

*Acupuncture*  
MARKETING  
SCHOOL

# 90-Day Content *Planner*

**First:**

# 90-DAY CONTENT *Planner*

## BRIEFLY SUMMARIZE YOUR TARGET MARKET:

## BRIEFLY DESCRIBE YOUR IDEAL PATIENT(S):

**Second:**

## DEFINE YOUR CONTENT BUCKETS:

### A. CORE CONTENT/CONTENT PILLARS (EDUCATIONAL CONTENT)

- *What are the top 3 things you want to help people with at your office?*
- *What do you want to be Googled for? I.e., for which topics do you want potential patients to discover you?*

1.

2.

3.

### B. OTHER CONTENT BUCKETS:

- *Recommended options: Seasonal, List-Building, Entertainment, Personal, General FAQs*

1.

2.

3.

4.

### BRAINSTORM TOPICS FOR EACH BUCKET:

*Aim for 10 ideas for each bucket. This is more than you'll need for 90 days but it gives you a variety of content ideas to choose from, and you can use extra ideas for your next 90 days.*

#### ***Ideas to get you started:***

- *What FAQs do people always ask about each content pillar?*
- *What do you wish people knew about each pillar?*
- *Are there dietary, exercise, or other self-care concepts that you often teach these patients?*
- *What helps patients in each content pillar get the best results?*
- *What are the barriers for people signing up for treatments in each pillar?*

### **CONTENT PILLAR #1:**

## BRAINSTORM TOPICS FOR EACH BUCKET:

**CONTENT PILLAR #2:**

**CONTENT PILLAR #3:**

## BRAINSTORM POST TOPICS FOR EACH CONTENT BUCKET:

**SEASONAL CONTENT:** *For the next 90 days - Seasonal themes/articles, sales, events, announcements.*

**PERSONAL CONTENT:** *Consider defining a few subcategories you're comfortable sharing.*

## BRAINSTORM POST TOPICS FOR EACH CONTENT BUCKET:

### GENERAL FAQs:

**ENTERTAINING CONTENT:** *Funny, inspirational, or other content that you feel confident your target market will resonate with.*

**Fourth:**

## 90-DAY CONTENT *Planner*

### WHAT TWO CONTENT TYPES WILL YOU FOCUS ON?

*Recommended:*

*One type you own:*

*One you don't:*

**Fifth:**

### REPURPOSING CONTENT: WHAT FORMAT OR PLATFORM WILL YOU START WITH?

### WHAT WILL THE FLOW OF REPURPOSING CONTENT BE AFTER CREATING THAT INITIAL CONTENT?

Last:

# 90-DAY CONTENT *Planner*

## ADD CONTENT TO 90-DAY CALENDAR

Add one piece of content per week:

### MONTH 1:

Week 1:

Week 2:

Week 3:

Week 4:

### MONTH 2:

Week 1:

Week 2:

Week 3:

Week 4:

### MONTH 3:

Week 1:

Week 2:

Week 3:

Week 4: