

SHALLWE *Social*

PERFECT PILLARS

CONTENT PILLARS WORKBOOK



@SHALLWESOCIAL



WELCOME TO PERFECT PILLARS

The first step in creating a kick-a\$\$ content strategy, for ANY social media platform, is creating your core content pillars.

Content pillars are the overriding themes or 'buckets' that all of your content will fall under.

These are broad topics that, when put together, provide a complete brand story about you and your business.

Having 4-5x content pillars for YOUR business ensures that not only do you always know what to post but, most importantly, it focusses your content messaging to help your audience understand:

- What you do
- How you do it
- Who you serve, and
- Why they should follow you, work with you or buy from you.

This workbook has been designed to help you create your own content pillars and generate hundreds of relevant ideas for each one.

ACCESS THE ONLINE WORKSHEETS

Print this workbook to handwrite your notes or click the button below for a Google Doc version of the worksheets that you can edit online.



ABOUT SHALL WE SOCIAL

Hi, I'm Kryshla

(pronounced Krish-la)

I'm an Instagram Coach + Content Marketing Specialist and the Founder of Shall We Social.

I help time-poor service providers grow their **business** with Instagram.

My online course + 1:1 coaching is designed to help you create content that gets clients and say **#ByeFelicia** to that dreaded "what am I going to post?" feeling.

This worksheet has been adapted from a lesson inside my signature offering, Instagram Unpacked - an all-in-one online course + group coaching experience with 12 months of support.



CHIEF ALGORITHM WHISPERER

If you're ready to save hours on content creation, grow your account and win new business — all while actually **enjoying** marketing your business on Instagram, Instagram Unpacked is for you.

Visit www.shallwesocial.com.au/instagram-unpacked to find out more.

Connect with me @shallwesocial for daily tips + tools



FIND OUT MORE AT WWW.SHALLWESOCIAL.COM.AU

CHOOSING THE RIGHT PILLARS

HOW TO CHOOSE YOUR PILLARS

When deciding on your content pillars, consider the following:

- Your products or services
- About you, your experience, your point of difference
- The topics you want your account to be known for (niche)
- Your target audience - Content that is aligned with their wants and needs or that solves a problem they are experiencing

FOR EACH PILLAR ASK YOURSELF

- Does this pillar...
 - Drive my **business goals?**, and/or
 - Help me engage + connect with **the right people?**, and/or
 - **Serve** the wants + needs of of my target audience? Or solve a problem they are experiencing?

Also:

- Are my pillars aligned with my brand personality + values?
- Can I create a lot of content for this pillar/theme?

If you answered "Yes!" to those questions, you've got yourself a pillar!

NEXT STEPS

On the following record the 4-5 content pillars for your business that serve your audience's wants and needs, showcase your products, services or offerings, and will help you to grow your account with the RIGHT people and keep them engaged.

Next, note down all the **sub-topics and key messages** that fall within each pillar - ensuring that the various subtopics match **your unique approach** to this broad catch-all theme.

For example: If you are a baby sleep consultant, one of your pillars will naturally be "baby sleep". If you are against the cry-it-out method, one of your subtopics may be "baby sleep tips that don't require your baby to cry-it-out".

If you're a virtual assistant one of the subtopics under your "services" pillar may be "how outsourcing can grow your business".

MY PERFECT PILLARS

PILLAR 1:

SUBTOPICS:

PILLAR 2:

SUBTOPICS:

PILLAR 3:

SUBTOPICS:

PILLAR 4:

SUBTOPICS:

PILLAR 5:

SUBTOPICS:

IDEA GENERATION

Now that you have your content pillars and subtopics, the next piece of the content puzzle is to generate ideas - by brainstorming and collating ideas from your everyday interactions + through research.

EVERYDAY SOURCES OF INSPIRATION:

- **FAQs** – Record every single question you receive via email, DM, or in person
- Your audience's **Wants/Needs/Pain points** - Use these to brainstorm ideas for content
- **Stories** from your day-to-day life or business encounters. Has something interesting happened to you? A lesson learned? Write it down
- **Existing content** - What do you already have that you can recreate into Instagram content? Videos, blog posts, articles, podcasts, an ebook? Note down all of your **content assets** to see what's available to use
- **Ask** or survey your followers and email subscribers
- **Facebook groups** - Are you in a Facebook group with your ICA? If so, note down the questions or frustrations shared in that group
- **Website traffic** - Use your website analytics to see which pages are visited most often.

RESEARCH:

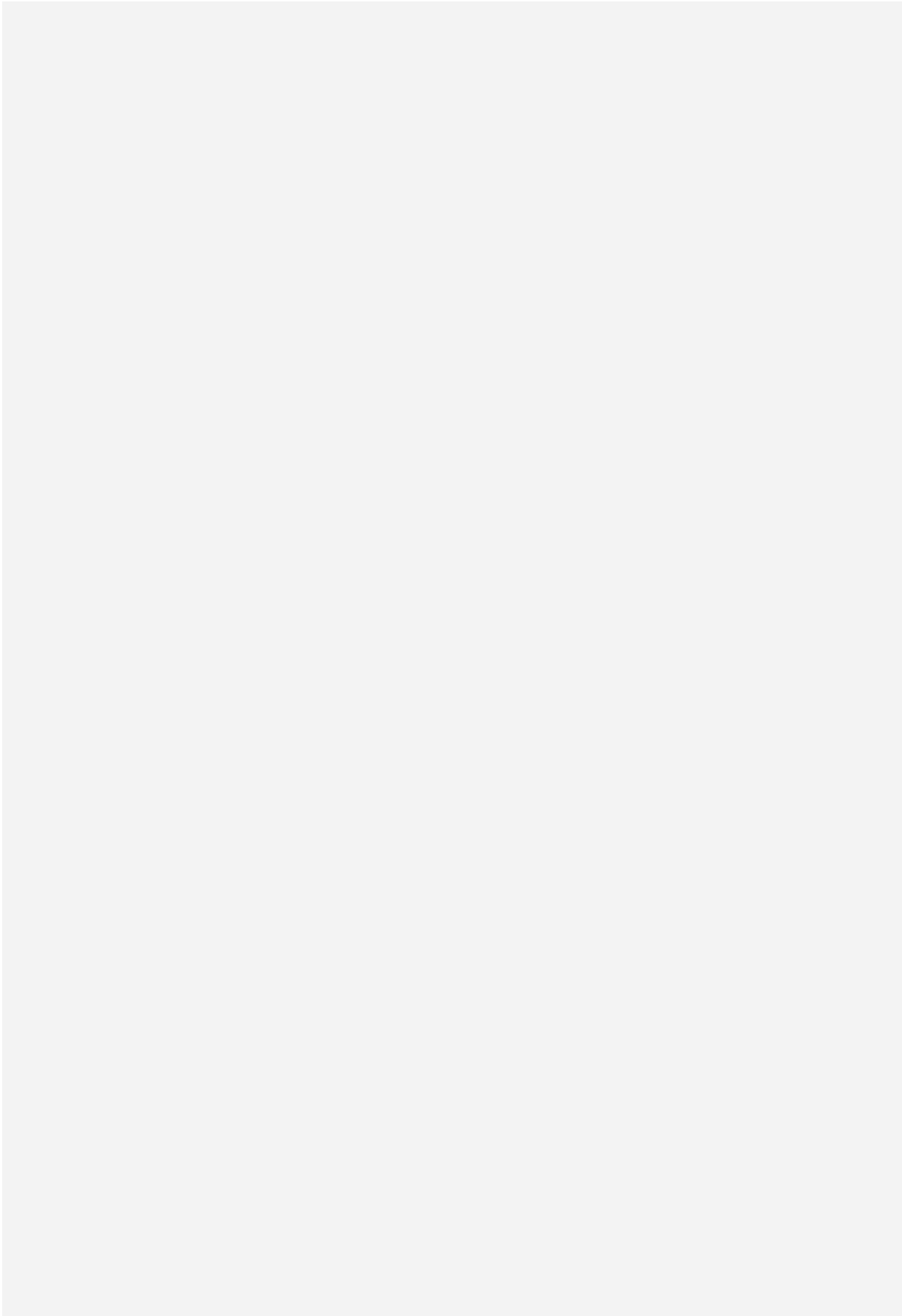
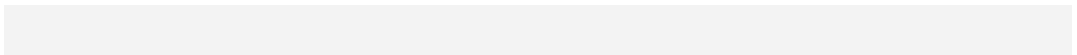
Use the following websites to search for trending content and FAQs in your niche:

- **BuzzSumo** – Shows the most popular + shared content online. Find out what's trending and create your own version
- **AnswerThePublic.com** - Type in a keyword for your industry to find the most frequently asked questions. Answer these for instant (high-value) content
- **Questiondb.io** - A similar tool to Answer The Public. Enter your keywords and go
- **Google.com** - Yes, good old Google. Type in your keyword search and scroll to the bottom of the results to view related searches
- **Trends.Google.com** - Another search query site showing you what's hot in your niche
- **Pinterest** - A gold mine of content ideas. Search by keyword or hashtag
- **YouTube** - Search for a topic in your niche and sort by 'View Count' to find the most popular content
- **TikTok** - Search for a topic or keyword and look for common phrases
- Don't forget **Instagram** - search by keyword or hashtag to find top performing posts + Reels to inspire your own content.

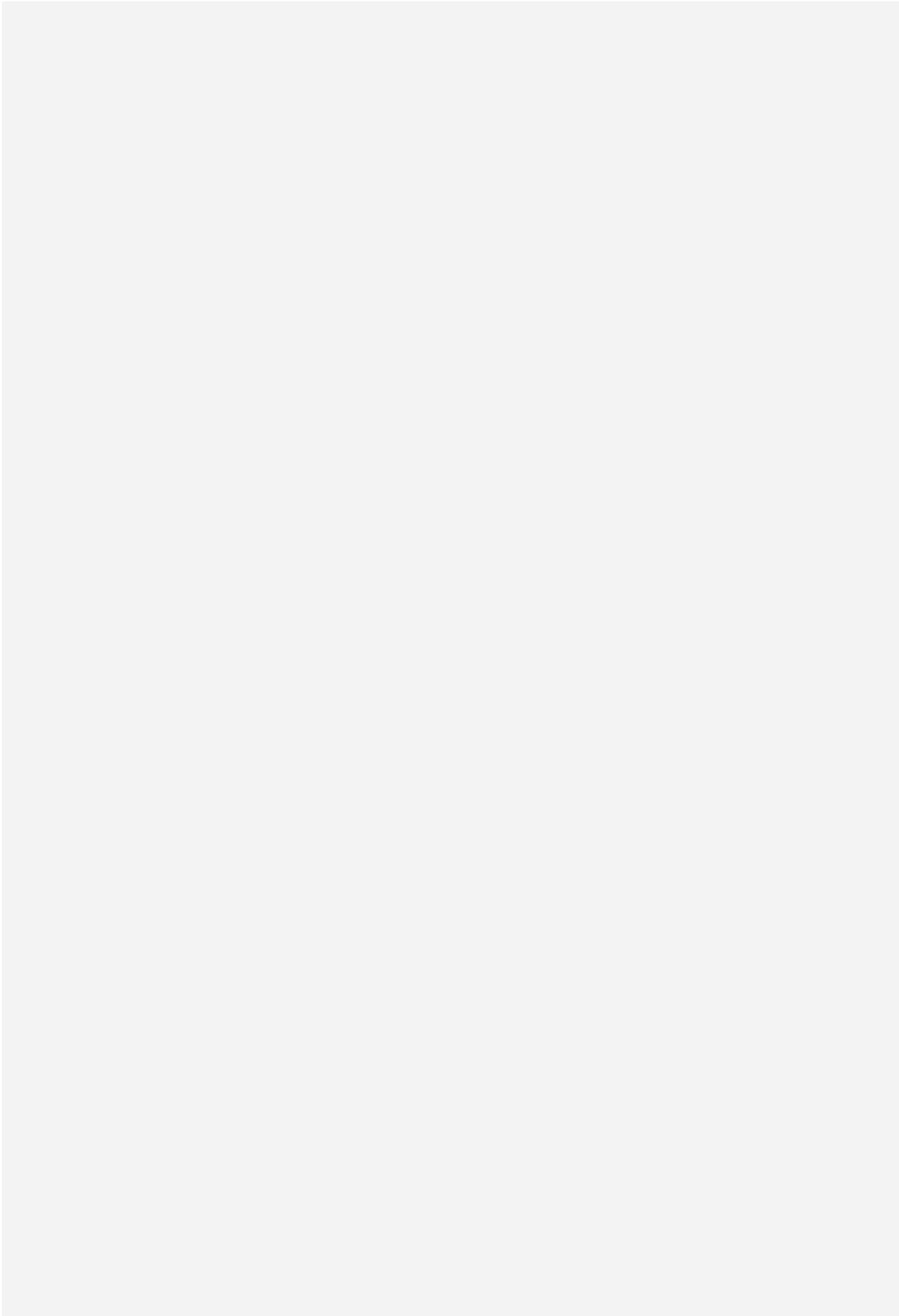
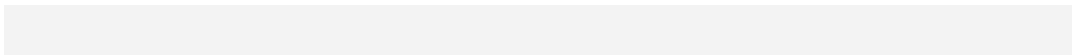
In the space below record as many content ideas as you can for each of your content pillars, drawing from the list of inspirational sources above.. Don't overthink it, just brain dump everything that comes to mind. Some ideas may fall under 2 different pillars, don't worry, this just means it is an extra relevant idea for you!

PILLAR 1:

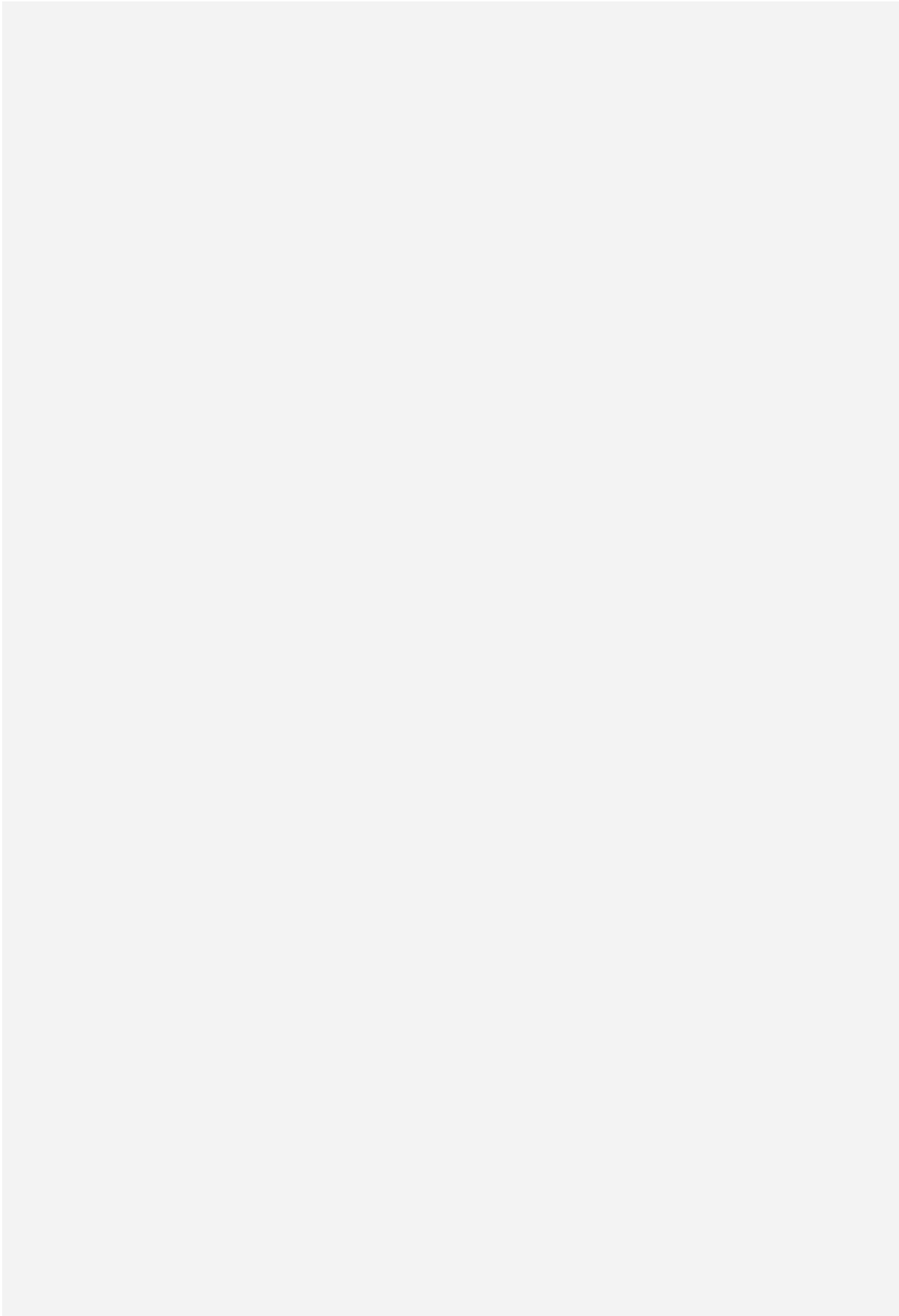
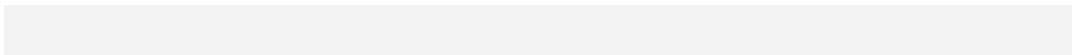
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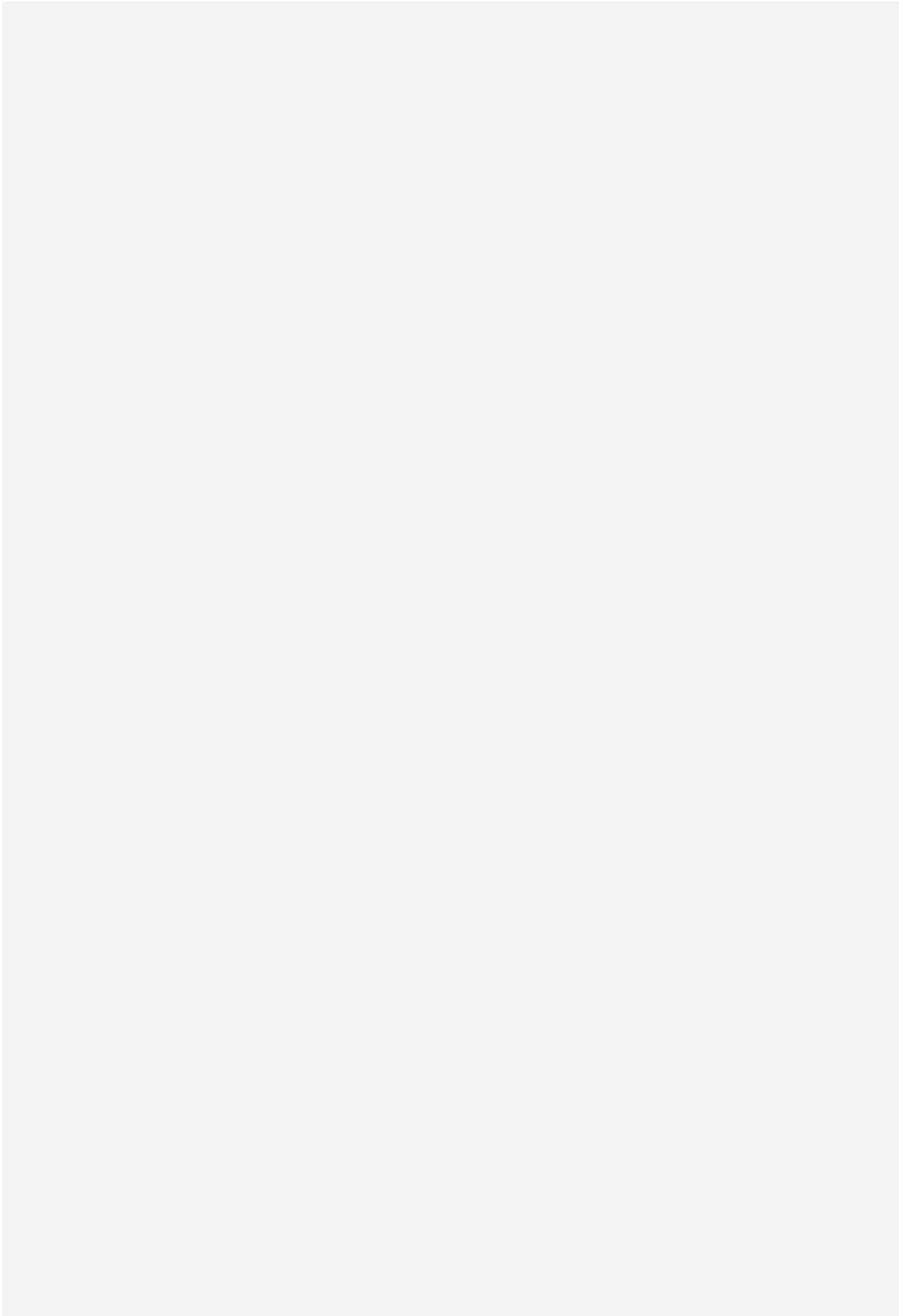
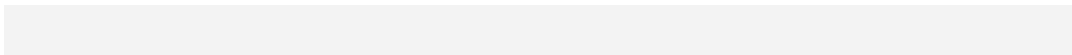
PILLAR 3:



PILLAR 4:



PILLAR 5:



MULTIPLY YOUR IDEAS

Ready to EXPLODE your list of content ideas? This simple exercise will help you generate hundreds of ideas in a few minutes.

Step 1: Take one idea from your list

Step 2: Choose 3x (or more) content types to filter it through - e.g. educational, storytelling and viral/entertaining.

Step 3: For each type:

- Identify the problem (what)
- What happens if you don't solve the problem (why)
- The solution (how)

This will give you at least 9x pieces of content.

You can present each part as a stand-alone piece of content (e.g. a 30 second Reel) or combine into a longer-format post such as a carousel post.

You can even take this a step further and break each of the above down by format - i.e. Reel, carousel post, story etc.

This will give you a huge list of RELEVANT content that you can batch create and schedule out over weeks or months and/or across multiple social media channels.

Supplement this with dynamic content:

- On-the-fly content
- Your response to real-time situations, events or industry news
- Replying to a question from your followers - e.g. Using a Reel to respond to a comment on your post.

Use the tables on the following pages and/or complete this exercise using the [editable Google Doc Worksheets](#).



IDEAS FACTORY				
IDEA:				
PURPOSE	TYPE	IDENTIFY THE PROBLEM/ISSUE	WHAT HAPPENS IF YOU DON'T SOLVE IT?	THE SOLUTION/INSIGHT
ATTRACT/ENGAGE	VIRAL/ENTERTAINING/EDUCATIONAL			
	EDUCATIONAL/INSIGHT			
CONNECT/ENGAGE	EDUCATIONAL			
	STORYTELLING			
IMPEL/BUSINESS IDEAS	EDUCATIONAL/INSIGHT			
	PRODUCT/SERVICE			

INSTAGRAM IDEAS FACTORY

IDEA OR PROBLEM:

PURPOSE	TYPE	IDENTIFY THE PROBLEM [WHAT?]	WHAT HAPPENS IF YOU DON'T SOLVE IT? [WHY?]	THE SOLUTION [HOW?]
ATTRACT/SERVE	VIRAL/ENTERTAINING/ TRENDING			
	EDUCATIONAL/VALUE			
CONNECT/ENGAGE	CONNECTION			
	STORYTELLING			
DRIVE BUSINESS GOALS	EXPERT/CREDIBILITY			
	PRODUCT/SERVICE			

INSTAGRAM IDEAS FACTORY

PRODUCT OR SERVICE:

CUSTOMER JOURNEY STAGE	IDENTIFY THE PROBLEM [WHAT?]	WHAT HAPPENS IF YOU DON'T SOLVE IT? [WHY?]	THE SOLUTION [HOW?]
AWARENESS			
CONSIDERATION			
CONVERSION			