

A collage of three images. The top image shows a close-up of a laptop keyboard on a light-colored surface. The middle image shows a white cup of dark coffee on a white saucer. The bottom image shows an open, lined notebook with a black cover and a pink ribbon bookmark, resting on a light-colored surface.

7 DAY CONTENT PLANNER

EDITOR'S NOTE



Imagine what it would look like to live your perfect day. Think about what time you'd wake up, where you'd work and how excited you'd be to see sales roll in.

Now, imagine what you'd be doing to market your business everyday...

RECORD SCRATCH SOUND

Umm, right. That last part? Marketing your business? That's where a shiver of anxiety creeps in and you might want to faceplant on your desk.

- *Where will you find the time?*
- *How will you know the right things to say?*
- *And--please--let's not talk about creating a **daily routine** to market your business everyday, amiright??*

But allow me to deal it to you straight:

Routines add structure to our days, keep us organized, and ensure we make time for the things that push us forward in our life and business.

This 7 Day Content Planner is designed to make planning social media content for your business another one of your routines, just like it has become one of mine.

Every week, you can follow the system I'm about to share with you to show up, market your business, and write captions that drive engagement.

How does that sound?

If you're ready to turn your followers into customers with a fool-proof system that allows you to post in 5 minutes or less per day, let's get planning, Hustler!

It's time to design your social media routine,

 + the Social Curator Team



SOCIAL CURATOR CAPTION CATEGORIES:

Caption Categories are an easy and effective way to *talk* about your business without *selling* your business. They help you demonstrate your expertise, and encourage your followers to **know, like, and trust you**.

Below, you'll find a description of the 7 Social Curator Caption Categories that we recommend posting (*regardless of your industry*), as well as a customizable caption template so you know exactly **what** to say and **how** to say it.

Each template follows the Social Curator HIC Formula, which is designed to drive engagement:

HOOK:

Stops your followers' scroll and makes them want to read more

INSIGHTS:

Serves them with what they need and provides value

CALL TO ACTION:

Encourages them to do something, such as engage with you by leaving a comment, sending you a dm, etc.

These will help you plan 7 days of content (*one Caption Category per day for 7 days*) in the Content Planner (*Page #6*) of your workbook!

1. BEHIND THE SCENES

This invites your audience to see the "real life" behind your business. Pulling back the curtain allows your followers to imagine you working with them.

CAPTION TEMPLATE:

My cup is so full! I just finished working on _____ [my new ebook/a comprehensive guide/my latest podcast episode/etc.] and I'm excited to share it with you. What I'm even more ecstatic about is for you to learn _____ [the secrets to building a successful online business/the fastest path to becoming a sought-after coach or consultant/how I built my business using Pinterest/etc.]. It's jam-packed with _____, _____, and _____ [actionable templates/tools/videos/etc.] you can use right away to _____ [grow your business/become booked out/get more clients/increase your revenue/etc.]. _____ [Click the link in my profile/Head to our website/etc.] to check it out. I can't wait to hear what you think!

2. MY WHY

By sharing your why, or the reason you're in your line of work, your audience feels connected to you. As Simon Sinek says, "People don't buy what you do, they buy why you do it."

CAPTION TEMPLATE:

We all know the phrase, "You only live once." How are you pursuing happiness with the one life you get to live? As for me, I'm _____ [quitting my 9-to-5 so I can pursue my passion full-time/making an effort to cross 3 things off my bucket list this year/etc.]. Thankfully, my job as a _____ [job title] allows me to pursue happiness each and every day, and for that, I feel so _____ [blessed/lucky/etc.]. So tell me, friend, what makes you happy?

3. PERSONAL INSIGHT

This is your chance to share tips and helpful advice with your audience. This insight is what helps set you apart from others in your industry because it's unique to your perspective!

CAPTION TEMPLATE:

Do you like surprises? I'm a _____ [job title] so you can probably guess that from day to day I often use tools like _____, _____, and _____ [list 3 obvious job necessities] to do what I love. What might surprise you is how necessary _____ [list unexpected job necessity—app, group chat platform, organizational tool, special snack or drink, etc.] is, too! What do you do and what do you use to do it?

4. ENCOURAGEMENT

This is your opportunity to spread the love and encourage your audience on a rainy day, Monday morning, or just because!

CAPTION TEMPLATE:

Whenever I'm having a bad day in my business and consider throwing in the towel, I try to remember this advice my _____ [grandmother/high school football coach/etc.] once told me: " _____ " ["When there's rain, sunshine is always right around the corner"/"You can never quit on a bad day,"/etc.]. These are the words that keep me going! Drop an emoji below if you needed this encouragement today.

5. ABOUT ME

This is how you bring a personal side to your business! Share things about you/your team as individuals that you'd feel comfortable telling a stranger on a plane.

CAPTION TEMPLATE:

Hey, hi, hello! We're _____ [your business name] and although we hate to brag, we are a pretty _____ [fun/good-looking/intelligent/etc.] bunch. Our team started with _____ [founder name] who started this business in _____ [year] with nothing but _____ [an Instagram account/a dream/a love for helping people/etc.]. Today, we have _____ [number] team members who are as different as they come! Our _____ [CFO/assistant/etc.], _____ [team member name], spends her days off work _____ [at the local animal shelter/baking bread with her 3 children/etc.] while _____ [team member name], our _____ [podcast editor/financial advisor/etc.], loves _____ [anime/singing in the church choir/etc.]. See? We're as different as they come, but somehow we manage to work together to _____ [design beautiful and affordable websites for our clients/strategize marketing plans for small business owners/etc.]. It's our differences that make this company successful. Now tell us about YOU in the comments below!

6. BENEFITS

This sells your business without sounding "sales-y." Share the long-term, emotional, or unexpected benefits of your product or service and direct your followers to your website.

CAPTION TEMPLATE:

Want to hear a SWEET fact? _____ [All of our goat's milk soaps are made from organic ingredients on my father's farm/As a proponent of rapid transformation, my life coaching clients see results from our sessions in just 90 days/etc.]. The best part is, _____ [they are hand-packaged with love/quick progress is a promising sign of our future work together/etc.]. See? I told you it was sweet! What questions do you have for me today?

7. SHOWCASING YOUR PRODUCT OR SERVICE

This is where you will introduce your audience (new and old) to a product or service you offer. Get creative... Marketing is just repeating the same message in different ways!

CAPTION TEMPLATE:

Are you ready for what's on the agenda today? My newest _____ [podcast episode/video tutorial/blog post/etc.] of course!! It's all about _____ [how to wear stripes AND polka dots this summer/plan the wedding of your dreams for under \$10k/the history of henna in ancient Egyptian and Indian cultures/etc.].! Head to the link in my bio to check it out and come back here to let me know what you think.

VISUAL TOPICS

Visual Topics are a set number of people and items that you choose to visually represent your business online.

Posting the same 5-10 Visual Topics consistently allows you to more easily take photos and create video content for your business, as well as help your feed have a cohesive look and feel.

FOR EXAMPLE, MY VISUAL TOPICS ARE:

- 1 Coffee
- 2 JD
- 3 Luna
- 4 Podcast
- 5 Me as a Business Owner
- 6 California
- 7 Empowering Quotes
- 8 Me as a Photographer

Here are some examples of other business owners' visual topics to get your wheels turning:

HEALTH AND WELLNESS:

Food, workout, meditation, peaceful environment

BUSINESS COACH:

Laptop, phone, calendar, clients

PHOTOGRAPHER:

Camera, prints, albums, portfolio

BOUTIQUE OWNER:

Dresses, styled outfits, jewelry, customer-generated content

Now it's your turn! Make a list of visual topics below:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____



TYPE

Next, decide the type of social media content you'll be creating each week.

Depending on what platforms you're posting on, the types could be:

- *Photo*
- *Long-form video (more than 60 seconds)*
- *Short-form video (less than 60 seconds)*
- *Live video*
- *Stories*
- *Reels/Tiktok*

There are no right or wrong answers when it comes to determining the type of content you'll be creating, and it will most likely change day to day and week to week.

If you're just starting out, choose types of content that play most to your strengths such as a feed post if you consider yourself to be a strong writer, or a short video if you're comfortable on camera!

PLAN IT WITH YOUR 7-DAY CALENDAR

Now that you have your Caption Categories, Visual Topics, and the Type organized, it's time to plan your next 7 days of content using the following Content Calendar!

To use the Calendar, simply choose one of the 7 caption categories, a visual topic, and the type of content you'll be posting.

For example:

- *On Monday, I may create a Feed Post with an About Me Caption and my Visual Topic of Coffee*
- *The next day I may post a Reel with a Behind the Scenes Caption and my Visual Topic of Photography*
- *Then on Wednesday I may post a Story with an Encouragement Caption and my Visual Topic of a Quote*

...and so on.

Go ahead and start planning, Hustler!

Sun: / /	Mon: / /	Tues: / /	Wed: / /	Thurs: / /	Fri: / /	Sat: / /
Caption Category:	Caption Category:	Caption Category:	Caption Category:	Caption Category:	Caption Category:	Caption Category:
Visual Topic:	Visual Topic:	Visual Topic:	Visual Topic:	Visual Topic:	Visual Topic:	Visual Topic:
Type:	Type:	Type:	Type:	Type:	Type:	Type:

A (LOVING) KICK IN THE PANTS

A wise person once told me, "If you fail to plan, you plan to fail."

Even though I included everything you need to plan 7 days worth of content in this workbook, you won't get it 100% "right" the first time.

And you know what?

I WANT YOU TO TAKE ACTION ANYWAY.

- Messy Action
- Scrappy Action
- Scary Action
- Fearful Action
- Doubtful Action
- Uncertain Action
- Any Action

WE WANT TO MAKE THIS EVEN EASIER FOR YOU...

To make it even **easier** for you to take action on what you've learned, **Social Curator** has you covered, friend.

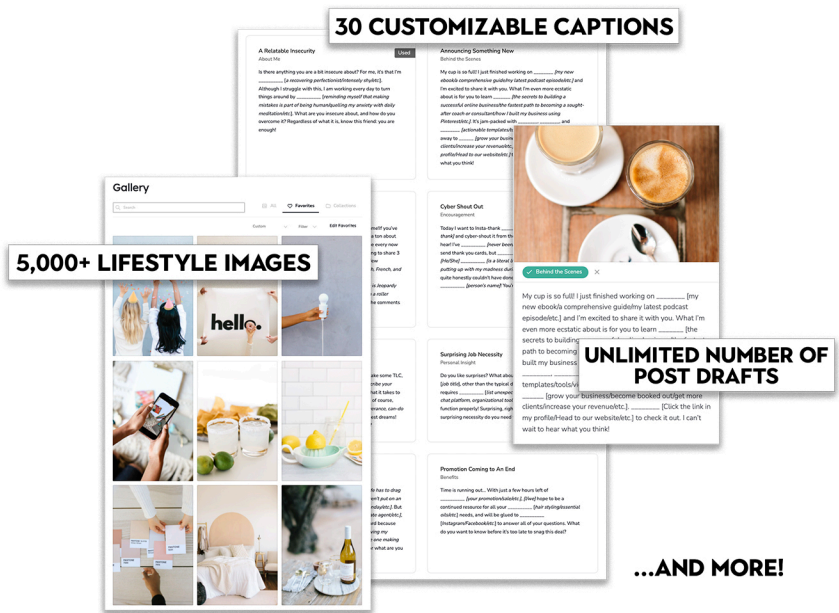
When you start your free trial for **Social Curator**, you'll gain INSTANT access to a Caption Library containing **30 caption templates**, a Photo Gallery with **5,000+ lifestyle images**, **5 Instagram Story Templates** and MORE.

Plus, you can even plan and create your social media content within the Social Curator platform to make the system I taught you within these pages even FASTER!

Social Curator makes it even **EASIER** to post on social media every single day with a plan and I know you'll love the feeling of knowing you have a proven strategy to market your business online.

Start your free trial today and let us help you *take action, be consistent, and have a PLAN* to bring in a steady stream of clients and sales for your business!

**START YOUR
FREE TRIAL**



...AND MORE!