



KBCreativeNC

Content Planning

Where Creativity Meets Innovation

Create intentional content that
connects, educates, and builds trust.

KBCREATIVENC JOURNAL

VOL. 01

KBCreativeNC Journal • Volume 01

Mindful Creative Support for Businesses, Agencies & Organizations

KBCreativeNC LLC • kbcreativenc.com



Content Planning Guide

Create content with intention—not just because it's time to post.

Content is one of the ways your audience gets to know your business before they ever work with you.

It can educate.

Build trust.

Show personality.

Answer questions.

Demonstrate expertise.

Create connection.

It can ultimately help someone understand why your business is worth choosing, but effective content isn't about posting more.

It's about communicating with purpose.

Use this guide whenever you need to reset your content strategy, generate new ideas, or create more intentional content.

01 — Start With the Why

Before planning content, ask:

What do I want my content to accomplish?

- ☐ Build awareness
- ☐ Educate
- ☐ Build trust

- ☐ Generate inquiries
- ☐ Sell
- ☐ Grow my audience



- ☐ Establish expertise
- ☐ Build community
- ☐ Share my story
- ☐ Drive traffic

- ☐ Promote an offer
- ☐ Stay connected with existing customers

My current content goal:

02 — Know Who You're Speaking To

Content becomes stronger when it speaks to a real person.

Think about:

Who am I creating this for?

What are they struggling with?

What are they trying to accomplish?

What questions do they ask repeatedly?

What do they need to hear from me?

What might they misunderstand about my industry?



What would make them stop scrolling?

03 — Define Your Content Pillars

Content pillars are the recurring themes you want your audience to associate with your business.

Choose approximately 3-5 core pillars.

Examples:

Education

Teach something useful.

Behind the Scenes

Show the process, people, or personality behind the business.

Storytelling

Share experiences, lessons, challenges, or perspective.

Proof

Testimonials, case studies, results, projects, reviews.

Inspiration

Encourage, motivate, or shift perspective.

Industry Insight

Share your expertise and point of view.

Offers

Explain what you provide and how people can work with you.



My content pillars:

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

04 — Give Each Piece of Content a Job

Before creating something, ask:

What is this content supposed to do?

- Teach
- Inspire
- Connect
- Entertain
- Build trust
- Start a conversation
- Drive traffic
- Generate a lead
- Promote an offer
- Tell my story

One piece of content can do more than one thing, but if you don't know what you want it to accomplish, your audience probably won't either.



05 — The Content Connection

Strong content usually connects three things:

WHAT YOU KNOW

Your expertise, experience, knowledge, and perspective.



WHAT THEY NEED

Their questions, problems, goals, interests, and desires.



WHAT YOUR BUSINESS OFFERS

Your products, services, resources, or solutions.

When these overlap, content becomes much more intentional.

06 — Build a Bank of Ideas

Don't rely on inspiration every time you need to post.

Create an ongoing idea bank, below are a few examples to get the inspiration going.

Questions I get asked:



Problems my audience experiences:

Things I wish people understood:

Common mistakes I see:

Lessons I've learned:

Stories I could share:

Things I want to teach:

07 — Create a Strong Hook



Your first sentence matters. A hook should give someone a reason to keep going.

Try:

A question

"Are you making this common mistake?"

A statement

"Your website doesn't need more pages. It needs more clarity."

A lesson

"Here's what I wish I knew before..."

A myth

"You don't need to post every day to build a strong brand."

A story

"I almost didn't share this..."

A problem

"Not sure what to post this week?"

A curiosity gap

"There's one thing I always look at before designing a website..."

Your hook doesn't need to be loud.

It needs to be relevant.



08 — Give Something Valuable

Once you've earned someone's attention, give them a reason to stay.

Ask:

What can they learn?

What can they do?

What can they understand differently?

What can they walk away with?

Good content doesn't just say something.

It gives someone something.

09 — Don't Forget the CTA

Not every piece of content needs to sell, but most content should give people a next step.

Your CTA might be:

Engage



"What's your biggest website challenge?"

Save

"Save this for your next website planning session."

Share

"Send this to a business owner who needs it."

Learn

"Read the full guide."

Connect

"Let's talk about your project."

Explore

"See how I can help."

Purchase

"Shop the collection."

CTA ideas for my business:

10 — Think Beyond Social Media

Your content doesn't have to live in one place.

One idea can become:



A social post

An email

A Reel

A YouTube video

A carousel

A Pinterest graphic

A blog post

A downloadable resource

A podcast episode

A sales page

A FAQ

This is called **content repurposing**.

Instead of constantly creating from scratch, ask:

How can I get more value from something I've already created?

11 — Create a Sustainable Rhythm

You don't need to create everything.

You need a system you can maintain.

Consider:

How often can I realistically create?

Which platforms matter most?

Which content formats are easiest for me?



Which formats perform well for my audience?

What can I batch?

What can I repurpose?

A sustainable content strategy will always outperform a perfect strategy you can't maintain.

12 — Your Content Planning Checklist

Before publishing, ask:

- ☐ Does this have a purpose?
 - ☐ Is it relevant to my audience?
 - ☐ Does it align with my brand?
 - ☐ Is the message clear?
 - ☐ Does it provide value?
 - ☐ Does it sound like me?
 - ☐ Is the visual consistent with my brand?
 - ☐ Is the CTA appropriate?
 - ☐ Have I checked spelling and grammar?
 - ☐ Have I considered accessibility?
 - ☐ Does this need to be repurposed elsewhere?
-



13 — Monthly Content Reset

At the beginning of each month, review:

What performed well?

What generated conversation?

What generated inquiries or sales?

What did my audience respond to?

What felt easy to create?

What felt difficult?

What do I want to create more of?

What can I stop doing?

What do I want to test next month?



14 — Remember

You don't need to be everywhere.

You don't need to say something profound every day.

You don't need to chase every trend.

You don't need to constantly reinvent yourself.

You need to communicate clearly, consistently, and intentionally.

Let your content help people understand what you know, what you value, how you help, and why they should trust you.

Create less from pressure. Create more from purpose.

Content Planning Prompt

Before creating your next piece of content, complete this:

I want to talk about:

Because my audience needs to know:

The problem this addresses:

The value I want to provide:



The action I want them to take:

The format I'll use:

The hook:
