

SHÖW
&TELL

THE CLEVER CONTENT CLUB

Planning week



The Clever Content Club monthly system

Content pillars

Research

Blog/newsletters

Brainstorm

Calendar

Week 1
PLANNING



Week 2
SHOOTING

Shotlist

Scripting

Shooting

Week 3
EDITING



Editing photos

Editing videos

Week 4
SCHEDULING



Writing captions

Scheduling

REPEAT!

READY, SET, PLAN!

This week is all about coming up with ideas and working out what you need to create. Block some time out in your diary NOW to get this done (give it an hour or two), and post in the group to let us know when it's sorted.

Don't be too ambitious

It's easy to get carried away here but make it achievable and start small so you can keep it up.

To post 3 times a week for a month:

- 4 videos (1-2 scripted/talking videos and 2-3 b-roll videos)
- 4 stills
- 4 graphic/carousel post ideas

For the first couple of months while you're settling into your content creating routine you can create even less. Some people like to create a small amount and then do the rest on the fly through the month. Try it out and find what works best for you.



WHAT'S A B-ROLL VIDEO?

B-roll is supplemental footage that is interspersed within the main shot.

Imagine you're watching a documentary about a famous author. While the primary footage (A-roll) might consist of her interview, the shots of her typing on her computer, close-ups of her handwritten notes, or visuals of the friends she mentions in her stories would be the b-roll.

While we're not creating documentaries here, you can use these b-roll types of shots – you working, setting something up, walking along the beach etc as videos in their own right.

Add a graphic or voiceover and more details in the caption. Try and get the b-roll as relevant to what the video is about as possible.

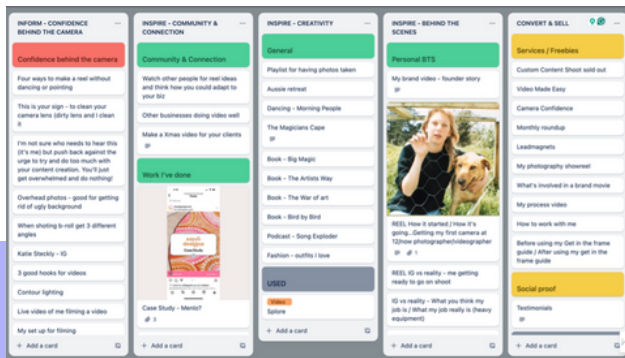
SEE AN EXAMPLE [HERE](https://www.showandtellvideo.co.nz)



STEP 1: CONTENT PILLARS

If you have your own already - great. If not take a look at my Content Pillar template. The pillars in my example are pretty universal, so you can keep those and think of the topics that work well for your business.

I've taken it one step further and set up a free Trello board with my content topics. Then, any time I have an idea I add it to that list. Don't get too distracted by this though - you'll do great just with filling out the Content Pillar template.



My Trello
board



STEP 2: RESEARCH

A small but mighty step. Take 5-10 minutes to look at your recent posts/blogs/emails. What did really well? Anything that resonated with people is worth repeating in a different way. Remember people don't see 100% of your content. It's ok to repeat the same messages over and over.

Also consider here the different stages that people are approaching your content at...

Top of funnel content is capturing a cold audience, is often light, eye catching, builds awareness and typically gets more engagement. 50% of your content should be this.

Middle of funnel is more for a warm audience and is about capturing minds, hearts and trusts. It might not get as much engagement as TOF. About 30% of your content should be this.

Bottom of funnel is about converting - turning audience into customers. It gets the least engagement but people are still clocking it! This should be 20% of your content.



STEP 3:

BLOGS/NEWSLETTERS

You might also want to use this time to plan out your email newsletters or blog posts as well – these can give you some content ideas too.



STEP 4:

CONTENT IDEAS

Ideas don't always come on schedule. So if I'm out and about and I have a random idea through the week, I write it down in the notes app of my phone. Now is the time to transfer these notes to your Content Pillars template or Trello board, so they're all in the same place.

If you haven't noted any down set a timer for 10 minutes and do a brainstorm - write down all ideas without judgement and see what comes out!

For each idea I think about if it will be best as a video, still photo or graphic. Don't put too much into one post either - sometimes with my ideas I can get a video AND a still or graphic post out of it, just said in slightly different ways.

STEP 5: CALENDAR

Last but not least - plot those ideas out in a calendar. You can use my template for this if it helps.

Make sure you're mixing up your content pillars (so there aren't three or four of the same pillar posts in a row) and posting a variety of stills, videos and carousels.

Another reminder here – don't try and over-achieve with how often you post. I like to post 3 times a week, so that's just 12-14 pieces of content I need to create in a month. And only one or two of those will be scripted videos! If you want to do less that's absolutely fine too.

Or maybe you just want to plan one piece of content a week and do the rest on the fly. You'll get into the flow and find what works best for you.

Calendar
template



April 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Content pillar: Video/Photo	Content pillar: Video/Photo				
1			28	29	30	1
2						2
3	14	15	16	17	18	19
4	21	22	23	24	25	26
5	28	29	30			
Notes						

GOOD TO GO!

Now you're all prepped for shoot week next week!

Remember the more time you put in at this end, the quicker and easier the shoot will be.

If you get stuck at any time you can check out my Video Made Easy course. [Sign in here.](#)

Take a look at the strategy and planning modules.

Go well, and I'd love to hear how you're doing in the group!



YOU DOING OK FRIEND?

Just remember, it's normal to feel a bit overwhelmed after doing all of this. Especially if you've had to do all of your content pillars from scratch.

So if it takes you longer the first month, know it will get quicker each month you do it.

It takes 3 months to build a new habit, the key is when you fall off the horse don't throw it all away. Pick yourself up, dust off and get back into it.

If you're feeling stuck or overwhelmed please post in the group so I can see how I can help.