

HOW TO PLAN YOUR CONTENT LIKE A MAGAZINE DOES



EP REFERENCE

This resource is best used after listening to Episode 27

Find a magazine and begin plotting the 'Type' of their content against the corresponding pages to create a template of ideas for your own content marketing. For example, if the magazine has a big interview with Brad Pitt, on page 4-8, simply write 'In-depth Interview' in boxes 4,5,6,7, and 8. Then, summarise the Types of content to help generate your own ideas and content calendar. Then, each month, simply determine the 'What' for each 'Type' of content. Note: You'll need a few copies of this.



Traditional marketing channels still hold great lessons for us, if you look closely enough, and this is a tactic that magazines have been using forever. Use it to plan your content out into a repeatable process and take the stress out of the question "What are we going to post or create this week?"

- Daniel Oyston

