

Content Planning Template

Plan Your AI Content Engine

From: *Build Your First AI Employee* by Shawn Kercher | Chapter 12

Instructions

Use this template to give your AI Content Engine clear direction. The goal is not to post more random content. The goal is to turn your expertise, customer questions, and real work into consistent content that sounds like you.

Platforms

Primary platform: _____

Secondary platform: _____

Optional platform: _____

Why these platforms? _____

Audience

Who are you trying to reach? _____

What do they care about? _____

What do they already misunderstand about your work? _____

Content Pillars

Pick 3-5 themes you can talk about repeatedly.

Pillar	What it teaches	Example post idea
1.		
2.		
3.		
4.		
5.		

Topic Bank

List 20-30 ideas before asking AI to draft anything.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

16.

17.

18.

19.

20.

Source Material

What can the AI repurpose?

- Customer questions
- Sales calls
- Support tickets
- Project notes
- Case studies
- Before/after examples
- Internal SOPs
- Videos or podcast clips
- Other: _____

Where this material lives: _____

Voice Guidelines

Tone: Casual / Professional / Direct / Friendly / Technical / Other: _____

Style: Short and punchy / Educational / Story-driven / Tactical / Other: _____

Words or phrases you use often: - _____ -
_____ - _____

Words or phrases to avoid: - _____ -
_____ - _____

Example post in your voice: _____

Posting Schedule

Platform	Frequency	Best days / times	Format

Review Rules

What can the AI draft without approval? _____

What must you approve before publishing? _____

What should never be published? _____

Measurement

Track the metrics that matter for your business.

Metric	Baseline	Target
Posts per week		
Replies / comments		
Leads generated		
Calls booked		
Email signups		
Revenue influenced		

First 10 Posts

Post	Topic	Platform	Status
1			Idea / Draft / Approved / Posted
2			Idea / Draft / Approved / Posted
3			Idea / Draft / Approved / Posted
4			Idea / Draft / Approved / Posted
5			Idea / Draft / Approved / Posted
6			Idea / Draft / Approved / Posted
7			Idea / Draft / Approved / Posted
8			Idea / Draft / Approved / Posted
9			Idea / Draft / Approved / Posted
10			Idea / Draft / Approved / Posted

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buildyourfirstaiemployee.com/resources