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CONTENT MARKETING

CONTENT WORKBOOK

Seven-Day Content Planner

Plan a week of useful posts around one audience question, with a format and next step for every idea.

What’s inside

01 **Choose a theme**
Start with a real customer question.

02 **Build the week**
Turn one theme into seven distinct posts.

03 **Track and repeat**
Record signals that tell you what to make next.

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Plan a week around one theme

Pick a question your audience already asks. Use one primary channel, then adapt a good post into another format when it serves a purpose.

01

Monday and Tuesday

Monday: answer the question in plain language. Tuesday: show one specific step people can try, using a short video or carousel.

02

Wednesday and Thursday

Wednesday: correct a common mistake. Thursday: show your process or compare two approaches with a concrete example.

03

Friday

Give people something they can use immediately, such as a short checklist. Ask them to save it or share it with someone who needs it.

04

Saturday and Sunday

Saturday: answer a follow-up question. Sunday: recap the week’s main lesson and ask which related topic people want next.

05

Pick a metric for each goal

Use saves for practical reference posts, replies for discussion, and link clicks for traffic goals. Compare posts using a consistent window.

Before publishing, check that every post has one clear audience, one takeaway, and one action a reader can take.

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Your weekly content plan

Use the space to note the idea, format, and call to action for each day.

WORKED EXAMPLE

Theme: better product photos for small shops. Monday: answer whether a phone is enough. Tuesday: demonstrate window light. Friday: share a five-point photo checklist and ask people to save it.

Theme and audience

What is the core question, and who needs the answer?

Monday and Tuesday

Question and how-to. Add one format and action for each.

Wednesday and Thursday

Mistake and demonstration. What examples will you show?

Friday, Saturday, and Sunday

Checklist, follow-up, and recap. What should people do next?

Review and repeat

Which posts earned the desired response? What will you reuse?