

# BRANDING AUTHORITY ACADEMY

CORE IMPLEMENTATION RESOURCES

PHASE 3

THE AUTHORITY  
CONTENT  
PLANNER

PHASE 3 RESOURCE

# LWA

---

## AUTHORITY PILLARS

### LIST 3-5:

1.

2.

3.

4.

5.

# LWA

---

## CONTENT TYPES

**CREATE POSTS IN EACH CATEGORY:**

**TEACH:**

**STORY:**

**INSIGHT:**

**BEHIND-THE-SCENES:**

**OPINION:**

# LWA

---

## WEEKLY CONTENT PLAN

**MONDAY:** \_\_\_\_\_

**WEDNESDAY:** \_\_\_\_\_

**FRIDAY:** \_\_\_\_\_

# LWA

---

## VIDEO IDEA GENERATOR

### 10 EDUCATIONAL VIDEOS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

# LWA

---

## VIDEO IDEA GENERATOR

### 10 STORY VIDEOS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.