



# Free Guide To Content Pillars

A step-by-step guide &  
workbook to establish  
your brand content pillars.

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## *Hey, I'm Morgan!*

I'm a brand and graphic designer with a passion for small businesses. My goal is to equip you with the tools and resources you need to build a brand you love, connect with your target audience, and pursue your purpose with confidence.

As small business owners, I understand that you are juggling a lot of different roles within your business. That is why I am here to help provide you with tools and resources to reduce the overwhelm that often comes with the word “branding” and help you feel inspired and confident to build a brand you love. The purpose of this guide is to help you establish your brand content pillars so that you are creating purposeful content that shares your brand story and resonates with your target audience.





## What are content pillars?

Content pillars are the foundational topics that guide your content creation strategy. These pillars provide structure and consistency to your content while ensuring it aligns with your brand's goals and resonates with your target audience.

## How do you define your brand's content pillars?

Begin by deciding on the main topics or themes that represent your brand and will resonate with your target audience. These pillars should cover a variety of topics and provide your audience with value. There are 4 main types of content that you want to be sharing with your audience: educational, inspirational, entertaining, and conversion.

## How many content pillars should you define?

Defining 3-5 solid content pillars will allow you to incorporate a variety of different types of content, but also keeps your content consistent.

## How do you use your content pillars?

Your brand content pillars will guide you as you develop your strategy and create your content calendar. These pillars will guide your content for social media, blog posts, and emails. Each piece of content should align with at least one of your content pillars.

**Tip:** When planning your content calendar, color code each of your content pillars so you can visualize how often you are sharing content that fits within each pillar. This will help you maintain consistency, avoid content gaps, and ensure a balanced mix of topics over time.



# Content Examples:

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## ✦ Educational:

- tutorials/how-to guides
- facts about your area of expertise
- valuable tools or resources for your audience

## ✦ Inspirational:

- how your offer (product or service) adds value to your audience's life
- improve or solve XYZ problem that your audience faces

## ✦ Entertainment:

- share your personality
- be relatable to your audience
- create a fun spin on a Instagram trend & make it relevant to your brand

## ✦ Conversion:

- step-by-step guides
- freebies
- client testimonials
- value of service packages or products



# Questions:

Answer these four questions thoughtfully and with as much detail as possible. Your notes will inform your content pillar topics created on the next page.

What is my area of expertise?

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Who is my audience?

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How can I provide value to my audience?

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What types of content is my audience interested in consuming?

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## Educational:

Questions to ask yourself:

- What is my area expertise that I should be teaching my audience about?
- How can I educate my audience in this area so they see the value in my product or service?

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## Inspirational:

Questions to ask yourself:

- What is my target audience motivated by?
- What would inspire them to invest in my product or service?

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## Entertainment:

Questions to ask yourself:

- How can I engage my audience to interact with my brand?
- How can I provide valuable content in a fun/engaging way?

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## Conversion:

Questions to ask yourself:

- What types of content could I share that would convince my audience that they NEED the product or service I offer?

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# thank you!

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Thank you for downloading this free guide. My hope is that you found the information valuable and that it helps you ensure that your brand is showing up consistently across all platforms and touchpoints with your audience. If you have any additional questions about brand content pillars I would LOVE to chat more. Feel free to shoot me an email or message me on Instagram. For more branding inspiration and content follow along on Instagram & Pinterest!

~mj

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## let's chat!



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