



YOUR 7 DAY PLANNER

PLATFORM	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
FACEBOOK PAGE	WHAT'S ON THIS WEEK?	TELL A STORY WITH YOUR PHOTO	INTERVIEW SOMEONE OF INTEREST IN YOUR FIELD	EDUCATE OR PROMOTE YOUR SERVICE	SHARE A VIDEO TESTIMONIAL ABOUT YOUR OFFER	SATURDAY DESIRE PHOTO	POST A LINK TO YOUR BLOG
FACEBOOK GROUP	HAPPY MONDAY!	LIVE VIDEO	Q&A	PROMOTE YOUR SERVICE	SHARE A LINK TO SOMETHING INTERESTING	SHARE SOMETHING INSPIRATIONAL	POST A LINK TO YOUR BLOG
INSTAGRAM	ASK A QUESTION	SHARE SOMETHING EDUCATIONAL	POST A QUOTE	PROMOTE YOUR SERVICE	SHOW BEHIND THE SCENES	POST SOMETHING INSPIRING	POST A LINK TO YOUR BLOG
YOUTUBE		POST A VIDEO OF YOUR BLOG		SHARE YOUR TOP TIP			
LINKEDIN	ASK A QUESTION	POST A VIDEO OF YOUR BLOG	SHARE A LINK TO SOMETHING OF VALUE	SHARE YOUR EXPERTISE			POST A LINK TO YOUR BLOG



YOUR 30 DAY PLANNER

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
WHAT'S ON THIS WEEK?	TELL A STORY WITH YOUR PHOTO	ASK A QUESTION	EDUCATIONAL VIDEO	SHARE A VIDEO TESTIMONIAL ABOUT YOUR OFFER	SATURDAY DESIRE PHOTO	POST A LINK TO YOUR BLOG
HAPPY MONDAY!	POST A VLOG	PRODUCT INTRODUCTION	SHARE YOUR EXPERTISE	SHARE A LINK TO SOMETHING INTERESTING	POST A PRODUCT OFFER	POST A LINK TO YOUR BLOG
ASK A QUESTION	DO A LIVE VIDEO WITH OFFER REMINDER	INTERVIEW SOMEONE OF INTEREST IN YOUR FIELD	SHARE A VIDEO TESTIMONIAL ABOUT YOUR OFFER	CLOSING THE PRODUCT OFFER	POST SOMETHING INSPIRING	POST A LINK TO YOUR BLOG
HAPPY MONDAY!	POST A VLOG	SHOW SOMETHING BEHIND THE SCENES	TELL A STORY WITH YOUR PHOTO	SHARE A LINK TO SOMETHING INTERESTING	SATURDAY DESIRE PHOTO	POST A LINK TO YOUR BLOG
WHAT'S ON THIS WEEK?	DO A LIVE VIDEO WITH A QUESTION	ASK A QUESTION	SHARE YOUR EXPERTISE	WEEKEND PLANS	POST SOMETHING INSPIRING	POST A LINK TO YOUR BLOG

CONTENT EXAMPLES

This is just a guideline, to help you get started.

This content calendar is made mainly for Facebook, but could work for Instagram and LinkedIn. Have a think about what would work best for your content and products.

- **How many days can you fill?**
- **What day and time will you be happy to go live?**
- **What days and time is your audience most attentive?**
- **Are you taking help from any posting app, such as Hootsuite, Buffer or Later?**

The idea of launching your product and then doing variations of compelling videos, interviews and testimonials in relation to it over two weeks works on many platforms.

To get the most out of your content, you need to make sure you know your audience, what they're looking for, when they're alert and how you best reach them. This is different for every business.

To help you get to know your own audience, you can:

- Do a keyword search on your topic. We will talk more about this with David in the course.
- Read your posting statistics and insights. This shows you how your content is doing, who's looking at you, when, and where they are based. By seeing what works best when, you can follow that pattern.
- Ask your audience! They are the best source of information and will give you unexpected answers.
- Look at what your successful competition is doing. What can we learn from them?

MONDAY GREETINGS

This is an easy way to start off the week! Keep it positive and enthusing, many people feel stressed already as it is. How can you help them with what you do? Inspire them to have a great week! I rarely plan too much in on a Monday. I want to catch up on admin and organize my week, so I rarely post anything that require me to take immediate action.

TUESDAY LIVE TALKS AND VIDEOS

Tuesday is a good day for me to put a video out. You can make announcements about upcoming events or offers later in the week.

WEDNESDAY

Asking a question is a great way to get your audience to engage with you. Beware of spam questions, make them genuine to your business and then you have a brilliant opportunity to come back and show your expertise by answering their questions and you can do a special post on one of the questions the day after.

THURSDAY

You need to share your expertise and demonstrate your products. This is when you'll gain trust and credibility and people will understand that you are an expert in your field.

FRIDAY

Get ready for the weekend! I wouldn't post anything too heavy on a Friday. Some days we can get away with posting "What are your weekend plans?" in a group, as most people like to share their weekend extravaganzas!

SATURDAY

Saturday is a funny day, because it's a day off, but people are often still switched on. They wake up and are still buzzing from the week and are ready to take action more than on a Sunday when they've chilled down.

I often put my sales offers up on a Saturday morning. Why is this? Because my specific audience is up early, they're more clear-headed but relaxed because it's the weekend and they are often happy to invest in self-development products on a Saturday. If they need to discuss the investment with their partner, they're often around on the weekend and have time to discuss things in more detail.

What's a Saturday Desire photo? Well, it could be something You desire, or something your audience desires. Something that ties in with your core values and your brand ethos.

But it could also be more mindfulness related and perhaps looking after your body and soul.

SUNDAY

Sunday is a day of rest in this part of the world and I try and not send out too much on Sundays. People are not so alert to offers or educational stuff, but if you have written a blog, then it's a good time to send it out as people have time to read.

You can share the blog further on the Monday morning.