



## IGNITE: Igniting Your Brand's Reach: Content Planner

### Introduction:

Plan your digital content to amplify your brand, using insights from Navigate and UYP's habit-building approach. Download your Content Planner at

<https://phillipmatthew.com/ignite/resources>

### Instructions:

- Complete Fields: Fill sections for platform, content type, posting schedule, and engagement metrics. Review biweekly.
- Track Progress: Use Google Forms, Sheets, Docs, Notion, or paper (see User Guide at <https://phillipmatthew.com/ignite/resources>).
- Review with Mentor: Book a call with Phil at <https://phillipmatthew.com/book-a-call/> to refine trend strategies.

Platform	Content Type	Posting Schedule	Engagement Metrics	Mentor Feedback

Example: "Instagram, Reel, 20/06/2025, Likes/Comments, Book a call with Phil."