BUILD IT WITH ME · FREE TEMPLATE

WEEKLY *Content* PLANNER

The simple planner I use to batch a week of content in one afternoon, so I can show up even on the busy weeks.

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plan once, post all week

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Batch a week of content in *one afternoon*

Working full-time with three boys taught me this: if I wait until I "have time," I don't post. So I batch. Here's the process.

01 **Pick your pillars (10 min).** Choose 3–4 topics you always come back to. Every post fits one of them.

02 **Brain-dump ideas (15 min).** Questions people ask you, things you learned this week, mistakes, wins, tools you use.

03 **Plan the week (15 min).** Fill in the planner on the next page: what, which pillar, the hook and the call to action.

04 **Write everything (45 min).** Captions, on-screen text and carousel slides, all in one sitting.

05 **Film and design (60 min).** Same outfit, same light, back-to-back. Carousels in Canva.

06 **Schedule it (15 min).** Then close the app and live your life.

MY CONTENT PILLARS

Pillar 1 _____

Pillar 2 _____

Pillar 3 _____

Pillar 4 _____

> *"Consistency isn't posting every day. It's showing up in a way you can actually keep up.*

This week's *plan*

Week of

POST IDEA	FORMAT	HOOK	CALL TO ACTION
Mon			
Tue			
Wed			
Thu			
Fri			
Sat			
Sun			

IDEA PARKING LOT

STORIES THIS WEEK

- [ ] Behind the scenes
- [ ] A poll or question box
- [ ] Share a post + why it matters
- [ ] A real-life moment