

## *Module 17, Lesson 2 Handout:*

### **Resources for Content Planning**

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When it comes time to start planning your content, you'll need a system you can count on to help keep your content and strategy organized. As you might imagine, there are tools out there that do a few things, and others that do just about everything. There are tools for coming up with content topics, headlines, and formats, tools for creating content drafts for review, approval, and publishing, and tools for keeping your content securely organized in one place. If you're wondering if there's an app for that - there probably is.

Here's a list of the latest and greatest content planning tools we hear people raving about at the water cooler. (Do people still gossip at the water cooler? We don't know, but these tools are great.)

#### **The Ultimate List of Content Planning Tools**

This list is constantly changing, but it's a great place to start.

- [CoSchedule](#)
- [Loomly](#)
- [Google Sheets](#)
- [AirTable](#)
- [Trello](#)
- [Monday](#)
- [BuzzSumo](#)
- [Feedly](#)
- [Content Studio](#)
- [Google Docs](#)
- [Evernote](#)
- [SEMRush](#)
- [Basecamp](#)
- [Asana](#)
- [Hubspot](#)
- [Wrike](#)

I need a content planning tool that includes the following features:

I don't need the following features:

I need help with the following area of content planning (choose from below):

- Headlines
- Topics
- Keywords
- Images/graphics
- Editing
- Scheduling
- Publishing
- Other

Many of the tools included above offer free trials or freemium options, so try out as many as you like, and find the one that works best for you!