

Monthly Theme Worksheet

Use the workflow structure below to help you map out your monthly content. Write down specifics or anything that will help you support the creation of your themed message all month long.



XO, Amy

CREATOR OF MEGA MAGNETIC STORYTELLING
AND HOSTESS OF THE SEPT. CO
www.amykeller.co @missamykeller

This Month's Theme:

Get inspired and play with quotes, art, music, colors, astrology, mindset, food, or nature, to name a few.

Long-Form Content

A long-form piece of content is slow, it's quality, it is the whole shebang. No skimping on substance here.

Circle which one of the following formats you'll use to to share your monthly theme: a blog post, newsletter, YouTube video, podcast.

Blog Post Newsletter
YouTube Podcast

Short-Form Content

What pieces from the Long-Form Content can you pull out for a smaller, faster, stackable piece of content? Circle where it will be shared.

IG: feed, stories, reels, IGTV

Twitter:

LinkedIn:

Pinterest:

Serving + Selling Content

What pieces from the Short-Form Content are for serving (think high value/free) and which are for selling a product or services you provide?

Serving High Value:

Selling Solutions:

What's Next?

What do you need to do next to start the creation process? Putting time on your calendar, gathering quotes, images, creating some copy, etc.