Free planner

30 days of content ideas

One idea a day across five content pillars. Works for any local business. Film four or five in one sitting and you have a week done.

The five pillars

Teach	Answers and tips. Builds trust and gets saved.
Behind the scenes	The work, the place, the people. Makes you real.
Proof	Results, reviews and numbers. Makes people believe you.
Personal	Your story and opinions. Makes people like you.
Offer	What you sell and how to get it. Turns views into bookings.

Days 1 to 15

Day 1

Teach

The question you get asked most, answered in 20 seconds

Day 2

Behind the scenes

Film the first hour of your day, no talking

Day 3

Proof

Read your newest review out loud

Day 4

Teach

One mistake your customers make, and the fix

Day 5

Personal

Why you started the business, in three sentences

Day 6

Teach

A myth in your industry, busted

Day 7

Offer

Show your most popular product or service being used

Day 8

Behind the scenes

Your tools or setup, close up

Day 9

Teach

3 tips a beginner needs this week

Day 10

Proof

Before and after of a recent job

Day 11

Personal

A lesson from a job that went wrong

Day 12

Teach

What it actually costs, and what changes the price

Day 13

Behind the scenes

Meet one person on the team

Day 14

Offer

Answer the top objection people have before buying

Day 15

Teach

The one thing you would do if you were the customer

Days 16 to 30

Day 16

Proof

A client in their own words, 15 seconds

Day 17

Personal

Your morning routine or a day off

Day 18

Teach

A quick how-to people can do at home

Day 19

Behind the scenes

Pack, prep or set up for a job, sped up

Day 20

Teach

Your industry word nobody understands, explained

Day 21

Proof

A number you are proud of this year

Day 22

Offer

What happens step by step when someone books you

Day 23

Personal

Something you changed your mind about

Day 24

Teach

Cheap versus expensive: what is the difference?

Day 25

Behind the scenes

A problem you solved today

Day 26

Proof

Screenshot a kind message (with permission)

Day 27

Teach

Answer a comment from last week in a video

Day 28

Personal

What you would tell yourself on day one

Day 29

Offer

This month only: a reason to book now

Day 30

Proof

A recap of the month in 10 quick clips

Your month

Mon	Tue	Wed	Thu	Fri	Sat	Sun