

Quarterly Content Planning + Publishing

Before You Start

For the fastest results, make sure you've customized your Write with AI settings in AttractWell. This ensures your prompts generate content in your own voice and style.

This document also references the Swipe File + Content Planner Trello board shared in this training.

Phase 1: Planning

Save Time & Headache by Batching Content Planning

- ☐ Generate copy for all events or blog posts before creating their graphics
- ☐ Create all graphics using one template in Canva in one setting
- ☐ Plan all of one kind of content before moving on to the next category

Choose your Monthly Anchors

- ☐ Decide on one live event or theme per month (October, November, December).
- ☐ This could be a class, a workshop, or a promotion you want to drive attention to.
- ☐ If not offering a live event, consider using a theme to guide content.
- ☐ These anchors will guide your content, emails, and social.

Plan your live events

- ☐ Create an events list in Trello if your board does not have one.
- ☐ Use your swipe file or Write With AI to generate ideas, titles, and descriptions for 3 events (one per month for the quarter).
- ☐ Create a card in Trello for each event, and give each a date.
- ☐ Create graphics for each event with Canva.
- ☐ Save event titles, dates, descriptions, and graphics to your Trello cards.

Plan Blog Content

- ☐ Choose a day of the week you'll publish posts.
- ☐ Use your swipe file or Write With AI to select topics for your blog posts, ensuring one post per week for the quarter.
- ☐ Create a card in Trello for each post, and give each a date for publication.
- ☐ Use Write with AI in AttractWell to generate titles, drafts, and excerpts.
- ☐ Create graphics as desired with Canva for each blog post.
- ☐ Save drafts, excerpts, and graphics to your Trello cards.

Map Weekly Emails

- ☐ Choose a day of the week you'll email your list.
- ☐ Build off your blog post and event content, or use an idea from your Trello board to plan one email to your list each week for the quarter.
- ☐ Create a card in Trello for each email, and give each a date for broadcast.
- ☐ Use Write with AI in AttractWell to write your email, ensuring that it promotes that week's blog post and any upcoming events.
- ☐ Save email copy, URLs and event information to your Trello cards.

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Schedule Social Posts

- ☐ Using your swipe file or Write With AI, plan 5-7 posts per week, mixing education, engagement, and event invites.
- ☐ Create a card in Trello for each post and apply a date.
- ☐ Use AI to create captions and Canva for graphics.
- ☐ Save post copy, URLs, images to Trello cards.

Phase 2: Publishing

Save Time & Headache by Batching Content Creation

- ☐ Set up all events and save their URLs to Trello cards.
- ☐ Schedule all blog posts and save their URLs to Trello cards.
- ☐ Schedule all emails and use event/blog URLs to create them.

Create Your Events in AttractWell

- ☐ If your event will be held on Zoom, schedule a Zoom Meeting under Zoom & Events menu.
- ☐ Create a date-based Campaign to confirm and remind attendees.
 - ☐ Create a new campaign and name it for your event.
 - ☐ Day 0 campaign message confirms details and schedule.
 - ☐ Day 1 reminds attendees the day before.
 - ☐ Day 2 reminds attendees an hour before/day of.
 - ☐ Include Zoom link from step 1.
 - ☐ Set campaign start date to 2 days prior to date of event.
- ☐ Go to Events in your AttractWell dashboard.
 - ☐ Click + Add New Event.
 - ☐ Give your event a lead-focused title and description that speaks to your audience's goals or challenges.
 - ☐ Add date, time, location details if meeting in person, or specify that you'll share a Zoom link later.
 - ☐ Attach campaign from step 2.
- ☐ Test event page and save URL to Trello card for event
- ☐ Repeat for all 3 events for the quarter.

Schedule Blog Posts in AttractWell

- ☐ Click "write post."
 - ☐ Insert title, body of post from Trello card.
 - ☐ Upload featured image from Trello card.
 - ☐ Add blog categories, link path, and schedule for date indicated on Trello card for blog post
 - ☐ Under comments, excerpt & search engine options:
 - ☐ Add excerpt & meta description.
 - ☐ Schedule post
- ☐ Save post URL to Trello card

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Schedule Schedule Email Broadcasts in AttractWell

- ☐ Filter your contacts for your general mailing list tag.
- ☐ Add subject line and email body from Trello card.
- ☐ Add link to that week's blog post, upcoming event
- ☐ Schedule email for publication on date shown on Trello card.

A Note on Social Posts:

- ☐ Algorithms favor active posting.
- ☐ If you can, try to show up & post the content you've banked from your Trello cards.
- ☐ Aggregators are convenient, but do inhibit reach.
- ☐ It's better to post with one than to not show up at all.

Final Check

- ☐ All events are created, attached to campaigns, and tested, with URLs saved in Trello.
- ☐ All blog posts are scheduled with title, body, excerpt, featured image, categories, link path, and meta description.
- ☐ All emails are scheduled and linked to the appropriate blog post and/or event.
- ☐ Social content is written, graphics created, and posts scheduled or ready to post from Trello cards