FolarraStudio

Content Creator Planner

create · share · grow

UNDATED · PRINTABLE · CONTENT CALENDAR & ANALYTICS

This Planner Belongs To

for bloggers, creators & small brands

NAME _____

BRAND / HANDLE _____

NICHE _____

EMAIL _____

STARTED ON _____

How to use this planner

- Print the whole planner once, then print extra copies of the pages you use most, such as the Weekly Content Plan and Post Planner pages.
- Print at 100% / Actual size on A4 or US Letter paper. The printable pages have a white background to save ink.
- Hole-punch the pages and keep them in a binder, so you can add pages any time.
- Every page is undated, so you can start in any month of any year.
- Start with Brand Basics, then fill the Content Calendar each month from your Content Ideas page.
- Digital planner: open the hyperlinked PDF in any PDF annotation app and tap the tabs to jump between sections.

My brand in three words

Why I create

Contents

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Creator Goals

where my content is going

Goals this year

- [ ]
- [ ]
- [ ]
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Platforms to grow

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Skills to learn

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Big ideas

Brand Basics

who I am and who I create for

NICHE

AUDIENCE

PLATFORMS

POSTING SCHEDULE

FONTS

BRAND COLORS

Content pillars

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My voice & values

Content Ideas

never run out of things to post

IDEA	PLATFORM	PILLAR	FORMAT	USED
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Monthly Calendar

write in the dates and plan the month

MONTH _____ YEAR _____

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

Goals this month

- [ ] _____
- [ ] _____

Notes

_____

_____

Weekly Content Plan

plan it once, post all week

WEEK OF _____ FOCUS _____

DAY	PLATFORM	CONTENT	CAPTION / HOOK	POSTED
Monday				☐
Tuesday				☐
Wednesday				☐
Thursday				☐
Friday				☐
Saturday				☐
Sunday				☐

Post Planner

write it before you post it

PLATFORM & DATE

HOOK / TITLE

CAPTION

HASHTAGS

CALL TO ACTION

POSTED?

PLATFORM & DATE

HOOK / TITLE

CAPTION

HASHTAGS

CALL TO ACTION

POSTED?

PLATFORM & DATE

HOOK / TITLE

CAPTION

HASHTAGS

CALL TO ACTION

POSTED?

PLATFORM & DATE

HOOK / TITLE

CAPTION

HASHTAGS

CALL TO ACTION

POSTED?

Video Planner

hook, story, call to action

TITLE _____ PLATFORM _____

LENGTH _____ POST DATE _____

Hook

Main points

Shot list

- [ ]
- [ ]
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Call to action

Collaboration Tracker

brand deals & partnerships

BRAND	CONTACT	DELIVERABLES	FEE	DUE	PAID
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Analytics Tracker

watch your growth month by month

PLATFORM _____ YEAR _____

MONTH	FOLLOWERS	REACH	ENGAGEMENT %	CLICKS	INCOME
Jan					
Feb					
Mar					
Apr					
May					
Jun					
Jul					
Aug					
Sep					
Oct					
Nov					
Dec					

Hashtag Bank

groups ready to copy

Group 1

Group 2

Group 3

Group 4

Group 5

Group 6

Creator Income

every stream, every month

MONTH _____ GOAL _____

DATE	SOURCE	PLATFORM / BRAND	AMOUNT

TOTAL _____

Notes



FolarraStudio

Thank you!

Thank you for choosing FolarraStudio. I hope this planner helps you stay calm, organized and on track. If you enjoy it, tell a friend about folarrastudio.com.

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