

Plan, Publish, **GROW**

This checklist walks you through a *complete seasonal content sprint* using GetOiling and the free version of Trello, with our plug-and-play Content Planner template. If you're new to Trello or the Swipe File system, we've got you covered!

Phase 1 of this checklist helps you plan, strategize and organize your ideas inside Trello

Phase 2 walks you through producing, scheduling, and publishing content in GetOiling

This training is part of our Content Planning Systems series.

If you're just getting started, or you'd like a refresher on how this system works, [click here](#) to watch the full walkthrough and get your free Trello template board.

Phase 1: PLAN - Establish Strategy + Organize in Trello

Step 1: Choose a theme for each month of the season

- ☐ Use Write With AI in GetOiling to brainstorm monthly themes that connect to your audience's challenges, interests or goals this season.

Examples for Fall:

- September: Back to School, Back to You
- October: Fall into Routine: Calm, Focus + Immune Support
- November: Gratitude + Grounding: Wellness for Busy Seasons

Example Prompt:

"Provide three monthly content themes for Fall that help my audience stay well, get organized, or create calm at home—without talking directly about products."

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Step 2: Use Your Theme to Plan a Monthly Live Event

- ☐ Use Write With AI to generate **one event idea per month** in line with your fall themes.
- ☐ Add an "Events" list to your Content Planner board in Trello if you don't have one
- ☐ Create a new Trello card in this list for each event
 - ☐ Include event title + that month's theme
 - ☐ Assign a date to the card reflecting when the event is scheduled

Examples for Fall 2025 - hosting 2nd Wednesday of the month at 7pm Central:

- Sept 10: "Back to You: Fall Habits to Reclaim Energy + Routine"
- Oct 8: "Simple Immune Support for Busy Fall Days"
- Nov 12: "Grounding Practices for a Grateful Season"

Example prompt:

"Suggest one live Zoom event title and topic for each of the following fall content themes [list the theme for each month]. Each event should feel relevant and valuable to my audience, and be something they'd want to attend live."

Step 3: Plan weekly blog post topics per theme

- ☐ Use Write With AI to generate working titles and topic ideas for one blog post per week that align with your theme
- ☐ Add one card per week (based on your publishing day) to the "Long-Form Content" list on your Trello board
 - ☐ Include a working blog post title and any additional ideas for the post
 - ☐ Apply a date that reflects when the post will be published.
- ☐ Repeat for the remaining months of the season.

Example for October 2025 - publishing weekly on Mondays

- Oct 6: "3 Ways to Support Immune Health Naturally This Fall"
- Oct 13: "The Power of Daily Routine for Calm + Focus"
- Oct 20: "Back-to-School Wellness for the Whole Family"
- Oct 27: "Your Fall Wellness Reset Checklist"

Example prompt:

"I will be releasing a blog post every [day of week] in [month]. Provide weekly blog post ideas following the theme [that month's theme] that educate, inform or inspire my audience, without talking about specific Young Living products."

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Step 4: Plan weekly emails

You'll send an email each week to engage & nurture your list, as well as to promote that week's blog post + your next live event

- Use Write with AI to generate an outline and working subject line for an email based on that week's blog post and your next live event.
- Repeat for each week/blog post. Include dates in prompt for best results.
- In the "Email Ideas" list in Trello, create a card for each week, corresponding with the publication date of your blog posts.

Example outline + subject line for October 6 2025

- Blog: "3 Ways to Support Immune Health Naturally This Fall"
- Event: "Simple Immune Support for Busy Fall Days" on October 8
- Subject line: What your immune system actually needs this fall
- Outline:
 - Introduce the shift into colder months and how fall routines affect wellness
 - Tease one surprising factor that impacts immune strength (without giving it away)
 - Link to blog post for the full list of immune support tips
 - PS: Invite readers to join you live Wednesday for a simple, practical workshop on fall immune health

Example prompt:

"I'm planning weekly emails for the month of [month], to be sent each [day of week]. Each email will promote that week's blog post and also reference the next upcoming event based on the dates below. Blog post titles: [list blog titles]. Event titles, dates, and descriptions: [list events]. Suggest a curiosity-driven subject line and a brief content outline for each email, making sure the event promotion matches the timeline."

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Step 5: Plan 6–8 social posts per week

- ❑ Use Write With AI to generate a set of weekly post ideas that align with your content schedule. Repeat this process for each week of the month you're planning.
 - ❑ 1–2 posts promoting your blog [include URL]
 - ❑ 1–2 promoting your event [include URL]
 - ❑ 1–2 promoting a lead magnet (like Weekly Wellness Tips) [include URL]
 - ❑ 1–2 engagement-driven questions or value tips
- ❑ Add one card per post to the "Social Media Posts" list on your Trello board, and assign dates to each card.

Example:

- Tuesday, October 7
 - Post Type: Lead magnet promo
 - Idea: Highlight how Tuesday's Weekly Wellness Tip supports staying well through seasonal changes—invite followers to sign up if they haven't already.
- Wednesday, October 8
 - Post Type: Event promo
 - Idea: Share a "last chance" reminder for tonight's live class on simple immune support habits—use urgency to encourage RSVPs.

Example prompt:

I'm planning social posts for the week of [start date] and assigning dates and post types now—this is for planning only, not content writing. Use only the post types listed below (no substitutions):

Assets:

- Blog: [title] – [brief summary]
- Event: [title], [description], [date]
- Lead Magnet: [name] – [description]
- Theme: [monthly theme]

Suggest 6–8 post ideas. For each, include:

- Day of week
- Post type (choose from below)
- One-sentence idea summary

Post types:

- Blog post promo
- Event promo
- Lead magnet promo
- Engagement or value post

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Phase 2: PUBLISH Produce + Schedule Your Content

Step 1: Set up Events in GetOiling

Create & Organize Event Assets

- ☐ Create Zoom Link & Event Descriptions
 - ☐ Move this season's event cards into "Drafts in Progress" list in Trello
 - ☐ In GetOiling, create one recurring Zoom meeting, or one for each event.
 - ☐ Add zoom URL(s) to aforementioned event cards in Trello.
 - ☐ Use Write With AI to write your event descriptions.
 - ☐ Exclude title/date/zoom URL from descriptions, as they'll be shared separately.
 - ☐ Add event descriptions to Trello card for each event.

Example prompt:

"Write a short, clear event description that encourages RSVPs for a one-hour Zoom workshop on [title of event]. Focus on value, relevance, and what attendees will walk away with—without repeating the event title."

- ☐ Use Write With AI to generate a 3-message campaign for each event:
 - ☐ Day 0 (confirmation): Welcome, reiterate title and description of event. Encourage lead to reply with questions or goals, or forward the event link to a friend.
 - ☐ Day 1 (reminder the day before): Reinforce the value of attending the event live. Invite them to share the link to RSVP with someone who might benefit.
 - ☐ Day 2 (day-of reminder): Reiterate title and description. Share Zoom link and CTA to join live at scheduled time.
- ☐ Paste campaign copy to event Trello card
- ☐ Repeat this process to create campaign copy for each month's event for the season.

Example prompt:

"Write 3 short emails for this event: [event title] [event description] on [event date]. Each email should include a subject line, body copy, and a CTA.

Day 0 confirms registration, reiterates event title/ brief description and invites them to reply or share the event link [link to event]

Day 1 reminds, reinforces the value of attending and encourages them to invite someone [link to event]

Day 2 is a final reminder, and includes this Zoom link [zoom link] and a strong CTA to join live."

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Set up Event Campaigns in GetOiling

- ☐ Create one campaign in GetOiling per event.
- ☐ Use subject line and message copy from each event Trello card to create messages.
- ☐ Ensure that the campaign start date is set up such that "Day 2" is the calendar date of that event
- ☐ Ensure that the day 2 message is scheduled to send according to event start time.
- ☐ Repeat for all events for the season.

Set Up + Publish Events in GetOiling

- ☐ Create one event in GetOiling per event.
- ☐ Use event title, description and date from event Trello card to set up event
- ☐ Connect campaign in event setup
- ☐ Save event in GetOiling. Copy published event URL to event card.
- ☐ Move event card from "drafts in progress" to "scheduled/published" list
- ☐ Repeat for each event for the season.

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Step 2: Schedule Blog Posts

Organize Your Blog Content

- ☐ Move your blog cards into "Drafts in Progress"
- ☐ Use Write With AI to generate:
 - ☐ Blog post title
 - ☐ Blog post copy
 - ☐ Meta / sharing description for post
 - ☐ Link path for blog post
- ☐ Update post title if required and add copy, meta/sharing description and link path to Trello card.
- ☐ Repeat for each blog post

Example prompt:

"Write a 1000+ word SEO-optimized blog post for this topic: '[working title]'. The post should be relevant to my audience, build trust, and spark curiosity—without explicitly promoting Young Living products. Include:

1. An optimized title
2. Full blog post copy
3. A meta/sharing description (short, SEO-friendly summary that can be used as excerpt and meta description)
4. A suggested link path (URL slug)

Close the post with a CTA to opt in for [lead magnet]: [landing page URL]"

Schedule Blog Posts

- ☐ Create a new blog post in GetOiling
- ☐ Add title and use "paste plain text" to add body copy to post.
- ☐ Format post as required, using "Heading 2" paragraph setting for headings.
- ☐ Schedule post for date and time shown on Trello card
- ☐ Add meta description copy to excerpt and meta description fields.
- ☐ Publish scheduled post, copy post URL and add to that blog post's Trello card.
- ☐ Move blog post card from "drafts in progress" to "scheduled/published" list
- ☐ Repeat for each blog post for the month.

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Step 3: Schedule Weekly Emails

Organize Your Email Content

- ☐ In Trello move your email cards for the month into "Drafts in Progress"
- ☐ Based on your previous planning, use Write With AI to generate:
 - ☐ A compelling subject line for each email
 - ☐ Email body copy that shares that week's blog post and your next event
- ☐ Add copy to Trello card for each email for that month.
- ☐ Repeat for each week of the month.

Example prompt:

"Write a weekly email for [day of week], week of [date]. The blog post titled '[blog title]' goes live that day at [blog post link] and covers: [brief excerpt].

The next event is '[event title]' on [event date], about [event topic]. RSVP link: [event link]. The email should include: a compelling subject line, value-driven body copy that relates to the blog topic without summarizing it, a CTA to read the blog post, and a brief PS-style reminder to RSVP for the event. Structure the email for clarity, engagement, and alignment with this schedule."

Schedule Weekly Emails

- ☐ Filter your contacts for your subscriber tag ("newsletter", "general mailing list" etc)
- ☐ Compose email using copy on that week's email Trello card.
- ☐ Use paste plain text and re-format as required.
- ☐ Ensure URLs are correct for blog post and event
- ☐ Schedule email for date and time shown on Trello card
- ☐ Move email card from "drafts in progress" to "scheduled/published" list
- ☐ Repeat for each email for the month.

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Step 4: Create Social Posts

- ☐ Locate the previously created cards in the social media post ideas list in Trello
- ☐ Move these cards from "Social Media Posts" to "Drafts in Progress"
- ☐ Use write with AI to generate post copy for each post
- ☐ Add post copy to Trello card for each post.
- ☐ Create images or videos as required and add to post Trello card(s)
- ☐ Set a reminder to show up & post at the date/time on card, or use a scheduler.
- ☐ Move card to "Scheduled / Published" list.
- ☐ Repeat for all social media post cards for the week/month you are working on.

Example prompt - Blog Post Promotion:

"Write a social media post to promote this blog:

Title: [blog title], Summary or key takeaway: [blog summary or excerpt]

Link: [blog URL]

Platform: [e.g. Facebook, Instagram, etc.]

The post should encourage clicks by highlighting the relevance or value of the blog without repeating the summary. Include a strong CTA to read the full post.

If the platform doesn't allow clickable links (e.g. Instagram), instruct the reader to visit the link in bio to access the blog."

Example prompt - Event Promotion:

"Write a social post to promote this event:

Title: [event title], Date: [event date], Description: [event description]

Link: [event URL]

Platform: [e.g. Facebook, Instagram, etc.]

The post should create urgency or curiosity around the event topic and highlight the benefit of attending. Include a CTA to RSVP.

If on a platform that doesn't support links, direct the reader to use the link in bio."

Example prompt - Lead Magnet Promotion:

"Write a social post to promote this lead magnet:

Title: [lead magnet title] Description: [brief description]

Link: [landing page URL]

Platform: [e.g. Facebook, Instagram, etc.]

Focus the copy on who the offer is for and the problem it solves. End with a CTA to sign up or download.

For platforms without clickable links, point to the link in bio."

Example prompt - Engagement or Value Post:

"Write a social post that builds engagement or provides helpful content.

Purpose: [e.g. question to spark responses, tip aligned with this month's theme, blog post theme]

Platform: [e.g. Facebook, Instagram, etc.]

The post should align with the current theme but should not promote anything. No links. Make it easy to comment on or share."