

PLANN

# SOCIAL MEDIA COACHES

## CONTENT PLANNER



Whether you're building your coaching business from scratch or leveling up your existing marketing efforts, we've got you covered with this customizable, strategy-driven content planner.

# 30 Days of Content

## Coaches Content Planner

Ready to kick start your social media marketing and grow a following as a coach? Here at Plann, we want to take the confusion and guesswork out of using social media to skyrocket your success as a coaching business.

INTRODUCE YOURSELF / YOUR COACHING BIZ

EXPLAIN A TECHNICAL COACHING CONCEPT

MOTIVATIONAL QUOTE

EXPLAIN HOW TO SET GOALS

YOUR IDEAL CLIENT

BTS OF YOUR WORKDAY

SHARE CAREER ADVICE

SHARE YOUR SIGNATURE COACHING FRAMEWORK

MAKE A FILL-IN-THE-BLANK CAROUSEL

YOUR TAKE ON A CURRENT TRENDING TOPIC IN YOUR INDUSTRY

SHARE A RECENT BLOG

SHARE YOUR CURRENT PLAYLIST

TALK ABOUT A PERSONAL CHALLENGE

SHARE A LIST OF POSITIVE HABITS

SHARE A CLIENT TESTIMONIAL

MAILING LIST SIGN UP

INDUSTRY RELATED BOOKS

GO LIVE ON INSTAGRAM AND ANSWER FAQs

5 REASONS WHY YOU MIGHT NEED A COACH

PODCAST RECOMMENDATIONS

FUNNY MEME RELATED TO YOUR COACHING NICHE

BEHIND-THE-SCENES OF YOUR OFFICE

PROMOTE YOUR COACHING COURSE

TOP TIPS FOR GROWING A SUCCESSFUL BUSINESS

GET TO KNOW ME

TOOLS AND PLATFORMS I USE DAILY

OFFER A FREEBIE

SHARE THREE PEOPLE WHO'VE INSPIRED YOU

WHAT PEOPLE CAN EXPECT FROM YOU AS A COACH

STORIES FROM CLIENTS YOU'VE WORKED WITH

# SOCIAL MEDIA TEMPLATES FOR COACHES

To help you streamline your social marketing process even further, we've created a full set of captions, hashtags + pre-designed templates for all 30 days! We've even included some tips for repurposing this content across your different social channels

