

Post Planner



When

Post publication date

What

Magnetic Headline

(Headline Formula: Number or Trigger word + Emotional Adjective + Keyword + Promise)

Who

What are the attributes of your target audience - e.g. knowledge, sex, interests, ethnicity, financial standing:

How

How will you format the post: e.g. Unboxing, Interview, List, How-To

Why

Why would anyone be interested in this post - (benefits to audience)?

Where

Where will you promote this post - e.g. social media, paid ads, other blogs

Story Idea

Checklist

- Images/Video
- SEO
- Effective Copywriting
- Promotion

