Content Plan Template

Content Name / Publish Date



A Content Plan Template From CoSchedule

# Idea:

How did you select this idea? Why is it worth your team’s time?

Description:

# WIIFM (What’s In It For Me?):

Who will this content benefit the most? Why will they care? What’s in it for them?

* Speaking point #1:
* Speaking point #2:
* Speaking point #3:
* Speaking point #4:
* Speaking point #5:

# Keywords:

What words and terms will your audience use to find this piece?

* Core keyword:
* Related keyword #1:
* Related keyword #2:
* Related keyword #3:
* Related keyword #4:
* Related keyword #5:

# Outline:

What will this piece cover?

Angle:

* Large Concept
  + Idea
  + Idea
  + Idea
* Large Concept
  + Idea
  + Idea
  + Idea
  + Idea
* Large Concept
  + Idea
  + Idea

# Workflow:

Who will create the content? How much time will each team member contribute? When will they complete the work? What day will you publish?

Follow the steps in your content creation workflow process checklist.

# Sprint Reviews:

When will you check in with your team to make sure everything is going according to schedule?

* Sprint review #1: {Date}
* Sprint review #2: {Date}
* Sprint review #3: {Date}
* Sprint review #4: {Date}
* Sprint review #5: {Date}
* Sprint review #6: {Date}