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The Content Calendar Checklist

Consistency is what makes content work, and consistency comes from a plan, not from motivation. This checklist helps you batch a month of content ideas quickly, so posting becomes a simple task instead of a daily scramble. Do this once a month and your content problem quietly disappears.

Project: _____ Date: _____

Part 1 - Set The Foundation

- ☐ 1 **Choose three or four core topics you want to be known for.**

Themes give your content focus and make you memorable.

- ☐ 2 **Decide how often and where you will post.**

Pick a pace you can keep on a busy week, not just a good one.

- ☐ 3 **Pick the tool you will plan in: a doc, sheet or app.**

The simplest tool you will actually use is the right one.

Part 2 - Fill The Calendar

- ☐ 4 **Brainstorm ten content ideas under each core topic.**

Quantity first. You will refine the best ones later.

- ☐ 5 **Map ideas onto dates so every posting slot is filled.**

A filled calendar removes the daily what-do-I-post decision.

- ☐ 6 **Note the goal of each piece: teach, engage or promote.**

Content with no purpose is content that quietly does nothing.

Part 3 - Make It Repeatable

☐ 7 **Batch-create as many posts as you can in one sitting.**

Writing five posts at once is far faster than one a day for five days.

☐ 8 **Schedule what you can so posting runs on autopilot.**

Scheduled content still goes out on the days life gets in the way.

☐ 9 **Review last month's results before planning the next.**

Let what worked shape what you make next.

PRO TIPS

- Repurpose ruthlessly. One good idea can become a post, an email and a video.
- Done and posted beats perfect and unpublished, every single time.
- Content Marketing and Multi-Channel Marketing are full step-by-step volumes inside IM Checklist AI.

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