

## Jan 13 th-Jan 19th content calendar. Let's get into it:

**Day 1:** I want you to create an IG story sharing how you overcame your top pain-point, and share the actions that led to your transformation. Ask them to DM you a "keyword" to get help from you.- it could be a free 1:1 call, a free training or a paid digital product.

**Day 2:** I want you to write a carousel post with a winning hook. Example "The #1 secret other companies are hiding from you" or "Here are the 7 things I do to make a productive day... (your's version)". Don't forget to add a Keyword CTA like above.

**Day 3:** I want you to create an IG story sharing a client testimonial, and highlighting the transformation steps you took to help them achieve those specific results. Ask them to DM you a "keyword" to get similar results with your help - it could be a free 1:1 call or a paid digital product. If you haven't landed on a client yet you can talk about the dream project you are looking for/ currently working project.

**Day 4:** I want you to start playing with videos. Record a b-roll video of you working in your field, choose a viral music, and write a winning hook and a winning caption. Don't overthink it, keep the momentum going.

**Day 5:** I want you to get crazy with videos. Add a talking head video to your skills. Record a simple 30-second video talking about the top 3 ways to help your ideal clients, and why you're the best person to help them this January. Don't be shy and share your achievements.

**Day 6:** I want you to write a carousel post sharing a client win or a screenshot, and sharing their personal transformation story. Else you can share your portfolio

**Day 7:** I want you to create an IG story about a free resource (a simple google doc, no need to get fancy) you've just created for your audience based on the feedback and DMs you received over the last 6 days. Ask them to DM you for the resource. Pitch your paid service inside the resource.

That's it, now let's start executing. 🦄