

Startup Success

CONTENT PLANNING WORKSHEETS

Startup Success

MODULE 3 // Visibility & Lead Generation

Content Planning Worksheet

FOR LONG-FORM CONTENT

Scheduled Date: _____

Platform: _____

Main idea: _____

Value to audience: _____

What purpose will this piece of content serve to your business?

ATTRACT CULTIVATE PROMOTE _____

Other notes: _____

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Content Planning Worksheet

FOR LONG-FORM CONTENT

Scheduled Date: _____

Platform: _____

Title: _____

Outline:

Call-to-Action: _____

Other notes: _____

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MODULE 3 // Visibility & Lead Generation

Content Planning Worksheet

FOR SHORT-FORM CONTENT

Platform: Instagram Twitter Facebook
 Facebook Group Youtube

Relates to Primary Topic: _____

Main idea: _____

Content: _____

CTA: _____
