

Three steps to

*levelling up*

your content plan.



the  
WILD WORDSMITH

# How to plan out your pillar content.



## ■ Headline

Popular blog titles (for SEO)

- #1 - A Guide To...
- #2 - # reasons / ways / tools
- #3 - How to...
- #4 - What / where / why...
- #5 - Top tips...
- #6 - Infographic:...
- #7 - Mistakes To Avoid
- #8 - Trending topic posts
- #9 - Everything you need to know about...
- #10 - .... Here's Why
- #11 - [Number] + [Adjective] + [Keyword] + [Promise]
- #12 - .... VS ....
- #13 - The Simple...
- #14 - The Ultimate...
- #15 - # things I learnt...



## ■ Purpose

Define the purpose (or purposes!) of the content. Is it to:

- Educate your audience?
- Add value?
- Provide evergreen content?
- Boost your SEO?
- Provide proof of your expertise?
- Connect with a new audience?
- Launch a new service?
- Sign people up to your newsletter?
- Secure outreach articles or podcasts?
- Gain higher value clients?



## ■ Type

A simple step - what form will this pillar content take? Will it be:

- A video?
- A written blog?
- A case study?
- A podcast?
- An article to pitch?

Don't be afraid to mix up the type of pillar content you use throughout the month; even if it all appears on your blog page, you could add different types of content.



## ■ Focus

For every piece of pillar content, you should have a clear idea of:

- The audience it is written for
- The long-term aim of the content (ie - to drive bookings for one of your services)
- Any themes it will cover

Themes should be seen as an overarching approach to your content - is expertise a theme? Compassion? Relatability? Make sure these are emphasised throughout your content.

For further support (or a general chinwag), please drop me a line at -

[amber@thewildwordsmith.co.uk](mailto:amber@thewildwordsmith.co.uk)

# How to structure your social content.

## ■ Theme

Create flexible themes that will run throughout the week. These will be your 'content buckets'; the areas of your business you want to communicate through your social channels.

This could be:

- Case studies
- Behind the scenes
- Value adding content
- Personality
- Inspiration etc

## ■ Topic

Then mark out the topic of that post - the core thing you will be talking about.

It could be a specific case study or way you have added value to a client... or an introduction to your area of expertise... or a 'meet the maker' type post.

Having a clear focus for each post will keep it to the point, relevant and engaging.

## ■ Key points

Now you want to brain dump all the key points you want to cover - you can turn this into eloquent copy when you are ready to post.

These should be both the actual points you will share with your readers, and the ones you will imply through the content. For example, you can imply compassion and a nurturing nature through the soft, human-centred language you use.

## ■ Call to action

Finally - what action do you want your audience to complete after reading your post?

There should ALWAYS be a call to action, and this should be related to the purpose of your post. Do you want to build a community vibe? Ask for them to comment. Do you want to be seen as an expert? Ask them to save and refer back to the post later. Do you want more website traffic? Send them to a specific link.

## ■ Images and pillar content

You can also make a note on whether your social content will repurpose any of your pillar content (I recommend you do this where possible - make the most out of it!).

You should also identify what type of image, video or graphic you want to go with the post.

For further support (or a general chinwag), please drop me a line at -

[amber@thewildwordsmith.co.uk](mailto:amber@thewildwordsmith.co.uk)

# How to prepare your newsletter content.



## Structure

First thing's first - what will your newsletter look like?

Gain inspiration from other newsletters and figure out which structure most resonates with what you want to 'get out of' your newsletter.

Will it be one 'love note' like chunk of writing? A curated 'magazine type' affair? A series of different themed newsletters throughout the month?

Remember - you can always try different formats and see which one has the highest click through rate.

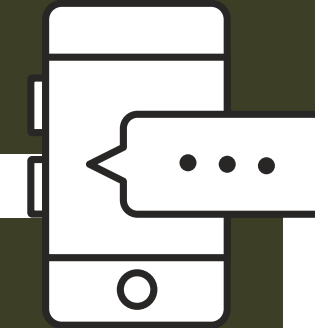


## New VS reshare

I am a huge advocate for repurposing your content, but remember: you need to give your audience something exclusive so that they actually 'stick around' with your newsletter.

Find the balance between directing people back to your pillar content and giving them something new and exciting.

The 'new' thing doesn't have to be huge. It could be as simple as a personalised note from you, the business owner.



## Purpose

As with everything, your newsletters always need to have a purpose. This purpose should be split into:

- What you actually want to achieve; ie - more bookings, website traffic to a specific page, enquiries etc
- What you want the reader to take away from the newsletter; ie - an understanding of why your service or product is needed, that they can sign up to your waitlist, that you have an exclusive offer that could transform their life!

Be as specific as possible.



## Call to action

Directly linked to your purpose is your call to action.

If you know what you want to achieve with your newsletter, it makes sense that you need to put the tools in place to make it happen.

Pinpoint all of the call to actions that will appear in your newsletter; ie - reading the new blog, taking part in a new questionnaire, downloading a freebie etc

You can then track these CTAs and see which ones had the best click through rate.

For further support (or a general chinwag), please drop me a line at -

**hello@badger-  
creative.com**

# Now... go and create content magic!

A lil note before you go...

If you need a copywriting partner in your corner, then I would love to chat. I'm an award-winning conversion copywriter with a deep love for health, wellbeing and charitable brands. I'm here to help you with creative wordsmithery and strategic direction. Let's connect.



[amber@thewildwordsmith.co.uk](mailto:amber@thewildwordsmith.co.uk)



[www.thewildwordsmith.co.uk](http://www.thewildwordsmith.co.uk)



[@thewildwordsmith](https://www.instagram.com/thewildwordsmith)

