

# 2026 Content Planning Workshop

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## STEP 1: YOUR CONTENT PILLARS

*These are the 3-5 topics you'll talk about all year long.*

Answer these prompts to find your pillars:

**What do you sell or offer?**

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**What do people always ask you about?**

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**What do you WISH people knew about your industry?**

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**What makes your business different or interesting?**

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### MY 3-5 CONTENT PILLARS:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

*These are your "greatest hits" on repeat. When you're stuck, just rotate through these!*

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## STEP 2: MARK YOUR CALENDAR

*Jot down holidays, events, busy/slow seasons for each month.*

Month	Holidays/Events/Season Notes
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	

November	
December	

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## STEP 3: THEME YOUR QUARTERS

*Give each quarter a loose vibe or focus.*

Q1 (Jan-Mar): \_\_\_\_\_

Q2 (Apr-Jun): \_\_\_\_\_

Q3 (Jul-Sep): \_\_\_\_\_

Q4 (Oct-Dec): \_\_\_\_\_

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## STEP 4: SPEED PLANNING - YOUR YEAR AT A GLANCE

*Assign 1-2 content pillars per month + jot 2-3 post ideas. Go FAST!*

### JANUARY 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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### FEBRUARY 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_

2. \_\_\_\_\_  
3. \_\_\_\_\_  
\_\_\_\_\_

## MARCH 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
\_\_\_\_\_

## APRIL 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
\_\_\_\_\_

## MAY 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
\_\_\_\_\_

## JUNE 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

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## JULY 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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## AUGUST 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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## SEPTEMBER 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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## OCTOBER 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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## NOVEMBER 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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## DECEMBER 2026

Content Pillar(s): \_\_\_\_\_

Post Ideas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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## STEP 5: LOCK IN YOUR NEXT 90 DAYS

*This is your COMMITTED plan. Get specific!*

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### MONTH 1: FEBRUARY 2026

How many posts per week? \_\_\_\_\_

What platform(s)? \_\_\_\_\_

What days will you post? (Example: Mon/Wed/Fri) \_\_\_\_\_

Week	Topic/Post Idea	Content Pillar
Week 1 (Feb 2-8)		
Week 2 (Feb 9-15)		

Week 3 (Feb 16-22)		
Week 4 (Feb 23-28)		

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## MONTH 2: MARCH 2026

How many posts per week? \_\_\_\_\_

What platform(s)? \_\_\_\_\_

What days will you post? \_\_\_\_\_

Week	Topic/Post Idea	Content Pillar
Week 1 (Mar 2-8)		
Week 2 (Mar 9-15)		
Week 3 (Mar 16-22)		
Week 4 (Mar 23-29)		
Week 5 (Mar 30-31)		

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## MONTH 3: APRIL 2026

How many posts per week? \_\_\_\_\_

What platform(s)? \_\_\_\_\_

What days will you post? \_\_\_\_\_

Week	Topic/Post Idea	Content Pillar
Week 1 (Apr 1-5)		
Week 2 (Apr 6-12)		
Week 3 (Apr 13-19)		
Week 4 (Apr 20-26)		
Week 5 (Apr 27-30)		

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## STEP 6: YOUR EMERGENCY CONTENT KIT

*For when life happens and you need content FAST. Write 5 posts you can use anytime.*

### EMERGENCY POST #1: Quick Question

Quick question: \_\_\_\_\_

Drop your answer below! 

Your version:

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### EMERGENCY POST #2: Gratitude

Just wanted to say thank you to \_\_\_\_\_

We appreciate you. ❤️

**Your version:**

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### **EMERGENCY POST #3: Did You Know**

Did you know \_\_\_\_\_ ?

[Optional 1-2 sentence expansion]

**Your version:**

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### **EMERGENCY POST #4: This or That Poll**

\_\_\_\_\_ or \_\_\_\_\_ ?

**Comment below!**

**Your version:**

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### **EMERGENCY POST #5: Behind-the-Scenes**

[Quick photo of workspace/team/daily moment]

Just another \_\_\_\_\_ at \_\_\_\_\_. ❤️

Your version:

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## STEP 7: SCHEDULE YOUR BATCH DAY

*When will you CREATE your content each month?*

My monthly batch day: \_\_\_\_\_  
(Example: First Sunday of the month, 1-4pm)

How long will I block off? \_\_\_\_\_  
(Recommended: 2-3 hours)

Tools I'll use:

- Scheduling: \_\_\_\_\_
- Graphics: \_\_\_\_\_
- Photos: \_\_\_\_\_

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## YOUR COMMITMENT

ONE piece of content I'll create THIS WEEK:

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My biggest obstacle to staying consistent:

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ONE solution from today that will help me:

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Accountability Partner:

Name: \_\_\_\_\_

Contact: \_\_\_\_\_

**Check in with each other in 30 days!**

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## QUICK REFERENCE REMINDERS

### The 80/20 Rule

- 80% = Value, education, entertainment, community
- 20% = Promotional, sales, "buy now"

### Content Batching Benefits

- ❖ Save 40+ minutes per post
- ❖ Create a month of content in 2-3 hours
- ❖ Never panic-post again
- ❖ Maintain consistency even when life gets crazy

### Free Tools to Use

- ❖ Canva - Graphics and design
- ❖ Meta Business Suite - Schedule Facebook/Instagram
- ❖ Metricool scheduler
- ❖ Canva video editing
- ❖ Your phone camera - Seriously, it's good enough!

### Remember:

- Done is better than perfect
- You can change this plan anytime
- Consistency beats perfection
- Your audience needs patterns to recognize, not perfection

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## NEXT STEPS (DO THESE THIS WEEK!)

- ❖ Post ONE piece of content from your 90-day plan
- ❖ Put your monthly batch day in your calendar
- ❖ Save your emergency posts somewhere accessible
- ❖ Follow up with your accountability partner