

30 DAY CONTENT ENGINE PLANNER

Turn one clear business message into a month of useful content.

BUILT FOR BUSY LOCAL BUSINESSES Plan with purpose. Capture efficiently. Publish consistently. Learn from real results.

THIS PLANNER BELONGS TO

BUSINESS

MONTH

A practical planning workbook • Draft 01

How to use this planner

You do not need thirty original ideas. You need one useful message, a focused capture session, and a simple system for repurposing it.

Your minimum successful month

- ☐ Choose one business goal.
- ☐ Choose one customer and one problem to address.
- ☐ Pick three content pillars.
- ☐ Capture one focused 90-minute session.
- ☐ Turn the session into several useful pieces.
- ☐ Publish, respond, and review the signals.

The four-part content engine

1 PLAN	2 CAPTURE	3 REPURPOSE	4 LEARN
Choose the outcome, audience and message.	Record answers, process, proof and visual details.	Create short videos, photos, stories and one deeper piece.	Track conversations, inquiries and sales signals.

BEGINNER RULE Make the first month clear and complete. Polish comes from repeating the process, not from waiting until every detail is perfect.

My commitment

By the end of this month, I will _____

- ☐ I will protect one planning block.
- ☐ I will schedule one capture session.
- ☐ I will publish before I feel fully ready.
- ☐ I will use feedback to improve the next month.

Set one business goal

Content works best when it supports one measurable business result. Pick the outcome that matters most this month.

Choose one primary outcome

- ☐ Generate qualified inquiries
- ☐ Book consultations or appointments
- ☐ Sell a product, service or event
- ☐ Build local awareness
- ☐ Build trust and expertise
- ☐ Recruit customers, partners or team members

MY PRIMARY OUTCOME

MY TARGET FOR THE NEXT 30 DAYS

Example: Generate 10 qualified inquiries and book 4 consultations.

Make it measurable

SIGNAL	STARTING POINT	30-DAY TARGET
Inquiries or direct messages		
Calls / consultations booked		
Sales or registrations		
Website or profile visits		
Email subscribers		

DECISION FILTER Before publishing, ask: “How could this help the right person understand, trust or act?”

Define the person you help

Specific content feels personal. Describe one real customer instead of trying to speak to everyone.

THE PERSON I WANT TO REACH

They are _____

WHAT THEY WANT RIGHT NOW

WHAT IS MAKING THAT DIFFICULT

WHAT THEY MAY MISUNDERSTAND OR FEAR

WORDS THEY ACTUALLY USE

Complete this sentence

We help [person] go from [problem] to [result] through [approach].

REALITY CHECK A customer should recognize themselves in your words without needing industry jargon.

Choose three content pillars

Use the same three categories all month. Repetition makes your message easier to remember and your planning easier to execute.

PILLAR	PURPOSE	EXAMPLES
TEACH	Help people make a better decision.	Tips, myths, how-tos, FAQs
PROVE	Show that your approach works.	Results, process, testimonials, before/after
CONNECT	Give people a reason to care about you.	Origin, beliefs, people, local community

MY TEACH PILLAR

Topics I can explain _____

MY PROVE PILLAR

Evidence I can show _____

MY CONNECT PILLAR

Stories and beliefs I can share _____

My planned mix

TEACH	PROVE	CONNECT	TOTAL
_____ posts	_____ posts	_____ posts	_____ posts

Build the monthly message

A campaign is one message repeated from several useful angles. It keeps your content connected while leaving room for different formats.

WHAT ARE WE PROMOTING OR PREPARING PEOPLE FOR?

WHAT SHOULD THE RIGHT PERSON UNDERSTAND?

WHAT PROOF CAN WE SHOW?

WHAT ACTION SHOULD THEY TAKE?

Campaign message formula

FORMULA For [customer], we help solve [problem] so you can achieve [result]. Our approach is different because [proof or belief]. Start by [next step].

Campaign guardrails

- ☐ One clear audience
- ☐ One primary outcome
- ☐ One repeated message
- ☐ One main call to action
- ☐ Proof included throughout the month

Build a useful idea bank

Collect ideas from real customer language. A strong idea answers a question, reduces risk, or helps someone take a next step.

SOURCE	PROMPT	MY IDEA
Question	What do customers ask repeatedly?	
Mistake	What costly mistake can they avoid?	
Myth	What common belief is incomplete?	
Decision	How should they compare options?	
Process	What happens behind the scenes?	
Proof	What result or change can I show?	
Story	What experience shaped my approach?	
Community	Who or what local effort can I highlight?	
Offer	What is included and who is it for?	
Opinion	What do I believe should be done better?	
FAST TEST Keep an idea if it is useful to your customer and connected to your monthly goal.		

Plan one 90-minute content session

Prepare the message first. Your shoot becomes easier when everyone knows the goal, the sequence and the must-have footage.

SESSION DETAILS

DATE	TIME	LOCATION	PEOPLE

THE ONE MESSAGE WE MUST CAPTURE

Simple run of show

TIME	FOCUS	WHAT TO CAPTURE
0–10 min	Set up	Light, sound, frame, comfort and goals
10–40 min	Interview	Short, complete answers to planned questions
40–65 min	Process	Real work, demonstration and customer experience
65–80 min	Details	People, space, tools, hands and atmosphere
80–90 min	Pickups	Missing lines, calls to action and final photos

Before the session

- ☐ Phone/camera charged and storage cleared
- ☐ Microphone tested
- ☐ Space quiet and uncluttered
- ☐ Brand details and products ready
- ☐ Consent confirmed for every person shown
- ☐ Interview questions printed or open
- ☐ One backup plan for weather or noise

Ask questions that create usable answers

Ask one question at a time. Let the person finish. If the answer is vague, ask for a specific example.

#	QUESTION	BEST MOMENT OR QUOTE
1	Why did this business begin?	
2	Who do you most enjoy helping?	
3	What problem brings people to you?	
4	What usually makes that problem harder?	
5	What does your process look like?	
6	What makes your approach different?	
7	What result are you proud of?	
8	What concern do customers have before starting?	
9	What advice would you give someone today?	
10	What should someone do next?	

DIRECTING TIP Ask the speaker to include the subject in the answer. Instead of “It saves time,” say “Our weekly service saves business owners time.”

Capture the essential shot list

Record each important action three ways: wide to establish, medium to explain, and close to create detail.

PRIORITY	SHOT	WIDE	MEDIUM	CLOSE
MUST	Business exterior / entrance	☐	☐	☐
MUST	Owner or team working	☐	☐	☐
MUST	Core product or service	☐	☐	☐
MUST	Customer experience	☐	☐	☐
MUST	Proof or finished result	☐	☐	☐
MUST	Portrait / looking at camera	☐	☐	☐
EXTRA	Tools, hands and textures	☐	☐	☐
EXTRA	Local neighborhood context	☐	☐	☐
EXTRA	Movement / transition shots	☐	☐	☐
EXTRA	Team interaction / laughter	☐	☐	☐

My three custom must-have shots

CAPTURE RULE Hold each shot still for 5–8 seconds. Start recording before the action and stop after it ends.

Build a clear short video

One video should make one promise. Use the first sentence to earn attention, then deliver the useful part quickly.

PART	JOB	MY WORDS
HOOK	Name the problem, surprise or desired result.	
PROBLEM	Show that you understand the situation.	
VALUE	Give the steps, lesson or useful distinction.	
PROOF	Add an example, demonstration or result.	
ACTION	Tell the viewer what to do next.	

Five hook starters

- ☐ “If you are struggling with ___, start here.”
- ☐ “Before you pay for ___, check these three things.”
- ☐ “Most people think ___. Here is what actually matters.”
- ☐ “We changed one thing and it improved ___.”
- ☐ “Here is what ___ looks like behind the scenes.”

MY FULL 30–45 SECOND OUTLINE

DELIVERY TIP Speak to one person. Use short sentences. Pause after the hook so the editor has a clean cut.

Turn one idea into a content set

Start with one strong answer or demonstration. Adapt the same idea for different levels of attention instead of inventing from zero.

ASSET	ANGLE	NEXT ACTION
Video 1	The strongest hook + core lesson	
Video 2	A specific example or common mistake	
Video 3	Behind the scenes or proof	
Photo post	One strong image + story caption	
Carousel	Five steps or decision checklist	
Stories	Poll, question, process and reminder	
Email	A deeper explanation + invitation	
Website	FAQ, case study or service proof	

One core idea I will repurpose

Asset checklist

- ☐ Every asset supports the same monthly message.
- ☐ Each version fits its format.
- ☐ Captions use the customer’s language.
- ☐ The call to action matches the viewer’s readiness.

Publishing plan • Days 1-15

A sustainable rhythm beats a crowded schedule. Choose the days you can publish and respond without draining your team.

DAY / DATE	TOPIC + FORMAT	PILLAR	STATUS	CALL TO ACTION
1			☐ Draft ☐ Ready ☐ Live	
2			☐ Draft ☐ Ready ☐ Live	
3			☐ Draft ☐ Ready ☐ Live	
4			☐ Draft ☐ Ready ☐ Live	
5			☐ Draft ☐ Ready ☐ Live	
6			☐ Draft ☐ Ready ☐ Live	
7			☐ Draft ☐ Ready ☐ Live	
8			☐ Draft ☐ Ready ☐ Live	
9			☐ Draft ☐ Ready ☐ Live	
10			☐ Draft ☐ Ready ☐ Live	
11			☐ Draft ☐ Ready ☐ Live	
12			☐ Draft ☐ Ready ☐ Live	
13			☐ Draft ☐ Ready ☐ Live	
14			☐ Draft ☐ Ready ☐ Live	
15			☐ Draft ☐ Ready ☐ Live	

Publishing plan • Days 16–30

Leave open days for timely ideas, customer questions and the pieces that deserve a second version.

DAY / DATE	TOPIC ♦ FORMAT	PILLAR	STATUS	CALL TO ACTION
16			☐ Draft ☐ Ready ☐ Live	
17			☐ Draft ☐ Ready ☐ Live	
18			☐ Draft ☐ Ready ☐ Live	
19			☐ Draft ☐ Ready ☐ Live	
20			☐ Draft ☐ Ready ☐ Live	
21			☐ Draft ☐ Ready ☐ Live	
22			☐ Draft ☐ Ready ☐ Live	
23			☐ Draft ☐ Ready ☐ Live	
24			☐ Draft ☐ Ready ☐ Live	
25			☐ Draft ☐ Ready ☐ Live	
26			☐ Draft ☐ Ready ☐ Live	
27			☐ Draft ☐ Ready ☐ Live	
28			☐ Draft ☐ Ready ☐ Live	
29			☐ Draft ☐ Ready ☐ Live	
30			☐ Draft ☐ Ready ☐ Live	

Track useful signals each week

Views show reach. Saves, replies, profile visits, inquiries and sales reveal whether the content helped the right person move closer.

WEEK	POSTS	SAVES + SHARES	PROFILE / SITE VISITS	INQUIRIES	SALES
1					
2					
3					
4					

Weekly reflection

WEEK 1

What worked / what I learned

WEEK 2

What worked / what I learned

WEEK 3

What worked / what I learned

WEEK 4

What worked / what I learned

Signals to notice

- ☐ People repeat the language from the content.
- ☐ A useful post earns saves, shares or thoughtful replies.
- ☐ The right customers visit the profile or website.
- ☐ Questions reveal the next pieces to create.
- ☐ An inquiry connects directly to a published idea.

Turn attention into opportunity

Give people a clear next step that fits how ready they are. Helpful content earns trust; a simple invitation makes the path visible.

READINESS	CALL TO ACTION EXAMPLES
LEARN	Save this • Share with a teammate • Follow for the next step
ENGAGE	Comment your question • Reply with your situation • Vote in the poll
EXPLORE	Read the guide • View our process • See the full example
ACT	Book a consultation • Request a quote • Reserve your spot

MY MAIN CALL TO ACTION THIS MONTH

WHERE IT SENDS PEOPLE

HOW I WILL RESPOND TO AN INQUIRY

Follow-up promise

- ☐ I will reply within _____ hours.
- ☐ I will ask one useful question before pitching.
- ☐ I will record the source of each inquiry.
- ☐ I will follow up when I promised.

Plan the next month

Use what customers actually watched, saved, asked and bought. Keep the strongest message, improve one weakness, and run the system again.

THE BEST-PERFORMING IDEA AND WHY IT WORKED

THE QUESTION CUSTOMERS STILL NEED ANSWERED

WHAT I WILL STOP, SIMPLIFY OR DELEGATE

WHAT I WILL REPEAT OR EXPAND

Next month at a glance

GOAL	AUDIENCE	CAMPAIGN	CAPTURE DATE

KEEP THE ENGINE MOVING One clear message. One focused session. Several useful assets. Real feedback. A better next month.

Created by Studio Viet

Content systems for local businesses that want to show up with clarity.