

TEMPLATES & DOWNLOADS

The Monthly Content Planner

A planner built around production stages rather than dates, so a bad week means fewer items advance instead of a missed post.

How to use this. Plan by production stage, not by date. A calendar of dates breaks the first time something goes wrong, because one missed day makes the whole sheet wrong. Tracking items through stages means a bad week simply advances fewer items. Fill about 70% of slots so timely posts have room.

1 The columns

8

Column	What goes in it
ID	A simple number, so a file, a note and a row can refer to each other
Idea	The post in a few words
Pillar	Which of your three or four pillars. If none, it should probably not be made
Format	Reel, carousel, Story, static
Hook	The opening line, written before filming. Does more work than any other column
Stage	Idea → Written → Filmed → Edited → Scheduled → Published
Target week	A week, not a date
Published	Actual date, filled after the fact

Sort by stage. Four items sitting at "Filmed" tells you exactly what this week's session is.

2 The month

Fill in

#	Idea	Pillar	Format	Hook	Stage	Week
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						

3 Filling it, in order

40 minutes

- ☐ Check the bank has at least thirty ideas. Planning with an empty bank produces filler by design
- ☐ Decide the count: weekly cadence times four, honest about a bad week
- ☐ Pull ideas and assign pillars, roughly even unless one is clearly performing
- ☐ Assign formats, weighted to Reels while growing
- ☐ Write every hook now, not on filming day
- ☐ Fill about 70% of slots, leaving room for timely posts
- ☐ Mark items needing a location, a guest or good light
- ☐ Block the filming and editing days in your actual calendar

4 The buffer rule

Two weeks

Aim to always have two weeks of content sitting at **Scheduled**. That is the difference between a bad week costing nothing and a bad week producing a visible gap. Getting there takes one uncomfortable month of overproduction, and it changes the pressure permanently from daily to occasional.

- ☐ Weeks of finished content ready right now: _____
- ☐ Ideas in the bank right now: _____

Influking matches creators with brands, and handles the brief, approvals and on-time payment.