

Free guide · Social media

A 30-day content calendar that generates leads

A step-by-step guide to planning a month of posts that educate, build trust and end in messages from potential clients. Includes a weekly template and a checklist.

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Posting every day doesn't do much if each post is a last-minute idea. What turns followers into clients is a plan: knowing who you're talking to, what you'll tell them each week and what you want them to do next. This is the structure we use at Recrea Agency to build a brand's first month of content.

01

Before you post: three questions

A calendar starts on a blank page, not in Canva. Answer these three questions in writing and keep them in sight every time you plan:

1. **Who am I talking to?** Describe one specific person: what they do, what worries them and what would make them message you today.
2. **What do I want them to do?** Pick one main action for the month: send a WhatsApp, book a call, ask for a quote or download something.
3. **Why should they believe me?** List your proof: clients, results, years of experience, processes, real photos of your work.

Recrea Agency tip

If your account talks to everyone, it convinces no one. A clear person makes every post easier to write.

02

The four content pillars

To avoid repeating yourself or selling all the time, spread your posts across four types. This mix works well for most service and product brands:

- **Educate (40%):** tips, common mistakes, step-by-step explanations. This is the content people save and share.
- **Prove (25%):** before and after, processes, client cases, results. This is what builds trust.
- **Connect (20%):** the team, the brand story, everyday moments, opinions. This is what makes you memorable.
- **Sell (15%):** offers, launches, availability, how to work with you. This is what brings in messages.

When the first three pillars are done well, the fourth stops feeling like selling: people already know why they need you.

03

The model week

Four or five posts a week is enough if they're good. Here is a model week you can copy:

Model week

Monday · Educate: a carousel with 5 tips, or a common mistake and how to avoid it.

Tuesday · Connect: stories showing the team or the process behind an order.

Wednesday · Prove: a short reel with a before and after or a real result.

Thursday · Educate: an answer to a question your clients ask often.

Friday · Sell: a post with your offer of the month and a clear call to message you.

Every day: 2 to 4 stories with polls, questions or behind the scenes.

04

Your 30-day plan

Give each week a theme. That way the month tells a story and every post pushes toward the next:

1. **Week 1 • The problem.** Talk about what your client goes through before they meet you. Make them feel seen.
2. **Week 2 • The solution.** Explain how you solve it: your method, your steps, what makes you different.
3. **Week 3 • The proof.** Testimonials, cases, numbers, real photos. Show that it works.
4. **Week 4 • The invitation.** A clear offer, a deadline if it applies and one single way to reach you.

Recrea Agency tip

Plan the whole month in one two-hour session and produce content in batches. Recording four reels in one afternoon costs less than recording one every Monday.

05

Every post ends with an action

A good post without a call to action is a conversation left halfway. Pick one per post and make it specific:

- "Save this for when you need it."
- "DM us 'PLAN' and we'll send you the guide."
- "Comment which of these three happens to you most."
- "Book your call from the link in bio."
- "Share it with someone about to launch their business."

06

Measure what matters

Likes feel good, but they don't pay the bills. At the end of the month, check these numbers and repeat what worked:

- **Saves and shares:** they tell you which content really educates.
- **Messages received:** how many new conversations each post brought in.
- **Link clicks:** how many people wanted to know more.
- **Clients closed:** always ask "how did you find us?"

Checklist

☐ I have written down who I'm talking to and what I want them to do.

☐ My posts for the month are spread across the four pillars.

☐ Each week has a theme that connects to the next.

☐ Every post has a single call to action.

☐ I know which numbers I'll review at the end of the month.



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