

2026 Content Planning Workshop

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?

What do people always ask you about?

What do you WISH people knew about your industry?

What makes your business different or interesting?

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!

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	

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): _____

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. _____

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. _____

JULY 2026

Content Pillar(s): _____

Post Ideas:

1. _____
 2. _____
 3. _____
-

AUGUST 2026

Content Pillar(s): _____

Post Ideas:

1. _____
 2. _____
 3. _____
-

SEPTEMBER 2026

Content Pillar(s): _____

Post Ideas:

1. _____
 2. _____
 3. _____
-

OCTOBER 2026

Content Pillar(s): _____

Post Ideas:

1. _____
 2. _____
 3. _____
-

NOVEMBER 2026

Content Pillar(s): _____

Post Ideas:

- 1. _____
- 2. _____
- 3. _____

DECEMBER 2026

Content Pillar(s): _____

Post Ideas:

- 1. _____
- 2. _____
- 3. _____

STEP 5: LOCK IN YOUR NEXT 90 DAYS

This is your COMMITTED plan. Get specific!

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)		

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)		

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)		

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:

EMERGENCY POST #2: Gratitude

Just wanted to say thank you to _____

We appreciate you. ❤️

Your version:

EMERGENCY POST #3: Did You Know

Did you know _____?

[Optional 1-2 sentence expansion]

Your version:

EMERGENCY POST #4: This or That Poll

_____ or _____?

Comment below!

Your version:

EMERGENCY POST #5: Behind-the-Scenes

[Quick photo of workspace/team/daily moment]

Just another _____ at _____. ❤️

Your version:

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: _____

YOUR COMMITMENT

ONE piece of content I'll create THIS WEEK:

My biggest obstacle to staying consistent:

ONE solution from today that will help me:

Accountability Partner:

Name: _____

Contact: _____

Check in with each other in 30 days!

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
-

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