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WoDiLab

PLANNING CONTENT THAT BUILDS TRUST

Create a simple content planning system that helps you stay visible consistently.

ACTION CHECKLIS

☐ **Step 1 – Choose your posting rhythm**
Decide how often you would realistically like to post.

☐ **Step 2 – Select your content formats**
Choose the formats that feel realistic and enjoyable for you.

☐ **Step 3 – Generate content ideas**
Create ideas based on your content categories.

☐ **Step 4 – Build your first weekly content plan**
Organize your ideas into a practical weekly structure.

☐ **Step 5 – Commit to consistency**
Choose a posting rhythm you can realistically maintain.

Step 1 – Choose your posting rhythm

Consistency is more important than posting every day. Choose a posting rhythm that you can realistically maintain. A simple plan you can follow consistently is more effective than an ambitious plan you cannot keep up with.

- ☐ Once per week
- ☐ Twice per week
- ☐ Three times per week
- ☐ Four or more times per week

Why does this rhythm feel realistic?

_____
_____
_____

Notes

_____
_____
_____

Step 2 – Select your content formats

Different content formats help people engage with your business in different ways. Choose formats that feel comfortable for you and useful for your audience.

Which formats would you like to use?

- [ ] Texts Posts
- [ ] Images
- [ ] Videos
- [ ] Reels
- [ ] Stories
- [ ] Carousel Posts
- [ ] Live Videos
- [ ] Other: _____

Why do you think this format would work well for your audience?

_____

_____

Which format feels easiest for you?

_____

_____

Which format would you like to improve?

_____

_____

Notes

_____

_____

Step 3 – Generate content ideas

Instead of creating random posts, use your content categories from Session 1 to generate ideas. This makes content planning much easier and helps you tay consistent.

Educational Content Idea

_____

_____

Trust-Building Content Idea

_____

_____

Personal Story Content Idea

_____

_____

Invitation or Offer Content Idea

_____

_____

Which idea would you like to create first? Why?

_____

_____

Notes

_____

_____

My Content Categories

Category 1

_____

Category 2

_____

Category 3

_____

Category 4

_____

Why did you choose these topics?

_____

_____

_____

Notes

_____

_____

_____

Step 4 – Create your social media strategy

Now bring everything together.

My Audience

_____

My Goal

_____

My Main Platform

_____

My Content Categories

1. _____
2. _____
3. _____
4. _____

How confident do you feel about your strategy?

☐ Very confident

☐ Mostly confident

☐ Somewhat confident

☐ I need more clarity

What is the next thing you need to do?

_____

_____

_____

Your Next Action

Create your first social media strategy.

Remember:
You do not need a perfect strategy.
You only need a simple direction that helps you stay consistent.

For This Session

Share one thing from your strategy in the WoDiLab Facebook group.

For example:

- your audience
- your main goal
- your content categories

By sharing, you:

- gain clarity
- receive feedback
- inspire others

Your Points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet

Total: 3 XP

✨ Social media success starts with clarity. A simple strategy followed consistently will always outperform a perfect strategy that never gets used.