

The 30-Day Content Plan That Turns Followers Into Leads

You don't need to post every day forever. You need a plan that works — one that builds trust, shows your expertise, and brings in leads without burning you out.

This 30-day plan gives you exactly what to post, when to post it, and why it works. Follow it once, then rinse and repeat.

HOW TO USE THIS PLAN

- Pick your platform (Instagram, Facebook, LinkedIn, TikTok — this works on all of them)
- Batch-create content at the start of each week using the weekly themes
- Customize each prompt with your own stories, clients, and expertise
- Use the captions from your caption template guide to speed up writing
- Track what performs best and double down on those topics in month 2

THE 4-WEEK CONTENT FRAMEWORK

Each week has a strategic theme designed to move your followers through the know → like → trust → buy journey:

WEEK 1: INTRODUCE & ATTRACT

Day 1	Introduce yourself — who you are, who you help, and what makes you different
Day 2	Share a relatable problem your ideal client faces (no solution yet)
Day 3	Post a 'Did you know?' fact relevant to your industry
Day 4	Share a personal story that connects to your business journey
Day 5	Share a quick tip your audience can use TODAY
Day 6	Behind-the-scenes: show your workspace or daily routine
Day 7	REST or Repost a piece of your best content

WEEK 2: EDUCATE & BUILD TRUST

Day 8	Bust a common myth in your niche
Day 9	Share a step-by-step mini tutorial (3–5 steps)
Day 10	Post a client success story or testimonial
Day 11	Answer a FAQ your clients always ask
Day 12	'Before vs. After' post showing a transformation you helped create
Day 13	Share your opinion on a trending topic in your industry
Day 14	REST or Repost a piece of your best content

WEEK 3: ENGAGE & BUILD COMMUNITY

Day 15	Ask a question to spark conversation (poll or open-ended question)
Day 16	Share a resource, tool, or book you recommend
Day 17	Post a 'This or That' interactive story/post
Day 18	Share a mistake you made and what you learned from it
Day 19	Celebrate a follower, client, or community win
Day 20	Post a motivational/mindset message related to your niche
Day 21	REST or Repost a piece of your best content

WEEK 4: CONVERT & SELL

Day 22	Share what you offer and who it's for (clear, simple offer post)
Day 23	Post a detailed client testimonial or case study
Day 24	Address the #1 objection people have before hiring you
Day 25	'A day in the life' of a client who works with you

Day 26	Share a limited-time offer, freebie, or call to action
Day 27	Post a 'Why I do what I do' values-driven story
Day 28	Share social proof: numbers, results, or milestones
Day 29	Create a 'How to work with me' explainer post
Day 30	Celebrate 30 days of showing up — reflect and invite followers to take next step

CONTENT TYPES QUICK REFERENCE

Use this mix to keep your feed fresh and your audience engaged:

Content Type	Best For
Educational Posts	Building authority and getting saved/shared
Personal Stories	Building connection and trust with your audience
Testimonials	Converting followers who are on the fence
Behind the Scenes	Humanizing your brand and building loyalty
Offers & CTAs	Driving direct leads and bookings
Interactive Content	Boosting engagement and reach

YOUR DAILY CHECKLIST

- Post your content (or schedule it the night before)
- Reply to every comment within the first hour of posting
- Spend 15 minutes engaging on other accounts in your niche
- Check your analytics — what's working?
- Save content ideas as they come to you throughout the day

PRO TIPS FOR MAXIMUM RESULTS

1. Batch your content on Sundays — create a whole week in one sitting
2. Repurpose! Turn a tip post into a Reel, a Story, and an email
3. Use hooks in your first line — the first sentence determines if people keep reading
4. Always include ONE clear call to action — tell people what to do next
5. Consistency beats perfection — done is better than perfect every time

READY TO TURN YOUR CONTENT INTO CLIENTS?

Follow this plan consistently for 30 days and watch your engagement, inquiries, and sales grow.