# ⚡ Weekly Content Calendar (Personal Brand Awareness – L&D Expert)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Day | Content Type | Topic | Objective | KPIs | Hook | CTA |
| Monday | Problem–Solution Insight | The Biggest Mistake I See Companies Make When Training Their Teams | Show expertise by revealing overlooked issues; position as results-driven trainer. | Comments, Reposts, Profile visits | Most training programs fail — not because employees don’t care, but because they forget 80% of what they learn within a week. | Follow for practical training methods that actually stick. |
| Tuesday | Value Tip (Carousel/Text) | 3 Soft Skills Every Customer-Facing Employee Should Master (and How to Practice Them Daily) | Build credibility by providing actionable insights. | Saves, Engagement, Shares | If your team only improves these 3 skills, your customer satisfaction score will skyrocket. | Share this with your HR or training manager — they’ll thank you. |
| Wednesday | Story / Real Experience | Last Week I Trained 40 Agents — Here’s What I Learned About Communication | Build human authority through lived experience. | Comments, DMs, Reach | Half were shy, half were overconfident — but both struggled for the same reason. | Want your team to overcome this too? DM me for a free consult. |
| Thursday | Perspective Shift | Training Isn’t About Teaching Skills — It’s About Changing Behavior. | Reframe how leaders think about training; deepen awareness of his philosophy. | Reposts, Profile growth, Comments | Anyone can learn a skill. But very few can change behavior — and that’s where real transformation happens. | If you agree, follow for more practical ways to create behavior change in teams. |
| Friday | Engagement / Poll | Which Is Harder to Train: Empathy or Persuasion? | Spark discussion with peers; increase engagement and visibility. | Comments, Poll votes, Engagement rate | Every trainer has faced this — one changes how we connect, the other changes how we sell. | Vote and share why 👇 |
| Saturday | Behind the Scenes / Personal Journey | A Day in My Life as a Corporate Trainer | Build relatability and show real work life; humanize expertise. | Follower growth, Profile views, Saves | It’s funny — I teach people to talk all day, but the real art is knowing when not to. | Follow for a look inside the real world of corporate training. |
| Sunday | Short Video / Micro-Lesson | How to Instantly Build Trust in Any Conversation (1 Simple Technique) | Use video to build personal connection and brand visibility. | Views, Shares, Watch time | This one simple shift in your tone can make any client or customer trust you faster. | Try it today and tell me if it worked 👇 |