THE SIMPLE

CONTENT PLANNER

A practical 30-day system for planning calm, consistent content.

THIS PLANNER BELONGS TO

MONTH / CAMPAIGN

30
DAYS

Content goals

Choose one clear result so every post has a job to do.

MY PRIMARY GOAL

WHAT SUCCESS LOOKS LIKE

METRIC TO WATCH

e.g. replies, saves, sales

TARGET

a number and a date

ONE SENTENCE STRATEGY

I will help _____ achieve _____ by sharing _____.

Audience snapshot

Write for one recognizable person, not a crowd.

WHO THEY ARE

Role, stage, situation

WHAT THEY WANT

The outcome they are seeking

WHAT GETS IN THE WAY

Fears, friction, false beliefs

WORDS THEY USE

Phrases worth repeating

Content pillars

Pick three themes you can return to every week.

1

PILLAR NAME

WHAT IT HELPS WITH

REPEATABLE TOPICS

2

PILLAR NAME

WHAT IT HELPS WITH

REPEATABLE TOPICS

3

PILLAR NAME

WHAT IT HELPS WITH

REPEATABLE TOPICS

A useful mix: teach something / show proof / invite action

Reusable idea bank

Save raw ideas before they disappear. Sorting can happen later.

IDEA	PILLAR	FORMAT	CTA

Monthly content map

See the whole campaign before you fill in the details.

MONTH

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MONTHLY NOTES

Weekly content plan

Give each day a purpose and one next action.

WEEK OF

MONDAY	TOPIC	FORMAT	CTA
TUESDAY	TOPIC	FORMAT	CTA
WEDNESDAY	TOPIC	FORMAT	CTA
THURSDAY	TOPIC	FORMAT	CTA
FRIDAY	TOPIC	FORMAT	CTA

WEEKEND / OVERFLOW

Single-post brief

Turn one idea into a focused post before opening your design tool.

WORKING TITLE / HOOK

CORE MESSAGE

PROOF, EXAMPLE OR STORY

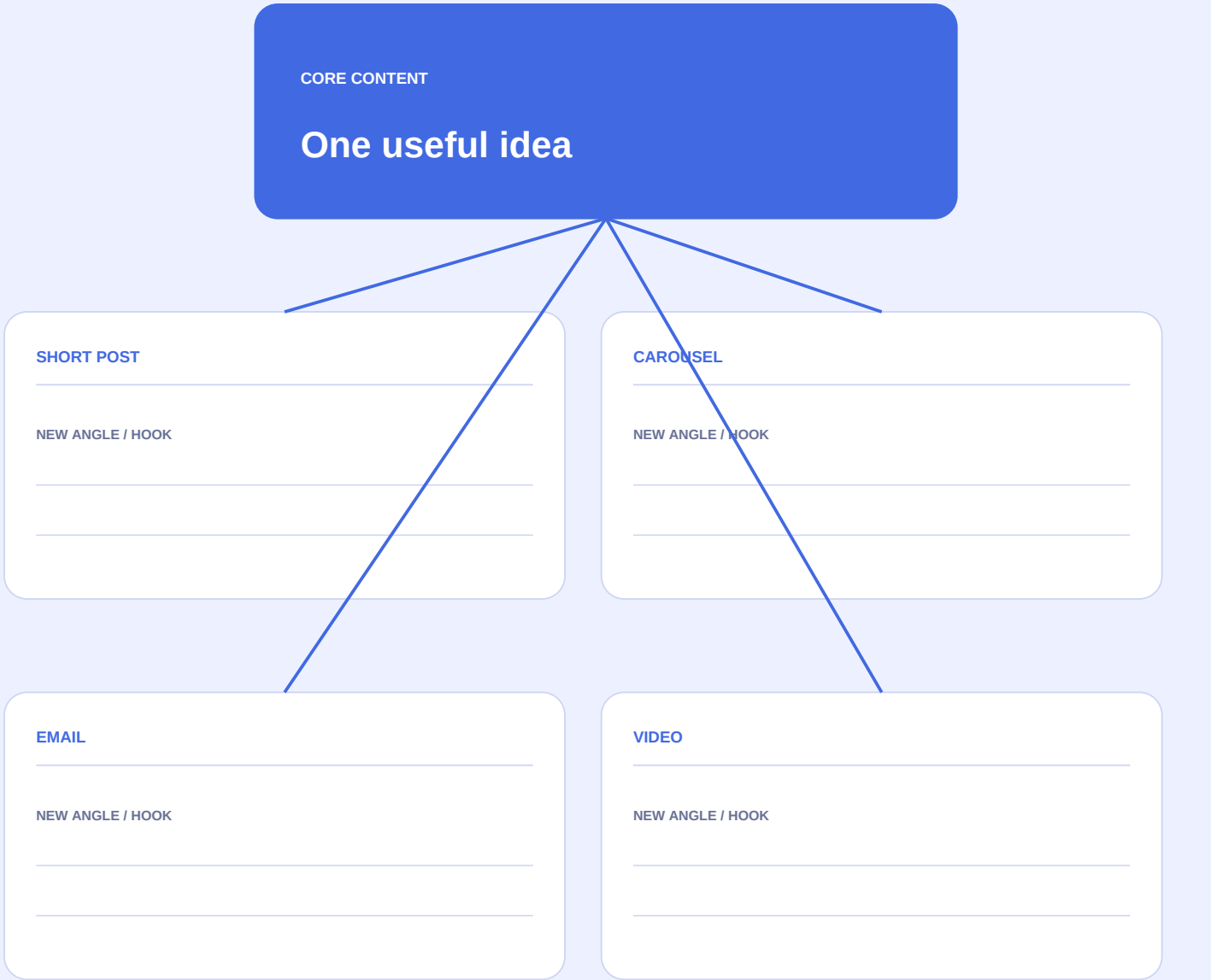
CALL TO ACTION

FORMAT

PUBLISH DATE

Content repurposing map

Create once, then adapt the idea for different places and attention spans.



ONE SENTENCE WORTH REPEATING EVERYWHERE

Monthly review

Keep what worked, learn from what did not, and make next month easier.

THREE WINS

BEST-PERFORMING CONTENT

WHAT I LEARNED ABOUT MY AUDIENCE

NEXT MONTH I WILL DO MORE OF: _____