



Content Calendar Worksheet

*Think through what you will post
and on what platforms.*



Step 1. Pick your themes.

Coming up with story ideas on the fly is hard. To make it easy, come up with themes. These make it simple for you to plan out your content for either the next week, the next month, or the next year. An ideal Content Calendar is filled out with content for five days each week. However, set your own pace with what you are comfortable with.

If you plan to share content Monday through Friday each week, make sure at least two of your posts include stories taken from your Exposure Bank, two posts are derived from positive experiences, and one post is related to your business or career. As you continue to share content, get braver and share higher-level exposures.

Your themes could be related to finance (or lack thereof), personal setback, childhood, relationships, how you were raised, being picked on, feeling stressed out, and many other topics. Reflect upon our stories and check the Exposures Ranked by Level Worksheet to start thinking of more ideas. You can also place stories from your Exposed and Authentic Bio Worksheet into the slots below.

Pick and choose a theme for each day of the workweek. As an example, here is what a week might look like:

Monday	Tuesday	Wednesday	Thursday	Friday
Personal story about childhood.	Personal-related exposure (personal setbacks).	Business-related story discussing a unique problem I solved at work.	Personal-related exposure (financial struggles).	Positive story about overcoming a struggle.

Now you can try to practice building out a daily theme for each day of the workweek.

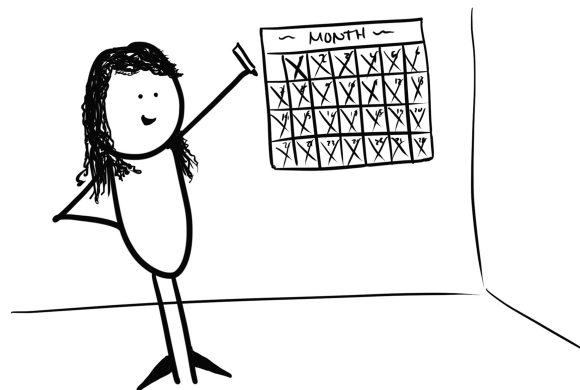
Monday	Tuesday	Wednesday	Thursday	Friday

Step 2. Based on your overarching topic, brainstorm what kind of story you want to share for each workday of the month.

Here is what a full month could look like:

	Monday	Tuesday	Wednesday	Thursday	Friday
Theme	Personal story about childhood.	Personal-related exposure (personal setbacks).	Business-related story discussing a unique problem I solved at work.	Personal-related exposure (financial struggles).	Positive story about overcoming a struggle.
Week 1	The first time grandpa took me out for fast food.	Having difficulty getting a girlfriend for 10 years.	Saving employer \$100,000 annually by implementing a new process.	Not being able to afford rent when I was 22.	Standing up to my childhood bully.
Week 2	Getting my first pet.	How I failed my driving test the first time and how it crushed me.	Growing work's revenue stream by identifying new market.	When I bought a car I couldn't afford.	My path to college and how I almost didn't make it.
Week 3	First day of school.	When all my luggage got stolen in Costa Rica.	Launching boot camp across campus with significant attendance.	Being broke and trying to date by planning picnics, but it always rains.	What I learned after 10 years in a committed relationship.
Week 4	Teacher that made an impact.	How I broke my ankle and was bedridden for three months.	Solving a significant problem for client that the client didn't know he had.	When I tried disputing my credit card bill, only to find out I spent that much.	Internal battle with depression and how I came out ahead with a new perspective on life.

BE CONSISTENT



WITH CONTENT.

Step 3. Create your own Content Calendar following the overarching theme for each day.

Use a short sentence in each box to spark what the story is about. Use the calendar template below, or a digital calendar, an Excel spreadsheet, or a calendar for your desk or wall.

	Monday	Tuesday	Wednesday	Thursday	Friday
Theme					
Week 1					
Week 2					
Week 3					
Week 4					

Great job! Now you have a Content Calendar. Follow it as closely as possible and repeat each month.