



# Messaging Audit Workbook

The Educated Natural®



**Messaging  
Audit  
Workbook**  
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***This workbook is dedicated to all content creators that are trying each day to be better than they were the day before.***

# Step 1



## ***List Your Platforms***

***Fill in the platforms you're active on:***

Platform

Handle/URL

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# Step 2



## ***Core Message Check***

***(Write your official brand message for reference)***

I help \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Now check your platforms:

Platform	Does it clearly say who you help?	Does it say how you help them? (Y/N)	Tone matches my brand? (Y/ N)	Needs update? (Yes/No & What)

# Step 3



## ***Content Pillar Presence***

### ***Helpful Examples:***

#### **1. Skill & Strategy Education**

**Teach what you know.** Offer tutorials, how-tos, and step-by-step guidance based on your niche.

- Gardeners: “How to Start a Container Garden in Any Space”
- Entrepreneurs: “3 Ways to Price Your Products Without Undervaluing Yourself”
- Content Creators: “How to Plan 30 Days of Social Media Content in 2 Hours”

#### **2. Behind-the-Scenes / Journey**

**Show the process, not just the polished result.** Let people see your work in progress, day-to-day hustle, or growth journey.

- “A Day in My Garden During Peak Bloom Season”
- “My First Year as a Handmade Business Owner: Wins & Mistakes”
- “Editing My Latest YouTube Video: What You Don’t See”

### 3. **Inspiration & Motivation**

**Encourage your audience.** Share quotes, personal reflections, or motivational stories to keep them going.

- “You Don’t Have to Be Perfect to Start”
- “What Growing Plants Taught Me About Growing Myself”
- “Your Voice, Your Vision, Your Value—Don’t Diminish It”

### 4. **Product or Service Spotlights**

**Promote without sounding salesy.** Educate your audience on how your products/services help and the story behind them.

- “Why I Created This Organic Fertilizer Blend”
- “The Story Behind My Handmade Soaps”
- “My Content Planner Template: Built for Creators by a Creator”

### 5. **Community Engagement & UGC (User-Generated Content)**

**Invite your audience in.** Share their stories, run challenges, ask questions, and create interaction.

- “Tag me in your garden glow-ups!”
- “What’s your biggest content struggle right now?”
- “Here’s how YOU inspired this product...”

***Now it is your turn!***

***List Your 3 -5 Content Pillars***

**1.**

**2.**

**3.**

**4.**

**5.**

# Monthly Content Calendar

Plan Your Weekly Content Under Each Pillar

## 1.Skill & Strategy Education

Week 1:

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Week 2:

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Week 3:

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Week 4:

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## 2. Behind-the-Scenes / Journey

Week 1:

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Week 2:

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Week 3:

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Week 4:

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### 3. Inspiration & Motivation

Week 1:

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Week 2:

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Week 3:

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Week 4:

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## 4. Product or Service Spotlights

Week 1:

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Week 2:

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Week 3:

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Week 4:

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# 5. Community Engagement & Interaction

Week 1:

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Week 2:

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Week 3:

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Week 4:

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CONGRATULATIONS

Way to go! You have reached the end of this workbook. Keep being great!

## About the Author



### **The Educated Natural®**

I help idea-driven entrepreneurs who feel stuck, overwhelmed, or unsure how to turn what's in their head into a clear profitable direction.