

PLAN BY BUYER JOURNEY, NOT RANDOM INSPIRATION

Four-Week Content Calendar

A simple calendar beats a complicated content plan you never use. Use this to plan four weeks of education, proof, offers, and personality without making content your new full-time job.

Rotate pillars

Balance keeps the feed useful.

Reuse proof

Good proof can support multiple channels.

Review weekly

Data keeps the calendar honest.

Fill the Calendar

Pick the service focus for each week, then rotate post jobs.

WEEK	SERVICE FOCUS	EDUCATION	PROOF	OFFER	BEHIND THE SCENES
1					
2					
3					
4					

Batch Without Overbuilding

Plan ideas first, then captions, then visuals. Do not open Canva before you know what the post is supposed to do.

- Choose weekly service focus.
- Pull proof from the proof bank.
- Draft captions before designing.
- Match each post to a CTA or buyer action.
- Schedule or save drafts.

Double Down on What Works

At the end of each week, look for signals that people used the content.

MOST SAVED POST

MOST SHARED POST

MOST REPLIES

MOST CLICKS

WHAT TO REPEAT NEXT WEEK
