

# Masterclass

PRINT & KEEP

## CONTENT CALENDAR WORKBOOK & TEMPLATES

In this handy printable, we give you some great reasons to create & share your original content with your audience, plus we offer a checklist of all the different content types and platforms you might like to include in your content calendar, we give you a repurposing checklist packed with ideas to try out, a social media frequency chart, an additional Excel template calendar, and a good old-fashioned printable calendar that you can use for taking notes!

We've also got links to our top recommendations for other websites and resources that can help you further manage your social media. Enjoy!

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## What do I want to achieve by creating & sharing my original content?

- ☐ Raise awareness about my personal styling / Style Coach™ services
- ☐ Get my name out there & get my business talked about
- ☐ Become recognised as a leader in the field of personal styling
- ☐ Open a line of communication & engagement with my potential clients
- ☐ Get my social media followers to visit my website regularly
- ☐ Make my website easier to find on Google & other search engines
- ☐ Increase trust & build rapport by allowing my audience to get to know me
- ☐ Inspire people to sign up for my email list so I can stay in touch with them
- ☐ Give my audience a small insight into the benefits they could experience with me as their personal stylist
- ☐ Empower my audience with small tips & tricks that will motivate them to take their style journey further
- ☐ Strengthen my business connections, both online and in my local area
- ☐ Get more enquiries about my services so I have more opportunities to communicate the value of my work
- ☐ Demonstrate my personal styling and coaching skills so that my audience can see how I might help solve their challenges
- ☐ Gain a more in-depth understanding of the problems faced by my target audience so I can tailor my services to their needs
- ☐ Stand out from the crowd and stay in the minds' of my potential clients
- ☐ Help my audience to think outside the box, reimagine their wardrobes and become inspired to start a transformation journey with me
- ☐ Raise my professional credibility and showcase the quality of my work



## What kind of content would I like to include on my content calendar?

- ☐ Blog posts
- ☐ Inspirational quotes
- ☐ Questions & conversation starters
- ☐ Daily outfits / lookbook / selfies
- ☐ Style tips & tricks
- ☐ Beauty tips & tricks
- ☐ Coaching advice
- ☐ How-To's
- ☐ Links to other high-quality content
- ☐ Promotional content
- ☐ Testimonials
- ☐ Videos
- ☐ Email newsletters
- ☐ Podcasts or audio recordings
- ☐ Webinars or live Q&A's
- ☐ Contests, giveaways or discounts
- ☐ Livestreams
- ☐ Infographics
- ☐ Behind the scenes
- ☐ User-generated content
- ☐ Success stories or milestones

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## Which platforms would I like to focus on?

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ LinkedIn
- ☐ Pinterest
- ☐ YouTube
- ☐ Vimeo
- ☐ Soundcloud
- ☐ iTunes
- ☐ \_\_\_\_\_
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# REPURPOSING CHECKLIST








- ☐ Make social media graphics out of important points from your blog posts
- ☐ Turn your blog post into a video, webinar or infographic
- ☐ Create a PDF of your top blog posts and offer the PDF as a free download
- ☐ Consider creating an ebook of your top-performing blog posts
- ☐ Create podcasts of popular blog posts
- ☐ Social media graphics: always post to multiple platforms
- ☐ Turn a week's worth of daily style tips into a '7 Top Style Tips' blog post or video or infographic for Pinterest
- ☐ Cut longer YouTube videos into a few short clips that include the main points and publish them on other social media platforms with captions
- ☐ Pull quotes from your videos and blog posts & turn them into Tweets and images for Instagram
- ☐ Collect client testimonials on a Pinterest board
- ☐ Create quizzes & checklists from your blog posts
- ☐ Create round-up posts and newsletters of your 'highlights'

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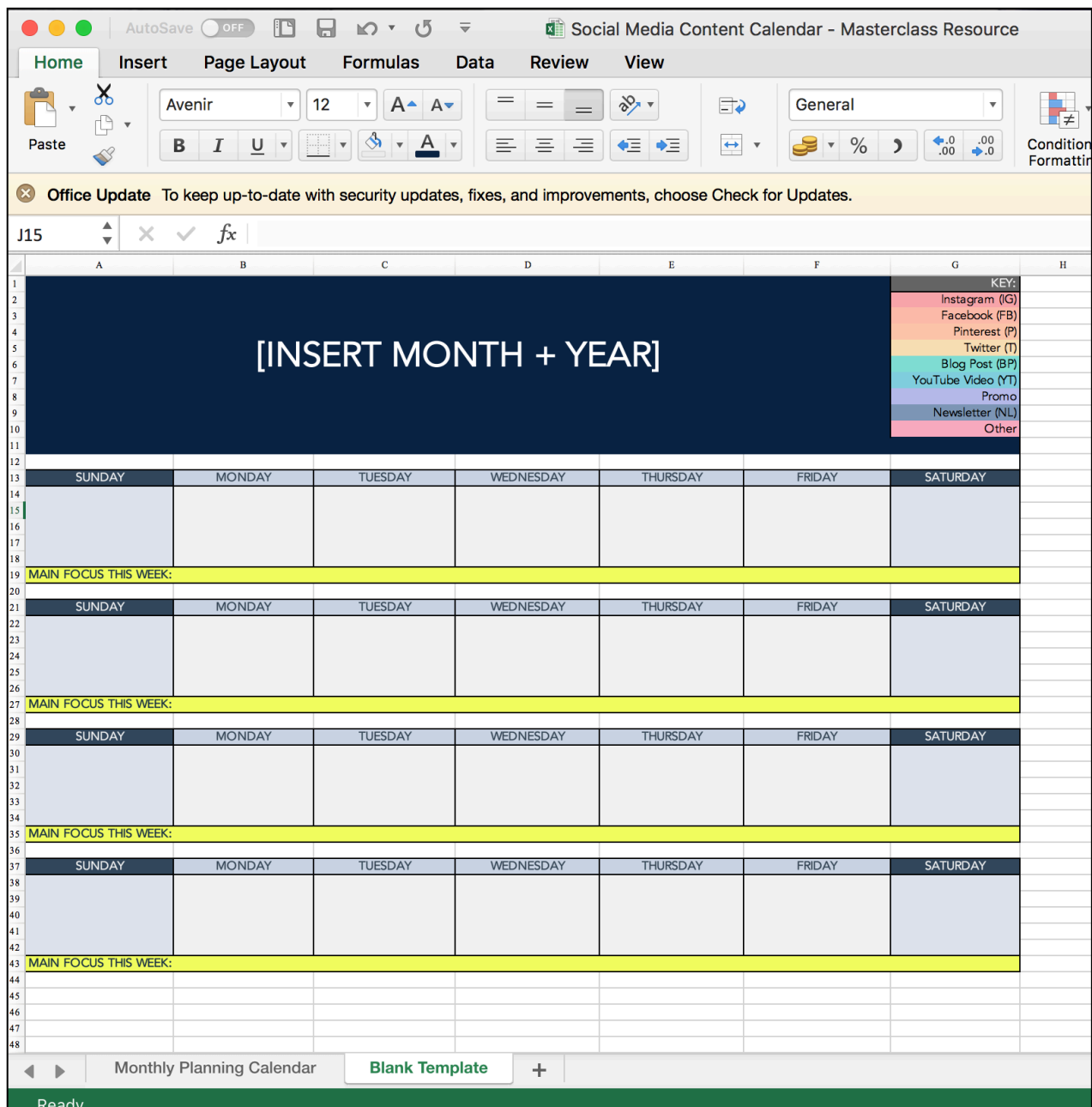
# HOW MANY TIMES A DAY CAN YOU POST ON SOCIAL MEDIA?

Facebook			
	3 / week	1	2
	low	suggested	too much
Instagram			
	1	1-2	3
	low	suggested	too much
Twitter			
	3	15	30
	low	suggested	high
Pinterest			
	3	11	30
	low	suggested	too much
LinkedIn			
	2 / week	1	2
	low	suggested	too much

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**Don't forget to also download the Content Calendar Template included in this Masterclass!**





# SOCIAL MEDIA CONTENT CALENDAR FOR: \_\_\_\_\_

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4



## RECOMMENDED RESOURCES

Today we mentioned:

<https://buffer.com/>

<https://hootsuite.com/en-gb/>

<http://calendar.google.com>

<https://drive.google.com>

<https://www.canva.com/>

<https://www.dropbox.com/>

<https://evernote.com/>

<https://trello.com/>

<https://coschedule.com>

If you enjoyed this Content Calendar Workbook & Templates from the latest IASC Masterclass, then hopefully you'll love next month's offerings too! Keep up with all the latest benefits of your membership inc. masterclasses, downloads, videos & more by logging into the Members Hub at:

[www.stylecoachingassociation.com](http://www.stylecoachingassociation.com)

Remember, we're here to answer any questions and give you pointers if you need help. Keep us updated with your career progress in the IASC Facebook group by using #iascmasterclass

