

STEP-BY-STEP WEEKLY CONTENT PLANNER

WEEK

4. CHOOSE AN IDEA FROM STEP 3, CHOOSE A "HOOK" THEME (I.E. THE TITLE OF YOUR POST) AND WRITE YOUR ORIGINAL HOOK IDEAS IN "YOUR HOOK".

HOOK THEMES	YOUR HOOK
<p>#1 MYTH-BUSTING HOOK E.G. This one Recruitment Mistake could mean you're Missing out on HUNDREDS of Top Talent</p>	
<p>#2 HOW-TO HOOK E.G. How to Choose an Outsourced Recruiter in [3] simple steps</p>	
<p>#3 QUESTION / CURIOSITY HOOK E.G. Can [5] minutes Help you Recruit your Ideal candidate?</p>	
<p>#4 LIST HOOK E.G. [4] simple secrets to 'selecting the best candidate'</p>	
<p>#5 BOLD STATEMENT HOOK • E.G. Starting this one habit in your workplace NOW could change your entire workplace culture</p>	
<p>#6 SPECIAL ANNOUNCEMENT HOOK You won't believe what I've done!</p>	

5. WRITE THE MAIN PART OF YOUR CONTENT IN A WORD DOC
(IF A GOOGLE DOCS, PASTE THE LINK BELOW FOR EASIER ACCESS)

6. CHOOSE A CALL TO ACTION (TO PUT AT THE END OF THE POST TO DIRECT YOUR READERS ON WHAT TO DO NEXT)

GO TO MY WEBSITE FOR MORE INFORMATION / DOWNLOAD A FREE RESOURCE

BOOK A CALL WITH ME TODAY (TO GET CONTROL OF YOUR RECRUITMENT TODAY)

WHAT DO YOU THINK? COMMENT BELOW!

LOOKING FOR A BIT EXTRA?

Feel like your Offer is Valuable but
you're not Seeing the Expected
Traffic to your Business?

Find Prospects Suddenly turning
Cold & leaving you to wonder
"What Happened?"

Want a Steady Flow of Reliable
Clients so you can Predict your
Cashflow with Certainty?

The Answer is in your Marketing

And you **CAN** make a simple yet
powerful Digital Marketing
Strategy in as little as 7 Weeks!



Ready to discover what's holding you back in your business?

[BOOK YOUR FREE ONE-
ON-ONE CALL HERE](#)