LAW FIRM LAUNCH PROGRAMME · START A SIMPLE CONTENT PLAN

Content plan template

Turn client questions into a steady plan.

01 The questions clients actually ask

Write down the real questions you hear on calls and in emails — in plain words, their words.

The question you're asked most often

This is your first piece of content.

A question people ask when they're worried about cost

A question people ask when deciding whether to instruct anyone at all

A question specific to your main practice area

A question people are almost embarrassed to ask

02 Turn each question into a page or post

Working title — answer the question in the title

e.g. "How much does making a will cost in [town]?"

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Talk to us

The one thing the reader should understand by the end

Is this a permanent page or a one-off post?

Common questions deserve a permanent page.

What should they do after reading?

Usually: get in touch, or book a call.

WE CAN DO THIS FOR YOU

Practice-area pages that actually rank are a craft. We write and build these for firms. **digitalroyalty.co.uk**

03 A publishing rhythm you can keep

Steady beats bursts — pick a pace you can hold when you're busy.

How many pieces will you publish a month?

One done well beats four half-finished.

Which day will you set aside to write?

Where will each piece be published and shared?

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