO SALES

The secret to using social med	lowers into customers is:	to say.				
	Your	are the secret to sales.				
But how do you know what to say?!						
Joir	1	and let us help you!				

"I created Social Curator to help business owners post quickly and easily on social media so they can market their business and make sales online." - Jasmine Star