

CREATIVE STRATEGIES

WITH

*Ashley Raetz*

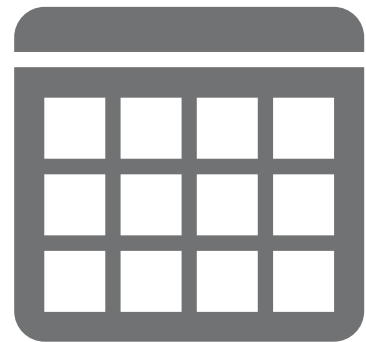
PRESENTS

THE 30 DAY

CREATIVE

CONTENT

CALENDAR



Creative Strategies. Creative Content.  
Create your success.

# 30 DAY CREATIVE CONTENT CALENDAR

COMPLETE CALENDAR TO POST ENGAGING CONTENT EVERY DAY

DAY 1 Post a picture of your work-space	DAY 2 Go live! Talk to your customers	DAY 3 Welcome new followers	DAY 4 Share a link to another place to follow you	DAY 5 Post a Before and After Picture	DAY 6 Go live and shop for supplies	DON'T NEGLECT YOUR AUDIENCE. EACH POST BUILDS TRUST.
DAY 7 Post a Sale Announcement Graphic	DAY 8 Tell your customers why buying local or handmade is better	DAY 9 Go live and stage a product	DAY 10 Share a picture of a best-seller	DAY 11 Go live and share a sneak peek for the sale	DAY 12 Reveal a completed project	LIVE VIDEOS GET SEEN BY MORE OF YOUR AUDIENCE. GO LIVE AT LEAST 2 TIMES A WEEK.
DAY 13 Share a hobby or skill	DAY 14 Go live! Sell directly to your customers	DAY 15 Post a meme	DAY 16 Share a favorite brand	DAY 17 Post pictures of your favorite product to make	DAY 18 Go live and share a new product	ASK QUESTIONS TO GET YOUR AUDIENCE TO ENGAGE WITH YOU.
DAY 19 Post a link to purchase from you. At least weekly	DAY 20 Post a picture of you or an employee working	DAY 21 Go live and share a DIY project	DAY 22 Post a picture of materials you use	DAY 23 Go live and cook a favorite recipe	DAY 24 Post a "Which one?" picture	TAKE HIGH QUALITY PHOTOS OF YOUR PRODUCTS TO POST. GOOD PICTURES LEAD TO SALES.
DAY 25 Tell customers how your product will solve a problem	DAY 26 Go live while you create	DAY 27 Say "Thank you!" to your customers	DAY 28 Create a poll for your customers	DAY 29 Post a picture of you packaging products	DAY 30 Go live and host a virtual class.	SCHEDULE POSTS FOR THE MONTH AHEAD OF TIME.

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# 30 DAY CREATIVE CONTENT CALENDAR

COMPLETE CALENDAR TO POST ENGAGING CONTENT EVERY DAY

- DAY 1: Post a picture of your work-space.
- DAY 2: Go live and talk to your customers. Ask them questions. Let them get to know you.
- DAY 3: Welcome new followers.
- DAY 4: Share a link to another place to follow you. Facebook, Instagram, Etsy, Blog...
- DAY 5: Post a before and after picture for your customers.
- DAY 6: Go live while you shop for supplies. Ask your audience to help choose.
- DAY 7: Post a graphic letting customers know the date of your next sale.
- DAY 8: Tell your customers why your product or buying handmade or local is better.
- DAY 9: Go live and show a behind the scenes for how you stage your products.
- DAY 10: Share a picture of your most recent best-seller.
- DAY 11: Go live and show a sneak peak before your sale. Get customers excited to buy!
- DAY 12: Reveal a completed project.
- DAY 13: Share another skill or hobby you have not related to work.
- DAY 14: Go live and sell your products directly to your customers!
- DAY 15: Post a funny or niche meme. This can be done a few times a week.
- DAY 16: Post a picture of a favorite brand you use. (Get that affiliate link set up, too!)
- DAY 17: Post a picture of your favorite product to create.
- DAY 18: Go live and showcase a new or redesigned product..
- DAY 19: At least once a week post a link to purchase from you.
- DAY 20: Post a picture of you or an employee hard at work.
- DAY 21: Go live and do a DIY project with your audience!
- DAY 22: Post a picture of some of the materials you use to make your products.
- DAY 23: Go live and cook or prepare a favorite recipe.
- DAY 24: Which one post? Which door would you rather have? Which dress would you wear?
- DAY 25: Tell your customers how your product will help them solve a problem that they have.
- DAY 26: Go live while you are making a product so customers see behind the scenes.
- DAY 27: Add a customer appreciation post to say "Thank you!" to your customers.
- DAY 28: Add a poll to a post. Use it to see what customers want to see you offer.
- DAY 29: Post a picture of you or employees packaging products or shipping them.
- DAY 30: Go live and host a virtual class with Q&A session.

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# 30 DAY CREATIVE CONTENT CALENDAR

COMPLETE CALENDAR TO POST ENGAGING CONTENT EVERY DAY

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	NOTES:
DAY 7	DAY 8	DAY 9	DAY 10	DAY 11	DAY 12	NOTES:
DAY 13	DAY 14	DAY 15	DAY 16	DAY 17	DAY 18	NOTES:
DAY 19	DAY 20	DAY 21	DAY 22	DAY 23	DAY 24	NOTES:
DAY 25	DAY 26	DAY 27	DAY 28	DAY 29	DAY 30	NOTES:

# 30 DAY CREATIVE CONTENT CALENDAR

MONTH: \_\_\_\_\_

COMPLETE CALENDAR TO POST ENGAGING CONTENT EVERY DAY


\_\_\_\_\_

# 30 DAY CREATIVE CONTENT CALENDAR

## EVEN MORE CONTENT POST IDEAS

### Meet the Maker

- Back story
- Your favorites
- Your hobbies
- Watch while you work

### Memes

- funny memes
- inspirational memes
- work/brand memes

Memes can be used a few times a week.

Schedule them for the month..

M/W/F

### Sales Info

- coupon codes
- sale dates in advance
- calendar of sales
- calendar of where you will be
- sales reminders
- sale process or rules

### Behind the Scenes

- Prepping a work space
- different parts of work-space
- Desk/Computer
- Tools

This or That? Pictures  
A, B, or C Picture Groups  
Before and After Pictures  
(of products, workspace, shopping cart, process, ANYTHING.)

### Product Posts

- new products
- favorite products
- best selling products
  - links to buy
- featured products
- staged products
- products from other makers

### Sneak Peeks

- new products
- ideas you are working on
- items that will be on sale
- new options

### Reflective Posts

- This time last year
- This time last month
- Thank you posts
- Yearly wrap up
- Monthly wrap up
- Support local
- Support handmade

The content you create for social media needs to serve your two customers on Facebook, your ideal person or people and FACEBOOK, too. Remember that Facebook wants people being social and interacting together. They will show more of content that does that.

*Ashley*

# Weekly Versions

There are two versions of the weekly calendar. One has different platforms that you might be creating content for listed out to the left of the spaces for the week. There is a blank space at the bottom of this calendar to add in another area for you to keep track of and plan for. That could be a website or Pinterest, Youtube...wherever you want to add an overview of content. You would just print as many copies as number of weeks you are planning for.

The second version of the calendar has all of the spots blank for you to decide where your focus for content creation is. You can fill in the blank with Facebook Group Name, a website, IGTV, whatever you are actually doing to grow an audience in your business.

If you are just starting out, this weekly view calendar will be overwhelming...Just use the monthly view calendar and focus on 1 area. If you want to add another, just print a second copy of the monthly calendar and write FB Stories (or whatever platform you are creating for) at the top of it.

Remember you get to do your business your way...these are just tools to help you plan and create the content for your audience.

30 DAY CREATIVE CONTENT CALENDAR Week: \_\_\_ \ / \ / - \_\_\_ \ / \ /

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Stories

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Stories

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30 DAY CREATIVE CONTENT CALENDAR Week: \_\_\_ \ / \ / - \_\_\_ \ / \ /

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Empty content box for Monday of the first week.

Empty content box for Tuesday of the first week.

Empty content box for Wednesday of the first week.

Empty content box for Thursday of the first week.

Empty content box for Friday of the first week.

Empty content box for Saturday of the first week.

Empty content box for Sunday of the first week.

Empty content box for Monday of the second week.

Empty content box for Tuesday of the second week.

Empty content box for Wednesday of the second week.


Empty content box for Thursday of the second week.

Empty content box for Friday of the second week.

Empty content box for Saturday of the second week.

Empty content box for Sunday of the second week.

# Daily Version



I've included a daily version for those who like to be super laser focused on what they are doing. Most days, planning out each day in depth might not actually save you time. But these could be good when you are just starting out, are overwhelmed on what a day or week should look like, or if you have a launch of something that you are trying to be very strategic about.

The blank version could be used to plan out the launch of a course or a product line. You could use blank spots for the emails that need to be sent out, blog posts, Pinterest Pins, or even affiliate programs or guest lives that you might be doing.

30 DAY CREATIVE CONTENT CALENDAR Daily Plan: \_\_\_\_\_



Stories



Stories

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30 DAY CREATIVE CONTENT CALENDAR Daily Plan: \_\_\_\_\_



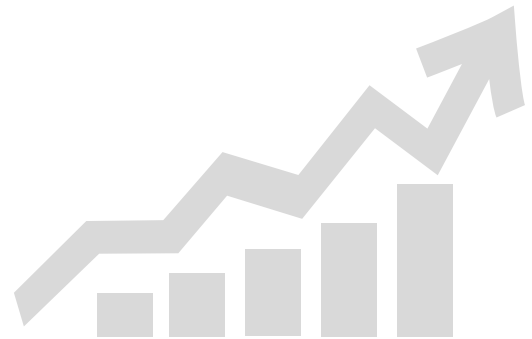
CREATIVE STRATEGIES

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PRESENTS

# Content Creation Jump Start



Creative Strategies. Creative Content.  
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# Content Creation Jump Start

## CONTENT CREATION COMPLAINTS

A lot of people get overwhelmed by 3 main questions related to their Facebook pages...

1. What do I post?
2. How do I get people to see and respond?
3. How do I know if content is good and keep creating good content?

This guide is designed to work with the 30 Day Content Calendar to help you.

## REMEMBER

You need a PURPOSE every time you post! Some possible purposes might be.

1. To promote a live or a sale or an item that is releasing soon or now. (Announcements, videos, lives, etc)
2. To get your audience to respond and engage so that more of your stuff is shown to them. (Memes, videos, GIFS, pictures)
3. To sell something to someone. (Links, sales, orders)
4. To get your audience to connect with you. (pics of you, your story, your thoughts, your day)
5. To get your audience to trust you. (Reviews, testimonials, your process, your results)

You need to remember that Facebook is a social forum. Facebook wants INTERACTION. So you need to plan posts that will get your audience to interact.

If you are starting a new page or just starting to really post with a purpose, you may not get interaction even when you post great stuff. KEEP GOING! KEEP EXPERIMENTING! KEEP TRYING! The number one mistake people make is saying "Well, nobody responded to that so I quit." DON'T QUIT! It will take time to build your audience, but quitting now will only extend the time that it will take. You have to be consistent.

# Content Creation Jump Start

CHANGE UP THESE ENGAGEMENT POST IDEAS OR USE THEM AS IS, CONSIDER CREATING A GRAPHIC IN CANVA FOR MORE IMPACT.

Coffee or  
Tea or  
Soda?

Would you rather have a  
month of sleeping until  
whenever you want or not  
being tired no matter when  
you wake up?

Is your ideal  
vacation in  
-a cabin

Put the year you were  
born (or 5 or whatever  
age) in the GIF bar and  
see what was popular  
then.

Sometimes I am a total boss at  
everything I do. Other times I  
walk around trying to find  
my\_\_\_\_\_ (phone, scissors,  
glue gun) while I am holding it  
(them).

-on a beach  
-on a cruise  
-Disney  
etc.

Post a GIF in the  
comments that shows how  
your day is going (your  
week is going)(your  
weekend plans) (how you  
feel about parenting  
toddlers) (how much you  
love sleeping) (how excited  
you are for our bunny  
wreaths...)

Drop the last (or  
5th) (or whatever  
number) photo you  
took! NO  
explanations! But you  
can ask questions on  
someone else's  
photo!

Fill in the blank...  
I feel like winter is\_\_\_\_.

or

When I want to do  
something nice for  
myself I\_\_\_\_\_.

Or

My favorite room in my  
home is \_\_\_\_\_  
because\_\_\_\_\_.

The content you create for social media needs to serve your two customers on Facebook, your ideal person or people and FACEBOOK, too. Remember that Facebook wants people being social and interacting together. They will show more of content that does that.

*Ashley*

# Content Creation Jump Start

## CONTENT CREATION FEELING OVERWHELMING? TRY THESE TIPS

Batching content means that you create a LOT of posts all at once. Sit down at your computer with your content calendar and all of your photos and create all of your posts for the month.

Schedule time to check your insights. You will be able to see how your audience is reacting and interacting and create more of the stuff they like.

Live videos can be downloaded to your computer and chopped up into smaller videos with just a tip or a quote from you to share with your audience again.

Schedule your content to drip out on your social media. This means it will automatically drip down to your page or group at the time and on the day you told it to.

You can create items for stories and then reuse that on your page. Create one piece of content that can be a story and then a post.

If you are having trouble figuring out what would make your audience laugh try searching for "funny quotes about \_\_\_\_\_" (parenting, Mondays, kids and Christmas, commuting, anything your people might do or be). Don't copy the quotes! But you can use them to generate ideas that your audience might identify with and laugh at.

Reuse!

Content that did well for you can be reshared to your page.

Facebook shows your stuff to between 1-2% of your audience. We work to get that engagement up over 20%, but there is still a chance to reshare old content to your page.

**DO NOT SIMPLY COPY SOMEONE ELSE'S PHOTO AND POST IT ON YOUR PAGE.** You have to use royalty free photos or photos you took.

You can't steal someone else's photos or words, etc. You can get inspiration from other people, but not take their content, especially without attribution.



# Content Creation Jump Start

## TIPS FOR CREATING CONTENT

Feeling Stuck? Make a list of things your audience loves or hates? I've made a sample one for a very general group of "parenting". And no, not everyone will fit with everything...but use the blank page to generate ideas that can help you get unstuck. Create some content around these ideas.

### LOVES

sleep  
holidays  
me time  
when their kids do something  
amazing  
a spare second to themselves  
Netflix  
feeling proud of their kids  
when kids say something funny  
laughing with friends  
feel good parenting memes

### HATES

missed nap times  
the dinner time battle  
how little time there is to do  
everything  
that their kids are growing up so  
fast  
the battle to get kids to wake up  
the battle to get kids out the door  
when the school calls  
adding more to the calendar  
feeling like they are failing or  
messing up

# Content Creation Jump Start

## TIPS FOR CREATING CONTENT

Feeling Stuck? Make a list of things your audience loves or hates?

Audience: \_\_\_\_\_

LOVES

HATES

# Content Creation Jump Start

## TIPS FOR CREATING CONTENT

Take pictures of everything you can think of related to you, your services, your products.

Most of the time simple copy is best. Try asking a question.

Create all of your content for the week or month at the same time.

Schedule your content out all at the same time, but use Facebook's scheduler or your reach will be limited.

Use Canva to create things.

Share viral posts to your page if they would appeal to your target market.

Don't be afraid to share yourself!

Choose items that speak FOR your audience.

Report back to the group with ideas that work for you

Let's cheer each other on!!!

## PICTURES

Pictures to take and gather in a folder/album on your computer or phone.

1. Tools.
2. Supplies.
3. Workspace.
4. Messy area. (This is how it looks when I'm creating.)
5. Clean areas. (All ready to get busy creating new products.)
6. Your latest items.
7. Your favorite items.
8. What you like to eat, drink, watch on TV, listen to, wear, think about, while you work.
9. Your hobbies, what you do when you aren't working.
10. YOU! They want to see pics of you.
11. You at your favorite store.
12. You picking out supplies or tools.
13. Quotes you love.
14. Your favorite place to relax.
15. Old pics of you or your family or your items.
16. Your process...items at different stages.
17. Pics from customers.
18. Any staged pics or influencer pics.
19. Your why for your business (your kids, your spouse, etc.)

# Content Creation Jump Start

## ROYALTY FREE PHOTO SITES

We are giving you this list of places to find royalty free stock photos, but it is your responsibility to make sure that the items are still truly royalty free and licensed to be able to be used by you on your page.

### 1. Unsplash.com

This is one of Ashley and Sarah's favorite places to get stock photos from.

### 2. Pixabay

Similar to Unsplash...but sometimes also has a labeled section in results for paid images.

### 3. Pexels

Similar to the others. Beautiful landscape photos.

### 4. Canva

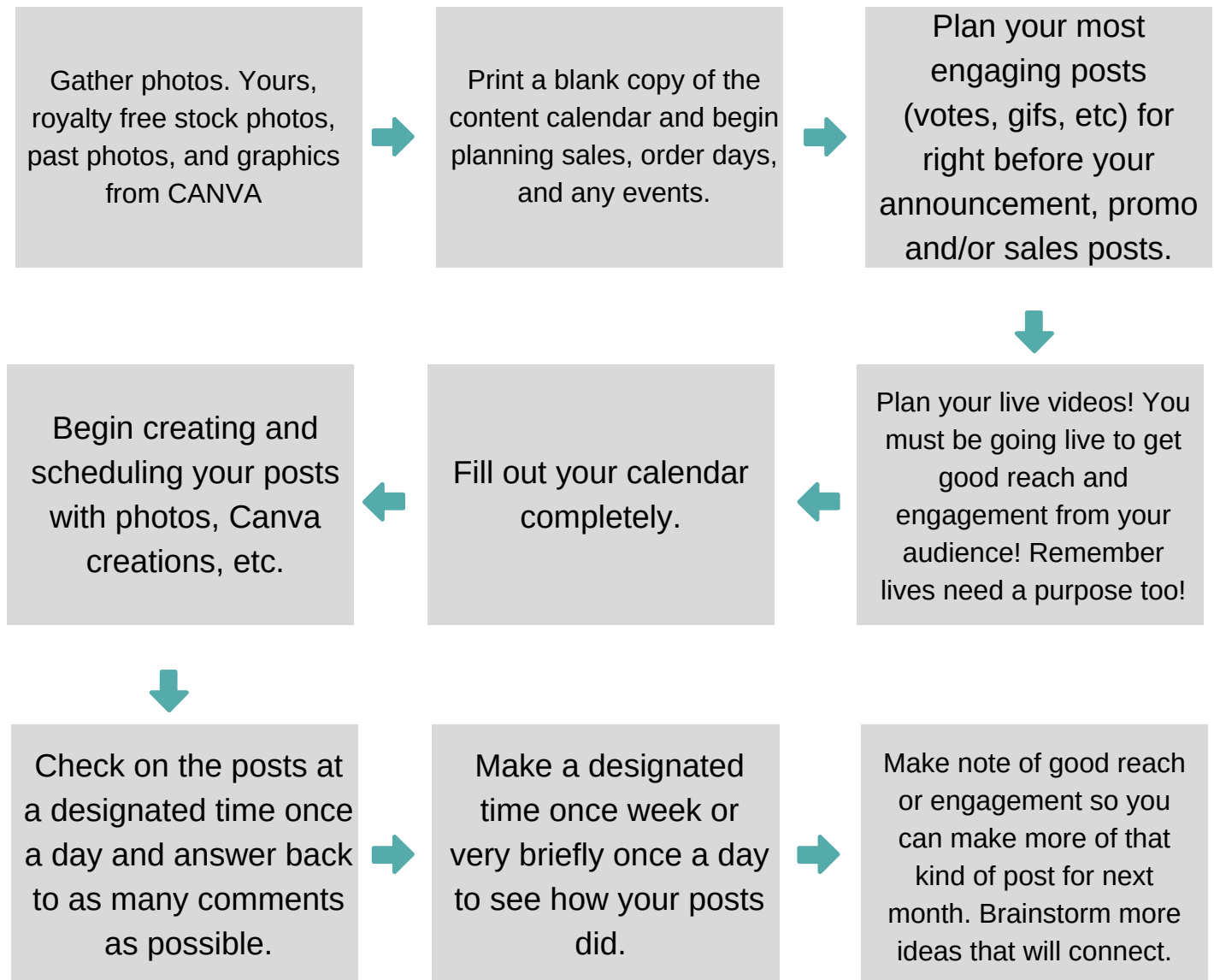
Canva has some free photo and graphic options. But they also have premium paid options. I don't think their paid options are worth it, because unless they've recently changed things, you had to pay to download it each time.

### 5. Burst

Burst is powered by Shopify. I haven't used them yet, but just a first glance looked like they had quite a few photos available for free commercial use.

# Content Creation Jump Start

## WORKFLOW FOR SOCIAL MEDIA CONTENT CREATION



I have a folder on my desktop labeled "content". Inside the folder are sub folders for all the places I make content for. I drop royalty free photos and my own photos there that I plan on using or reusing.

Go back and highlight posts on your calendar in yellow that got a reach of at least 10% of your page likes or 20% etc as you grow. Mark ones in red that didn't do well, but keep in mind that can be due to holidays, times posting, or days. You may try those posts again with new copy or at a different time.

This gets faster each time you do it. And don't forget to fill in sharing viral content on your calendar, and repurposing or re-sharing old content.

# Content Creation Jump Start

## BRAINSTORMING

## NOTES