

30 Day Content Calendar

Day	Theme	Caption Type	CTA
1	Your Story	Authority / Relatable	“Follow for more raw and real business growth”
2	Client Transformation (or case study from your groups)	Proof / Inspo	“Tag a woman who needs to see this 💡”
3	Mistake You Made in Business	Lesson Post	“Double tap if you’ve done this too”
4	What You Stand For	Empowerment	“Save this if this hit your soul”
5	Behind-the-Scenes (How you work)	Authentic	“Follow to see more of the real-life hustle”
6	Quick Business Tip	Value	“Share this with a fellow entrepreneur 🙌”
7	Weekend Motivation	Quote Graphic	“Comment 🔥 if this is your energy this weekend”
8	Business Tools You Love	Carousel	“Want a part 2? Let me know 🙌”
9	Limiting Beliefs Women Face	Mindset	“Tag a friend who needs this reminder”
10	Offer or Lead Magnet Promo	Soft Sell	“Grab it now via link in bio”
11	Meme or Business Humor	Relatable	“Drop a 😂 if this is too real”
12	Productivity Hack	Quick Tips	“Save this for your business flow”
13	Daily Routine / Planner	BTS Carousel	“Follow for more real routines”
14	Inspirational Quote + Short Story	Personal / Reflective	“Who needed this today? 🙌”
15	Win of the Week	Celebrate	“Celebrate your wins in the comments 🎉”
16	The Hardest Lesson You’ve Learned	Vulnerable	“Been there? Let’s talk 🙌”
17	Myth in Your Niche	Mythbuster Carousel	“Did you believe this too?”
18	Dream Life Vision	Manifestation	“Double tap if you claim it 💡”
19	FAQ You Always Get	Carousel or Text	“Have a question? Drop it below”
20	What You Wish You Knew Earlier	Advice Post	“Share this with someone starting out”
21	Challenge Your Audience	CTA Challenge	“Comment YES if you’re in”
22	Transformation Story (yours or client’s)	Proof	“This is what’s possible. Follow for more”
23	Unpopular Opinion	Controversial Take	“Agree or disagree?”
24	Journal Prompt or Reflection	Interactive	“Write this down today 🖋️”
25	Testimonial or DM Screenshot	Social Proof	“Results speak louder. Want this too?”
26	Business Hack (Content, Sales, etc.)	Value	“Follow for daily growth tips”
27	Book or Podcast You Recommend	Resource	“Save this for your biz toolkit”
28	Giveaway or Freebie Offer	Growth CTA	“Tag 3 friends and follow to enter”
29	You vs. 1 Year Ago	Glow-Up Carousel	“This is the work. 📌 to inspire”
30	Recap of the Journey	Gratitude Post	“If you’re new here — welcome ❤️”