

GIVE EVERY POST A JOB

Content Pillar Planner

Stop asking what to post and start using a system. Content pillars keep the page useful, balanced, and connected to business goals.

Educate

Teach what buyers need before they hire.

Show proof

Proof makes the education easier to trust.

Make offers clear

People cannot respond to fuzzy offers.

Choose Your Five Buckets

Use these as the default pillars and customize them for your business.

PILLAR	PURPOSE	POST IDEAS
Education	Help buyers decide	
Proof	Show real work and results	
Behind the scenes	Build familiarity and trust	
Offers	Make the next step clear	
Objections	Address hesitation and wrong beliefs	

Create 25 Post Ideas

Write five ideas for each pillar. Keep them specific enough that you could write the post today.

EDUCATION IDEAS

PROOF IDEAS

BEHIND-THE-SCENES IDEAS

OFFER IDEAS

OBJECTION IDEAS

Decide What Is Worth Posting

A post should do something useful for the buyer or the business.

- It answers a real question.
- It shows proof or process.
- It helps someone compare options.
- It makes an offer easier to understand.
- It gives someone a reason to reply, save, share, click, or call.