

# Plan, Publish, **GROW**

This checklist walks you through a *complete holiday 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 2–3 engaging holiday events (supplement or replace seasonal events)**

- ☐ Create an Events list on your Trello Content Planner (if you don't have one).
  - ☐ Add one card per event with title, date/time, quick outline, and audience (leads/customers/both). These events give you real reasons to email and post—before any corporate announcements.

Examples:

- DIY Gift Workshop (early November)
- Calm Before the Holidays (stress management mini-class, week before Thanksgiving)
- Customer Appreciation Open House or Wrap & Relax Night (early December)

### **Example Prompt:**

"Suggest three simple holiday event ideas I can host online or locally that help people connect (DIY, stress relief, appreciation), and note which audience each best fits (leads, customers, inactive customers)."

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## **Step 2: Plan your Gift Guide content (optional blog posts you can point to all season)**

*This is in addition to or in place of your regular blog cadence. Keep guides evergreen (relevant every holiday season).*

- ☐ Use Write With AI to generate working titles and topic ideas for gift guide-themed blog posts
- ☐ Add one card per post 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.
  - ☐ Ensure that any products mentioned also include your unique sharing link (use the leaf link in GetOiling) to place in the post.
- ☐ Repeat for the remaining posts for the holidays.

Example:

- Gifts under \$25 (teachers, coaches, neighbors)
- DIY kits and simple wellness sets
- Quick self-care resets for December

### **Example prompt:**

"Draft a "gift guide for teachers" blog post outline that shares helpful, timeless ideas and features Young Living products in context with needs and desires of teachers."

## **Step 3: Identify 5–10 YL products to spotlight throughout the season**

Create a new "product spotlight" list on your Trello board.

- ☐ Add one YL product per card and include:
  - ☐ A product image from Young Living, or one whose license you've purchased
  - ☐ A leaf link (your unique sharing URL for this product) created in GetOiling
  - ☐ 1–2 compelling lines based on your own experience (use Write With AI to polish).

### **Example prompt:**

"Write two natural, curiosity-driven sentences for [product] that explain when I reach for it and why someone might want to click to learn more—no hype, no medical claims."

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## Step 4: Plan for YL Announcements

Create a new "holiday promos" list on your Trello board.

- ☐ Create cards for any Young Living promos or sales you'll want to share:
  - ☐ Holiday Catalog
  - ☐ Black Friday
  - ☐ Cyber Monday
  - ☐ Small Business Saturday
- ☐ As dates, links and more information become available, update these cards

## Step 5: Map Your Messaging

It's easy to lose subscribers when you send too many emails, especially over the holidays.

Take note of when you normally send, and plan to incorporate holiday content into your existing send schedule (such as your Weekly Wellness Tips campaigns).

Where you truly have a FOMO opportunity (such as a last call to register for one of your events!), you can email outside of your existing schedule without issue.

In the next phase, we'll learn how to create drop-in sections that can supplement your current emails and ensure word gets out without over-emailing your list.

## Don't forget social media!

Remember that social media is a place to *engage leads toward interaction off-platform*.

This means promoting your gift guide and other blog post content, as well as your events.

Do your best to refrain from product-centric promotional posts on social, as those don't typically lend themselves to the off-platform engagement we're looking for.

Use your daily social posts to highlight your weekly tips, your recent blog post content and your events, and as always—start conversations people want to engage with!

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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 holiday 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 Gift Guide 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:

"Use the following outline to draft a 1000+ word SEO-optimized blog post for this topic: '[working title]'. The post should be relevant to my audience, build trust, and feature 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]

Here is the outline [paste outline created during the planning phase]"

### 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.
- ☐ Be sure any Young Living URLs are shared using the leaf link tool
- ☐ 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: Create Drop-In Content for Your Emails

Create the following saved sections or saved replies to drop into your regularly scheduled emails (such as your Tip Tuesday campaigns):

### Events

- ☐ Create a Saved Section (email builder) or a Saved Reply (email editor) for each event you'll host this season:
  - ☐ Include an image, title, 1-2 sentences highlighting the benefit of the event with a call to action to click through and RSVP. Link to the event.
  - ☐ Repeat for additional events

### Blog Posts

- ☐ Create a Saved Section (email builder) or a Saved Reply (email editor) for each event you'll host this season:
  - ☐ Include an image, title, 1-2 sentences highlighting the benefit of the event with a call to action to click through and RSVP. Link to the event.
  - ☐ Repeat for additional posts

### Product Spotlights

- ☐ Create a Saved Section (email builder) or a Saved Reply (email editor) for each product you'll spotlight this season:
  - ☐ Include an image, title, 1-2 sentences highlighting the benefit of the product with a call to action to click through and add to order. Use leaf link to product.
  - ☐ Repeat for all products

### Young Living Promos

- ☐ Create a Saved Section (email builder) or a Saved Reply (email editor) for each Young Living launch or sale you anticipate sharing this season.
  - ☐ Include an image, title, 1-2 sentences highlighting the benefit of the promo with a call to action to click through and learn more, buy. Use a leaf link to share URL.

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## Step 4: Create Social Posts

- ☐ Locate 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."