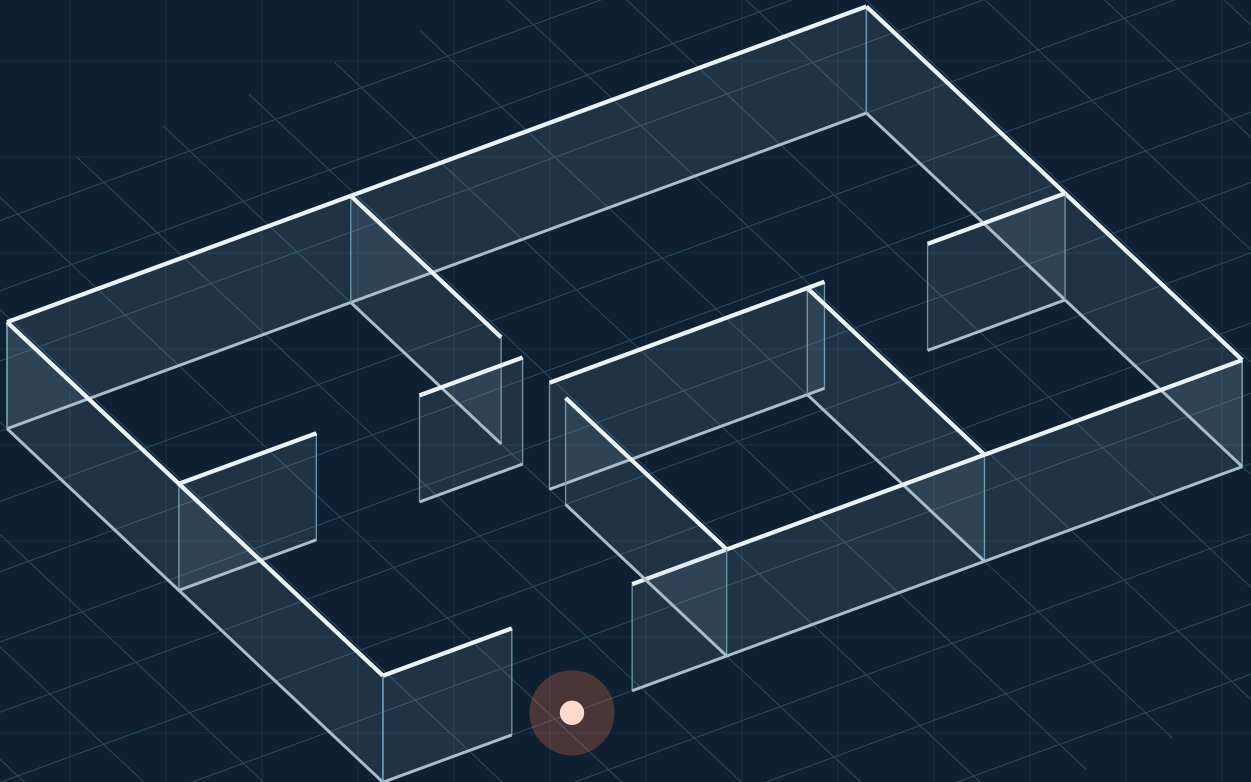


SMART LIFE BLUEPRINTS

# 30-Day Content Planner Kit

Free starter sample. Six real pages from the Complete Edition: how it works, positioning, pillars, 10 of the 30 prompts, and two caption formulas.



FREE STARTER SAMPLE

Try the method on one week. The full kit has 26 pages.

[START HERE](#)

# The problem this kit removes

Most service businesses do not fail to post because they lack ideas. They post late, post at random, and post without a plan that connects to a sale. The cost is real: weeks of silence, content that attracts the wrong people, and hours lost each week deciding what to say.

This kit gives you the structure that is missing. You decide your positioning once, choose five content pillars, fill a 30 day calendar from 30 prompts, and produce it all in short batching sessions. Then you track what worked and run it again next month.

## The 8 parts

### 01 Positioning

Who you help, the problem, the outcome, and one sentence you can repeat.

### 02 Content pillars

Five themes that keep every post useful and tied to a sale.

### 03 30 prompts

One specific prompt for each day, sorted by pillar.

### 04 Weekly planning

A month map and a one page weekly plan.

### 05 Caption formulas

Six structures and a bank of hooks. Fill in the blanks.

### 06 Calls to action

Soft, medium and direct asks, plus reply scripts.

### 07 Batching

A two hour session plan and a production checklist.

### 08 Tracking

Weekly and monthly sheets that tell you what to repeat.

## How to use it in order

- Week 0 (about 90 minutes): complete Parts 1 and 2. Do this once. You will reuse it.
- Week 0: copy your 30 prompts into the month map in Part 4 and set your posting days.
- Each week: run one batching session from Part 7, then post from the plan.
- Every Friday: fill the tracking sheet in Part 8. Every month: run the review and start again.

#### WHO THIS IS FOR

Service businesses that sell time or expertise: bookkeepers, coaches, consultants, trades, designers, agents, clinics, studios. If you sell to other people one at a time, this kit is built for you. It is not a template for a product brand that needs daily trend content.

## PART 01

# Positioning

Decide who you help and what changes for them. Every post in the next 30 days comes back to this page.

WHO YOU HELP (ONE SPECIFIC TYPE OF CLIENT)

---

---

---

WHERE THEY ARE STUCK TODAY

---

---

---

THE REAL PROBLEM (NO SYSTEM, NO CLARITY, NO TIME?)

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---

WHAT IT COSTS THEM IF NOTHING CHANGES

---

---

---

THE OUTCOME YOU DELIVER (SPECIFIC, MEASURABLE)

---

---

---

YOUR PROOF (RESULTS, NUMBERS, NAMES WITH PERMISSION)

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## Your positioning sentence

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

who are \_\_\_\_\_

so they can \_\_\_\_\_

## PART 02

# Content pillars

Five themes cover everything a buyer needs to see before they book. Post across all five, not just the one you like.

## Teach

6 POSTS

Shows you know the work. Gives a quick win.

Earns attention and saves.

## Trust

6 POSTS

Shows who you are and what you stand for.

Earns replies and follows.

## Process

6 POSTS

Shows how working with you actually goes.

Removes the fear of the unknown.

## Proof

6 POSTS

Shows results, numbers and client words.

Earns belief.

## Offer

6 POSTS

Says plainly what you sell, to whom, and how to start.

Earns enquiries.

### THE RATIO RULE

Thirty posts split six, six, six, six, six. If a month is short on time, protect Teach and Offer first. Teach earns attention. Offer earns the sale. Skip an Offer post and you are running a hobby page.

### How to choose a topic for any pillar

- Start from a real question a client asked you in the last 90 days.
- Prefer the boring, specific answer over the clever general one.
- If a post cannot point back to your positioning sentence, cut it.

## PART 03

# 30 prompts

One prompt per day. Each has a pillar, a prompt, and space to write your angle. Post in any order, but keep the pillars balanced.

01

TEACH

The one mistake you see clients make in their first week, and the fix.

YOUR ANGLE \_\_\_\_\_

02

TRUST

Why you started this work, in three sentences.

YOUR ANGLE \_\_\_\_\_

03

PROCESS

Walk through step one of how you work with a new client.

YOUR ANGLE \_\_\_\_\_

04

PROOF

A result a client got, with the starting point and the timeline.

YOUR ANGLE \_\_\_\_\_

05

OFFER

Name one service, who it is for and the problem it removes.

YOUR ANGLE \_\_\_\_\_

06

TEACH

Three questions to ask before hiring someone in your field.

YOUR ANGLE \_\_\_\_\_

07

TRUST

A belief about your industry you disagree with, and why.

YOUR ANGLE \_\_\_\_\_

08

PROCESS

What a typical week of work looks like behind the scenes.

YOUR ANGLE \_\_\_\_\_

09

PROOF

A before and after, described in plain words.

YOUR ANGLE \_\_\_\_\_

10

OFFER

The simplest way to start working with you this month.

YOUR ANGLE \_\_\_\_\_

## PART 05

# Caption formulas

Six structures. Pick one, drop your answer in, post. You never start from nothing.

## 1 Problem, Cost, Fix

Problem: what goes wrong. Cost: what it costs. Fix: what to do. Step: the first move.

BEST FOR: TEACH

## 2 Story

Before: where it stood. Turn: what changed. After: the result. Lesson: what to take away.

BEST FOR: TRUST

## 3 Checklist

Promise: what they get. 3 to 5 steps. Bonus tip. One ask.

BEST FOR: TEACH

## 4 Myth and truth

Myth: what people believe. Truth: what is real. Why it matters. What to do.

BEST FOR: TEACH

## 5 Proof

Result first. Starting point. What was done. Who it fits.

BEST FOR: PROOF

## 6 Offer

Problem. Who it is for. What is included. How to start and by when.

BEST FOR: OFFER

# Two formulas, filled in

FICTIONAL

PROBLEM, COST, FIX

|         |                                                                        |
|---------|------------------------------------------------------------------------|
| PROBLEM | Your receipts are in a shoebox, a truck and two email accounts.        |
| COST    | That is about six hours every quarter, and the deductions you forget.  |
| FIX     | One folder, one rule: photograph the receipt before you leave the lot. |
| STEP    | Make the folder today. Name it with the year.                          |

STORY

|        |                                                                           |
|--------|---------------------------------------------------------------------------|
| BEFORE | Dan closed his books in month 4 of the next year.                         |
| TURN   | We set a 10th of the month deadline and one reminder.                     |
| AFTER  | Books done in under 2 hours. He caught a pricing gap on the first report. |
| LESSON | A deadline beats a good intention.                                        |

## Caption length guide

- Short video: 1 to 3 lines. The hook does the work.
- Carousel: hook on slide one, payoff on the last, one ask in the caption.
- Text post: 80 to 200 words, one idea, short lines.

## THE FULL KIT

# What you just tried, and what comes next

You now have the method: decide who you help, set five pillars, answer one prompt at a time, and use a formula so the caption writes itself. The Complete Edition adds the rest of the system, so a month of content is planned, produced and tracked in one place.

## INCLUDED IN THIS SAMPLE

Positioning intro, pillars overview, prompts 1 to 10, two caption formulas

## ADDED IN THE COMPLETE EDITION

All 30 prompts, the month map and weekly plan, hook bank of 20 openers, calls to action with reply scripts, a 2 hour batching plan, weekly and monthly trackers, and a 7 day action plan

**Use the sample this week**

- ☐ Write your positioning sentence on page 2.
- ☐ Choose one pillar and answer prompt 1, 2 or 3 in five minutes.
- ☐ Pick a caption formula and publish one post.
- ☐ Notice what is hard. That is what the full kit removes.

## 30-Day Content Planner Kit: Complete Edition

26 pages | Printable PDF | CAD \$24 | Yours to reuse every month

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