

The Content Planning Hack You Didn't Know You Needed

Introduction:

Welcome to the School of Sellers podcast, a teacher business show that is short on time but big on action. Full-time, part-time or just getting started? No matter where you are in your teacher seller journey, there's something here for everyone, making your online teacher business feel doable every step of the way. Here's your host, Erin Waters.

Erin Waters:

Hello there and welcome to School of Sellers. I am Erin Waters and I am your host. Today we're going to do a quick episode on a very, very, very useful content planning hack that I have started using in my own business that has saved me tons of time and frustration. And those are the best kind of hacks, am I right? So, I know that you can relate when you think of sitting down to plan out your content and really feeling frustrated when you either can't figure out what to post, when to post it, you don't know what to write about, you feel like you don't have any photos to share and you're just feeling super frustrated. I get that feeling. In fact, that's why in the finishing framework course, a large portion of one of the modules is talking about how to plan your content and what to write about. And we focus a lot in the course actually on product-based posts and how to create content that is very business focused. But of course, even beyond the business posts, we still need to think about ways that we are going to connect with our audience on a personal level.

So, I really wanted to share this hack in hopes that it'll help you save time and really kind of nail down a focus for your content planning. So, I really encourage you to come up with buckets and when I say buckets, I simply mean different categories that you can use to plan your content. So, you can have two different types of buckets. You can have personal buckets or teaching related buckets. And these again are categories that you can relate to, categories that describe either your life or you as a teacher and categories that you can use to guide your content whether it is an Instagram post or Facebook post or maybe even your blog posts. So, let's talk about some examples of personal buckets. Personal buckets might be things like parenting, marriage and actually these are mine so I'm just going to tell you about them. Parenting, marriage, do-it-yourself and like home decor type stuff, organization both at home and like in the office and also, technology I guess or reading. Let's go with reading. Now if I were to come up with some professional buckets for myself they would be things more like classroom management, homeschooling, distance learning, things like that.

So, by having these categories it sounds really simple and like okay, this isn't anything mind-blowing. But by having these categories, here's what you can do. You can come up with three to five personal and business-related categories or buckets, whatever you want to call them, I don't have a name for them, and write them down on a piece of paper. And for every single category, you can come up with a list of hashtags for that category by researching hashtags. You can come up with a list of keywords for that category by researching keywords. You can generate a list of quotes that relate to that category. Boom, there's a social media post. And you can also create a folder on your phone for each of those buckets or categories. And here's what you do then. You can go through your existing photos and see which of your photos pertain to those buckets or categories and save them to the corresponding albums. You can also come up with a pattern of posting about each of your categories. So, let's say on Monday, you are going to post something as it relates to classroom management, maybe on Wednesday, you're going to post something as it relates to distance learning and then on Thursday, you're going to share a personal post and you're going to share something funny that happened in your world of parenting this week. And it's a really easy way to plug in your content, especially your social media content. This is where it comes the most in handy but also to make sure that you are giving your audience a fair distribution of the things that they enjoy coming to you for. Right? Because there's a reason they follow you. For your personality and also, for the products and the way that you can help them in the classroom.

So, by really examining the categories that you are sharing on your social media, it can really give your audience what they want and a variety but also help you so you're not stuck in that limbo of what do I post, what did I post about last week, are people even going to want to read this, I don't have anything interesting to share and now you're going to have hopefully too much to share but that's a happy problem in my world. All right, guys. So, there it is. There's my challenge to you. I want you to come up with your own categories or buckets. And I want you to come up with three to five for personal and three to five for professional. And then I want you to sit down and make a list of hashtags and keywords and quotes, gather photos for each of those categories and see what you come up with. Because I can almost guarantee you that you are going to immediately cut down on the time that you spend posting on social media because you'll have a go-to collection of content, you'll have a better direction and you're going to be serving your audience with such a variety of topics that you're going to see your engagement spike as well.

So, I hope that you enjoy that tip and if you have any tips to share with me, I am always all ears when it comes to new ideas, especially ones that save me time. So, if you are not already a part of the School of Sellers Facebook community, please head on over and join. It is one of my favorite places, if not my favorite place to be. School of Sellers 101 for those of you just starting your business journey or School of Sellers for those of you who are established and are looking to scale your business through marketing and other business tactics. So, thank you so much for listening, guys and I will talk to you again next week.

Welcome to the School of Sellers

What is the School of Sellers?

We are a group that is committed to helping teacher sellers in all stages of their business. We like to provide tips, tools, and resources that aid in building your business while making it feel doable every step of the way.

Connect with the School of Sellers!



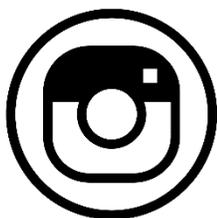
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