



# TIM QUEEN

# LINKEDIN CONTENT PLANNER



# Your LinkedIn Goal

Before we start to create your LinkedIn content strategy, let's talk about your big picture goals first.

Why do you want to create content on LinkedIn?

What's your end goal?

There is no right or wrong answer here,

Just be aware that certain goals will be beneficial for your revenue and others only stroke your ego.

Know the difference!

Here are a few common goals.

- ✓ To promote yourself
- ✓ To promote your company
- ✓ To promote a cause
- ✓ To make money
- ✓ To make friends
- ✓ To get recognition
- ✓ To entertain

Try to identify which goal resonates with you the most and write it down in as much detail as possible.



# Your Audience

Having a clear goal is a good starting point, next we'll define your ideal audience.

Let's assume that your primary goal was to make more money for your catering business.

Who the key decision makers who would most likely place an order?

These are your A prospects.

The sad reality is that A prospects spend the least amount of time on LinkedIn. They're just too busy!

What we are looking for are B prospects. Those are people who work within A's company, department or team.

The great thing about Bs is that most of them are connected to A prospects.

Whenever we get Bs to engage with your content, it will most likely show up in the newsfeed of As at some point in the future.

Our audience will be comprised of As and Bs.

Describe both of them in as much detail as possible.

Do they work in a specific industry?

What are the exact job and role titles?

Are there any internal factors that are important such as beliefs, mindset, openness, etc?

Write down a list of all the different characteristics that you can think of, then try to group them into 5 to 10 groups.

Next, create an internal map for each of your groups.

What do they think/believe to be true?

Which of these thoughts/beliefs are actually accurate?

Which of these thoughts/beliefs are wrong?

Which of these thoughts/beliefs help you to convert them into customers?

Which thoughts/beliefs have to be broken in order to trust you?

What topics are they interested in?

What knowledge would help them to increase their status such as getting promoted, perceived as smart/intelligent/knowledgeable by their peers, getting more money, getting better results, etc.

Besides their work life, what's going on in their personal life? What are personal challenges that you could help them to overcome?















# Your Topics & Themes

Now that we have clarity on your primary goal and your ideal audience, let's find some topics that we can talk about.

We will focus on topics that attract your ideal prospects, get them engaged with you and your content such as following you and ultimately becoming a paying customer. (or whatever your primary goal is)

Based on our previous exercise about your ideal audience, let's start with some big picture ideas first.

What topics will resonate strongly with your ideal A and B prospects and less with everyone else?

The idea is to be polarizing. We don't want to please everyone!

This allows us to get high engagement, even if we post highly niche specific content once in a while.

If your audience was too generic, they would only engage for mainstream topics such as 10 signs of a great boss, etc. ;)

Write down everything that comes to mind, then sort your topic ideas by your level of knowledge and passion for each of them.

Keep in mind: You don't have to know 100%. You can also document your journey of learning.









# Your Core Message

From your list of topics select your top three themes that are very close to your heart, resonate the most with your audience and have the highest likelihood of increasing trust among your ideal audience.

Whenever someone asks: “Who is THE expert on topic 1, 2 or 3?” The answer should always be: “YOU!”

Chose your core message wisely. It will become your personal niche.



# Filler Topics

It is important to have a list of filler topics that complement your core message.

To avoid writing about the same topic over and over again, we select 3 to 5 themes that are in alignment with your goals, resonate well with your audience and are refreshingly different to your core message.

This way your audience will never get tired of you.

Remember: You have to be both an educator and entertainer.



# Monthly Themes

It is a good idea to find inspiration in seasonal and current events for your articles and posts.

You can use a website such as [daysoftheyear.com](http://daysoftheyear.com) to find interesting date based themes and occasions.

Mark upcoming events, conferences and travel plans in your calendar as well, they are always great topics to share behind the scenes events with your audience.





# Content Planner

Ok, time to jump into action!

The following 100 pages allow you to plan out your content for the next three months.

Each page has enough space to brainstorm ideas for your primary themes and topics for each day.

This way can ensure that you don't write about the same topic over and over again and your readers don't get bored!

Map out at least 2 to 4 weeks in advance and then start writing your posts and articles in bulk to optimize your time.

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