

BLANK TEMPLATE · PRINT AND FILL IN

YOUR YEAR OF CONTENT

PICK FOUR PILLARS. FILL IN 48 MONTHLY THEMES. DONE.

For:

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PILLAR 01 <hr/> posts week 1												
PILLAR 02 <hr/> posts week 2												
PILLAR 03 <hr/> posts week 3												
PILLAR 04 <hr/> posts week 4												

HOW TO FILL IT IN *DON'T OVERTHINK THIS*

- Step 1.** Name your four pillars on the left. They should be the four kinds of stories your business has to tell — not your services list. (See the filled-in Sample for an example.)
- Step 2.** Write one specific topic per cell — 48 in total. Don't aim for clever, aim for relevant.
- Step 3.** Each topic becomes a week's worth of content: blog post, social posts, GBP update, newsletter angle. One decision, five pieces.

STUCK FILLING IT IN?

That's the part most owners get stuck on. The work I do for clients turns this exact grid into a finished plan in two hours.

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