

EXCEL

Content Creation Workbook

CONTENT CREATION WORKBOOK TEAMERM.COM

1) CHOOSE 3-7 CONTENT PILLARS

Take your niche and core values into consideration when determining your content pillars. Select 3-7 content pillars from the list below and/or add in your own.

Personal	Moving Tips
Inspirational	Mortgage
Promotional	First Time Buyer
Testimonials/Referrals	New Construction
Market Update	Buying vs. Renting
Local Tips	Investing
Engagement	Listing Updates
Broke Agent/Humor	
Home Tips	
Selling	
Staging REA	LTY & MORTGAGE
Buying	

2) ASSIGN YOUR CONTENT PILLARS TO A DAY OF A WEEK

You can leave days blank - remember quality is more important than quantity. We only post 3-4 days per week.

MONDAY: TUESDAY: WEDNESDAY: THURSDAY: FRIDAY: SATURDAY: SUNDAY:

3) BRAINSTORM CONTENT

Put your content pillar under the day of the week, and number the boxes for the month your planning.

