

MSA

30-DAY CONTENT SYSTEM

**Stop asking what to post.
Build a system for what comes next.**

MSA TEMPLATE 01

CONTENT SHOULD HAVE A JOB.

Posting consistently isn't the strategy. Your content should help you get discovered, build trust, demonstrate expertise, start conversations, generate leads, or sell something.

THE SYSTEM

01 GOAL	02 AUDIENCE	03 Pillars	04 CONTENT MIX	05 IDEAS
06 HOOKS	07 CALENDAR	08 CREATE	09 REPURPOSE	10 REVIEW

The calendar is the output. The system is what makes the calendar possible.

Start with a goal, audience, repeatable pillars, and a realistic rhythm. Then batch and repurpose so you aren't inventing content from scratch every day.

SET YOUR GOAL

WHAT SHOULD YOUR CONTENT ACTUALLY DO?

Choose one primary goal for the next 30 days.

- | | | |
|---|--|--|
| ☐ Build awareness | ☐ Grow audience | ☐ Build authority |
| ☐ Generate leads | ☐ Drive sales | ☐ Build community |
| ☐ Promote an offer | | |

MY PRIMARY GOAL

WHAT WOULD SUCCESS LOOK LIKE?

ONE PRIMARY GOAL.

Your content can accomplish multiple things, but choosing one primary objective makes the next 30 days easier to plan.

02

KNOW WHO YOU'RE TALKING TO

BEFORE YOU CREATE CONTENT, KNOW WHO IT'S FOR.

WHO AM I TRYING TO REACH?

WHAT ARE THEY TRYING TO ACHIEVE?

WHAT PROBLEM ARE THEY DEALING WITH?

WHAT QUESTIONS ARE THEY ASKING?

WHAT WOULD MAKE THEM STOP SCROLLING?

BUILD YOUR CONTENT PILLARS

YOUR CONTENT NEEDS A FEW PLACES TO LIVE.

Choose 3-5 recurring themes you can return to consistently. The goal is recognition and focus—not putting yourself in a box.

PILLAR 01

NAME	PURPOSE
TOPICS	

PILLAR 02

NAME	PURPOSE
TOPICS	

PILLAR 03

NAME	PURPOSE
TOPICS	

PILLAR 04

NAME	PURPOSE
TOPICS	

PILLAR 05

NAME	PURPOSE
TOPICS	

YOUR CONTENT MIX

NOT EVERY POST HAS THE SAME JOB.

Use these five categories to make sure your content isn't doing only one thing.

TEACH	Give people something useful.
	How-to • Tips • Frameworks • Tutorials
POSITION	Show people how you think.
	Opinions • Beliefs • Lessons • Perspectives
PROVE	Give people a reason to trust you.
	Results • Case studies • Testimonials • Experience
CONNECT	Let people get to know you.
	Stories • Personality • Experiences • Behind the scenes
SELL	Give people a reason to take action.
	Offer • Product • Service • CTA • Transformation

MY CONTENT MIX

Teach	Position	Prove	Connect	Sell
_____ %	_____ %	_____ %	_____ %	_____ %

TOTAL: 100%

BUILD YOUR IDEA BANK

NEVER START WITH A BLANK PAGE AGAIN.

Use these prompts to generate ideas from what your audience actually needs.

PROBLEM — WHAT PROBLEM DOES MY AUDIENCE REPEATEDLY FACE?

QUESTION — WHAT QUESTION DO THEY KEEP ASKING?

MISTAKE — WHAT MISTAKE ARE THEY MAKING?

LESSON — WHAT HAVE I LEARNED THAT COULD SAVE SOMEONE ELSE TIME?

OPINION — WHAT DO I BELIEVE THAT OTHERS IN MY SPACE MIGHT DISAGREE WITH?

STORY — WHAT EXPERIENCE TAUGHT ME SOMETHING VALUABLE?

PROOF — WHAT RESULT, EXAMPLE, CASE STUDY, OR EXPERIENCE CAN I SHOW?

HOW-TO — WHAT CAN I TEACH SOMEONE TO DO?

OFFER — WHAT PROBLEM DOES MY PRODUCT/SERVICE SOLVE?

TURN IDEAS INTO CONTENT

THE IDEA ISN'T THE POST.

Give each idea a purpose, format, hook, key point, and next step.

TOPIC

PILLAR

CONTENT TYPE — TEACH / POSITION / PROVE / CONNECT / SELL

FORMAT — REEL / CAROUSEL / STATIC / STORY / EMAIL / LONG-FORM / OTHER

HOOK

KEY POINT

CTA

THE HOOK BUILDER

EARN THE ATTENTION FIRST.

THE PROBLEM

"You're not struggling with _____. You're struggling with _____."

THE MISTAKE

"Stop _____ if you want _____."

THE LESSON

"I learned _____ the hard way."

THE CONTRARIAN

"Everyone tells you _____. Here's what they're missing."

THE HOW-TO

"Here's how to _____ without _____."

THE LIST

"3 things I'd do if I had to _____ from scratch."

THE CURIOSITY

"I wish someone told me this before I _____."

WRITE 5 HOOKS

01

02

03

04

05

YOUR 30-DAY CALENDAR

BUILD THE MONTH.

30 days does not mean 30 posts. Choose a cadence you can actually maintain.

☐ 1× / week
 ☐ 2× / week
 ☐ 3× / week
 ☐ 4× / week
 ☐ 5× / week
 ☐ 6× / week
 ☐ 7× / week

DAY	PILLAR	TOPIC	FORMAT	HOOK	CTA	STATUS
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
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30						

CREATE ONCE. REPURPOSE.

ONE CORE IDEA CAN POWER MULTIPLE PIECES OF CONTENT.

Take one useful idea and reshape it for different formats and moments.

CORE IDEA	ONE IDEA / MULTIPLE OUTPUTS
	REEL CAROUSEL STORY EMAIL TEXT POST OTHER

MY CORE IDEA

REPURPOSED OUTPUT 1

REPURPOSED OUTPUT 2

REPURPOSED OUTPUT 3

BATCH YOUR CONTENT

DON'T CREATE EVERY DAY.

Batch similar work together so you're not constantly switching between strategy, writing, filming, editing, and scheduling.

PLAN	Choose topics + hooks.
WRITE	Scripts, captions, carousels.
CREATE	Record / design.
EDIT	Finalize.
SCHEDULE	Prepare everything.
ENGAGE + REVIEW	Respond and observe.

MAKE THIS YOUR OWN.

Your schedule should fit your life. The goal is consistency you can actually maintain—not an impressive schedule you abandon.

WEEKLY REVIEW

YOUR CONTENT SHOULD GET SMARTER.

WHAT PERFORMED BEST?

WHAT GENERATED THE MOST CONVERSATION?

WHAT GENERATED THE MOST CLICKS OR LEADS?

WHAT DID PEOPLE RESPOND TO?

WHAT SHOULD I CREATE MORE OF?

WHAT SHOULD I STOP OR CHANGE?

ONE THING I'LL TEST NEXT WEEK

THE 30-DAY REVIEW

WHAT DID THE MONTH TEACH YOU?

MY ORIGINAL GOAL

DID I HIT IT? — YES / PARTIALLY / NO

MY TOP 3 CONTENT PIECES

MY BEST-PERFORMING PILLAR

MY BEST-PERFORMING FORMAT

MY BEST CTA

WHAT I'LL DO MORE OF

WHAT I'LL DO LESS OF

WHAT I'LL TEST NEXT MONTH

YOU DON'T NEED MORE CONTENT IDEAS.

YOU NEED A SYSTEM FOR TURNING IDEAS INTO CONTENT.

EVERY MONTH

- 01 Set the goal.
- 02 Choose your pillars.
- 03 Build your idea bank.
- 04 Choose your content mix.
- 05 Build the calendar.
- 06 Batch your creation.
- 07 Review what happened.
- 08 Use what you learned to build the next month.

CLARITY CREATES CONFIDENCE.

MSA