

Content Calendar

Categories

How would you sum up your brand and what you're passionate about with your business? Come up with 4-5 different categories that represent your business and who you are as a creative entrepreneur. (For example, for Idealust, some of our categories are: Hot tips for your business, Encouragement/Motivation, Travel, Freedom, About us.)

FAQs

What are clients/potential clients already asking you, that you can pull from to create Instagram posts?

Inspiration

What does your ideal client daydream about? What inspires and/or motivates her? (A beautiful bohemian wedding? Outdoorsy adventures? Muted, beachy tones? Bright, bold colors? Business books? Dinner parties? Solo road trips?)

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Behind the scenes + processes

What parts of your business do you think/know your clients/potential clients find interesting, fun, cool, inspiring, etc.?

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Exciting, fun things

What are you passionate about that you know your ideal client is also passionate about? What fun + exciting things are happening in your life and business that your ideal client can also get excited about? Personal projects? Giving back?

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