30-DAY CONTENT CALENDAR

Muslim Life Coach Edition

Healing · Faith · Mindset · Purpose

CANVA TEMPLATE LINKS

Feel free to edit the text or replace the images and videos as you see fit.

Statics	https://canva.link/l5c6dw7dozqtjef
Carousels	https://canva.link/ejmhhg29qpzmvzp
Reel Day 2	https://canva.link/rzg1564eunubq5o
Reel Day 5	https://canva.link/ti8rtq0pj0l4405
Reel Day 7	https://canva.link/pfnijt8i2wwkdql
Reel Day 9	https://canva.link/k3nric2enpspgmz
Reel Day 12	https://canva.link/nr7bnp0qygvq7wz
Reel Day 15	https://canva.link/2elwuefg51euwld
Deel Day 18	https://canva.link/ftq9rgtj41271rj
Reel Day 21	https://canva.link/gp7jl6rvnt081ja
Deel Day 23	https://canva.link/fkde5767ae1aokk
Reel Day 26	https://canva.link/t6g2htlyem0b0m6
Reel Day 29	https://canva.link/tvmptn4qm8lga86

FORMAT LEGEND

🖼️ **Static Image**	A single high-quality graphic post — quote cards, affirmations, announcements.
🎬 **Reel (8 sec)**	Short-form video using 2–3 clips. Bold hooks, visual storytelling, high shareability.
🎠 **Carousel (1–3 slides)**	Swipeable multi-image posts. Educational, emotional, or list-based content.

✦ WEEK 1 ✦

ROOTING IN FAITH & SELF-AWARENESS

DAY 1	Welcome / Brand Introduction
Format	🖼️ **Static Image**
Hook / Concept	You were not broken by your trials. You were being built.
Content Idea	Introduce yourself as a Muslim life coach. Share your 'why' — your journey toward healing and how your faith anchored you. Feature a beautiful calligraphy-style quote overlaid on a soft background.
Caption	As-salamu alaykum! I'm [Name], your Muslim life coach. I help you reconnect with your soul, your deen, and your purpose. This is a safe space for healing — rooted in faith. ✨ Save this if you needed to hear it today.
CTA	Follow for daily doses of healing + mindset 💚

DAY 2	The Power of Tawakkul
Format	🎬 **Reel**
Hook / Concept	Clip 1: You're scrolling at 2am, anxious about tomorrow. | Clip 2: Cut to stillness — a Quran, a candle, a quiet room. | Clip 3: Text overlay: 'Tawakkul isn't giving up. It's trusting the One who never lets go.'
Content Idea	Quick 8-second visual story about releasing anxiety through trust in Allah. Use calming music — oud or soft nasheed instrumental.
Caption	You've been carrying so much. What if today you decided to lay it down? 🤍 Tawakkul is a practice, not a one-time decision. #MuslimMindset #HealingInIslam
CTA	Tag someone who needs this reminder 💌

DAY 3	5 Signs You're Healing (Even When It Doesn't Feel Like It)
Format	🎠 **Carousel — 3 slides**
Hook / Concept	Slide 1 (Cover): 5 Signs You're Healing (Even When It Doesn't Feel Like It) 🌿
Content Idea	Slide 2: You're setting boundaries | Slide 3: You cry, but you come back to salah | Slide 4: You're being gentler with yourself | Slide 5: You're asking for help | Final slide: 'Healing is not linear — but you ARE moving forward.'
Caption	Some days you won't feel like you're progressing. But these signs don't lie. Save this for the hard days. 💚
CTA	Which one resonated most? Drop it below 👇

DAY 4	Morning Mindset Reset
Format	🎬 Reel
Hook / Concept	Clip 1: Someone waking up, looking overwhelmed. | Clip 2: Making wudu with peaceful expression. | Clip 3: Text: 'How you start your morning shapes your entire day. Start with Allah.'
Content Idea	Encourage a morning ritual: wudu + dhikr + intention-setting. Keep it relatable and non-preachy. Aesthetic morning visuals.
Caption	Your morning is your blueprint. What's the first thing you give your attention to? Let's talk. 👇 #MorningRitual #MuslimProductivity
CTA	Save this and try it tomorrow morning 🌅

DAY 5	What Islam Says About Mental Health
Format	🎠 Carousel — 3 slides
Hook / Concept	Slide 1 (Cover): What Islam ACTUALLY Says About Mental Health 🧠🤍
Content Idea	Slide 2: 'And He found you lost and guided you' [93:7] — grief is real | Slide 3: The Prophet ﷺ experienced sadness too | Slide 4: Seeking help is sunnah, not weakness | Final: A personal reflection prompt.
Caption	Your faith doesn't ask you to suppress your pain. It asks you to bring it to Allah — and seek the help He placed on earth for you. 💚
CTA	Share this with someone who thinks Muslims can't struggle 💬

DAY 6	Dhikr as Therapy
Format	🖼️ Static Image
Hook / Concept	Subhanallah. Alhamdulillah. Allahu Akbar. — The original mindfulness practice.
Content Idea	Beautiful quote graphic about dhikr as grounding. Pair with a soft aesthetic — muted greens, cream, Arabic calligraphy style text.
Caption	Before therapy was a term, our deen gave us dhikr. The remembrance of Allah is not just spiritual — it is neurologically calming. Your nervous system was designed for this. 🌿
CTA	Save & share 💌 #Dhikr #MuslimWellness

DAY 7	Week 1 Reflection — One Question to Ask Yourself
Format	🎬 Reel
Hook / Concept	Clip 1: Calm scene — journaling hands, cozy space. | Clip 2: Text builds on screen: 'Are you healing, or are you hiding?' | Clip 3: End frame: 'This week, be honest with yourself.'
Content Idea	Short, reflective prompt for the end of the first week. No fluff — just a direct, loving challenge.
Caption	This question changed everything for me. No judgment, just curiosity. What's your honest answer? 👇 #MuslimLifeCoach #HealingJourney
CTA	Drop ✅ if you're ready to be honest with yourself

✦ WEEK 2 ✦

HEALING THE INNER WORLD

DAY 8	Types of Grief Islam Recognizes
Format	🎠 **Carousel — 3 slides**
Hook / Concept	Slide 1: Grief Islam Recognizes (That We Often Don't Talk About) 💔
Content Idea	Slide 2: Loss of a loved one | Slide 3: Loss of a version of yourself | Slide 4: Grief of betrayal | Final: 'You are allowed to grieve. Allah sees every tear.'
Caption	Grief isn't only about death. Some of us are mourning relationships, dreams, and identities. And that is valid. 💙
CTA	Which type of grief are you carrying? You're not alone. 💌

DAY 9	You're Not 'Too Much' — You Were Created with Feeling
Format	🎬 **Reel**
Hook / Concept	Clip 1: Emotional woman looking at herself in mirror. | Clip 2: Quran verse: 'Indeed, man was created anxious.' [70:19] | Clip 3: 'Your sensitivity is not a flaw. It's a gift. Use it.'
Content Idea	Address the toxic narrative that emotional Muslims are 'weak in faith.' Reclaim emotions as part of fitrah.
Caption	Someone told you to stop feeling so much. But Allah created you with depth. Own it. 💛 #MuslimWoman #EmotionalHealth
CTA	Save & share with someone who needs this 🤍

DAY 10	The Healing Verse
Format	🖼️ **Static Image**
Hook / Concept	Wa idha maridtu fahuwa yashfeen — 'And when I am ill, it is He who cures me.' [26:80]
Content Idea	Full-screen calligraphy-style quote graphic. Both Arabic and English. Soft healing visual palette — sage, cream, gold.
Caption	In every form of illness — physical, emotional, spiritual — the ultimate healer is Allah. But He also placed cures in the world. Seek them. 🌿 #Quran #MuslimHealing
CTA	Save this verse. Recite it when you feel unwell 💚

DAY 11	How to Process Emotions the Islamic Way
Format	🎠 **Carousel — 3 slides**
Hook / Concept	Slide 1: How to Process Difficult Emotions — The Islamic Framework 🧠💚
Content Idea	Slide 2: Name it (self-awareness) | Slide 3: Feel it without acting on it | Slide 4: Bring it to Allah in dua | Final: Take aligned action / seek support.
Caption	Islam doesn't tell us to suppress our feelings. It gives us a framework to move THROUGH them. 💫
CTA	Screenshot the framework that speaks to you 📸

DAY 12	Why You Keep Reverting to Old Patterns
Format	🎬 **Reel**

Hook / Concept	Clip 1: Person looking frustrated, going in circles. | Clip 2: Text: 'It's not a lack of willpower. It's unhealed wounds.' | Clip 3: 'Healing is possible. Start here.'
Content Idea	Quick mindset reframe — cycles aren't moral failures, they're signals. Invite followers into coaching space.
Caption	You're not weak. You're carrying wounds that haven't been tended to yet. Let's change that. 👇 Tell me your biggest pattern you want to break.
CTA	💬 Comment 'READY' if you want to break the cycle

DAY 13	Self-Compassion in Islam
Format	🖼️ **Static Image**
Hook / Concept	The Prophet ﷺ said: 'Verily, Allah is gentle and loves gentleness.' — Be gentle with yourself too.
Content Idea	Minimalist quote card. Soft sage background with elegant font. Pair with a journaling prompt in caption.
Caption	You speak to yourself in ways you'd never speak to a friend. Today's challenge: speak to yourself the way Allah speaks about you — with mercy. 🌿
CTA	Save this reminder 💚 #SelfCompassion #IslamicWellness

DAY 14	Midpoint Check-In — 7 Healing Intentions for This Week
Format	🎠 **Carousel — 3 slides**
Hook / Concept	Slide 1: This Week, I Intend To... 🤍 (A Healing Affirmation Carousel)
Content Idea	7 short, powerful intention statements across slides. Visually clean with one intention per card. Designed to screenshot and save.
Caption	Print these. Screenshot them. Put one on your phone wallpaper. Niyyah (intention) matters. 💚 #MuslimMindset #HealingIntentions
CTA	Which intention is yours this week? Comment below 👇

✦ WEEK 3 ✦
MINDSET SHIFTS & GROWTH

DAY 15	The Mindset Shift That Changes Everything
Format	🎬 **Reel**
Hook / Concept	Clip 1: Someone overwhelmed, looking at a long to-do list. | Clip 2: Text: 'Stop asking: Why is this happening TO me?' | Clip 3: 'Start asking: What is this teaching me?' — Islamic growth mindset.
Content Idea	Short, punchy reframe. Great for shares. Use bold text on clean background.
Caption	This one question shift is the foundation of a growth mindset in Islam. Everything that reaches you has been permitted by Allah — and carries a lesson. 🌱
CTA	Save & try this mindset shift this week 💛

DAY 16	Islamic Affirmations to Rewire Your Mind
Format	🎠 Carousel — 3 slides
Hook / Concept	Slide 1: 10 Islamic Affirmations to Rewire Your Mindset ✨
Content Idea	10 affirmations rooted in Quranic language and hadith across 3 beautifully designed slides. E.g., 'I am enough because Allah created me with purpose.' 'My rizq is guaranteed — I release scarcity.' 'I am guided because I ask to be guided.'
Caption	These aren't just feel-good words. They're rooted in Quran and sunnah. Read them daily until your mind believes them. 💚 Save this post! 📌
CTA	Which affirmation hits hardest? Drop it below 💬

DAY 17	Tawbah as Transformation
Format	🖼️ Static Image
Hook / Concept	Tawbah is not shame. It is the bravest act of self-belief.
Content Idea	Soft gold and cream quote graphic. Powerful and gentle at the same time. This reframes repentance as a growth tool, not a punishment.
Caption	In a world that shames you for your past, Islam gives you tawbah — the gift of return. Every time you come back, Allah comes closer. That is the mindset of transformation. 🕊️
CTA	Share this with someone who needs permission to start again 💌

DAY 18	Stop Waiting to Feel 'Ready'
Format	🎬 Reel
Hook / Concept	Clip 1: Someone sitting, waiting, scrolling. | Clip 2: Text flashes: 'Allah doesn't wait for you to be ready. He sends the test when you ARE.' | Clip 3: 'Start before you feel ready. Tawakkul makes up the difference.'
Content Idea	High-energy mindset Reel. Bold typography. Paired with an uplifting instrumental.
Caption	Readiness is built through action, not waiting. Take the step. Make the dua. Trust Allah with the rest. 💪 #MuslimGrowth #ActionTaker
CTA	What step have you been waiting to take? Drop it 👇

DAY 19	How to Build a Healing Morning Routine (Islamic Edition)
Format	🎠 Carousel — 3 slides
Hook / Concept	Slide 1: The Healing Morning Routine — Islamic Edition 🌅
Content Idea	Slide 2: Fajr + 5 min stillness | Slide 3: Gratitude journaling — 3 blessings | Final: Intentional movement (walk, stretch) + set your niyyah for the day.
Caption	You don't need a 2-hour routine. You need a sacred 20 minutes. This is how you start your day with your soul, not your anxiety. 🌿
CTA	Save & try this tomorrow 📌 Tag me in your morning ☀️

DAY 20	Rizq Mindset — Abundance Over Scarcity
Format	🖼️ Static Image
Hook / Concept	Your rizq was written before you were born. Scarcity is a lie you were taught.

Content Idea	Bold affirmation graphic. Deep teal and gold palette — rich and grounded. Pairs well with a financial anxiety audience.
Caption	The anxiety you feel about money, opportunities, and what's 'enough' — that is not from Allah. His promise is 'And He provides for him from where he does not expect.' [65:3] Trust the system. 💛
CTA	Save this for when anxiety creeps in 💚 #RizqMindset

DAY 21	Week 3 Integration — You Are Becoming
Format	🎬 Reel
Hook / Concept	Clip 1: Hands writing in a journal. | Clip 2: Nature — a tree in wind, roots holding. | Clip 3: 'Growth is quiet. It's happening. Keep going.' ☁️
Content Idea	Soft, cinematic Reel. Close-out of mindset week. Contemplative and warm. End with a community prompt.
Caption	You won't always feel your growth. But it's happening in the unseen — just like barakah. 🌿 What's one shift you've noticed in yourself this month?
CTA	Tell me in the comments 💬 I read every one 🤍

✦ WEEK 4 ✦
PURPOSE, COMMUNITY & GRATITUDE

DAY 22	Finding Your Purpose as a Muslim
Format	🎠 Carousel — 3 slides
Hook / Concept	Slide 1: You Weren't Created Without a Purpose 🌟
Content Idea	Slide 2: Khalifah — you are a steward on earth | Slide 3: Your unique gifts are NOT coincidences | Final: 3 questions to uncover your purpose + a coaching offer mention.
Caption	Purpose isn't found — it's uncovered. It's already inside you. You just need the right questions and the courage to listen. 💚
CTA	DM me 'PURPOSE' to start uncovering yours 💌

DAY 23	The Dua That Rewires Your Brain
Format	🎬 Reel
Hook / Concept	Clip 1: Hands raised in dua. | Clip 2: 'Allahumma inni a'udhu bika minal hammi wal hazan.' | Clip 3: 'Science now proves: intentional prayer calms the nervous system.'
Content Idea	Teach the Prophet's dua for anxiety and sadness. Overlay with Arabic text and English transliteration. Calm, grounded aesthetic.
Caption	The Prophet ﷺ taught us this dua for worry and grief. It's a complete nervous system reset. Save it. Use it. Share it. 🤍 #IslamicDua #AnxietyRelief
CTA	Screenshot this dua and set it as your wallpaper 📱

DAY 24	Community & Belonging in Islam

Format	🖼️ **Static Image**
Hook / Concept	You are not meant to heal alone. The ummah is your support system.
Content Idea	Warm, community-feeling aesthetic. Group of women, soft tones, overlapping circles motif. A reminder that Islam is communal.
Caption	In a world that glorifies 'doing it alone,' Islam reminds us: 'The believers, in their mutual kindness, compassion and sympathy are just like one body.' (Bukhari) You were made for community. 💚
CTA	Who in your circle supports your growth? Tag them 💌

DAY 25	**Letting Go of What Allah Didn't Choose for You**
Format	🎠 **Carousel — 3 slides**
Hook / Concept	Slide 1: A Letter to Everything You Were Supposed to Let Go Of 🍂
Content Idea	Emotionally resonant letter-style carousel. 3 slides of a heartfelt message — the relationship, the opportunity, the version of yourself — that it's okay to release because Allah chose something better.
Caption	This one is for the thing you've been holding onto too long. Read this slowly. 💚 Sometimes the letting go IS the miracle.
CTA	Save & share with someone who needs this today 🤍

DAY 26	**3 Things That Helped Me Heal**
Format	🎬 **Reel**
Hook / Concept	Clip 1: Coach speaking directly to camera (talking head). | Clip 2: Text overlay rapid-fire: Therapy. Journaling. Salah. | Clip 3: 'You don't have to choose one. Use all your tools.'
Content Idea	Personal story Reel from the coach — builds trust, humanizes the brand. Mix of faith-based and practical tools.
Caption	As a Muslim life coach, here's what ACTUALLY helped me heal: ↓ It wasn't one thing. It never is. What's helped you? 👇 #MuslimLifeCoach #HealingJourney
CTA	Drop your #1 healing tool below 💬

DAY 27	**Shukr as a Superpower**
Format	🖼️ **Static Image**
Hook / Concept	Gratitude isn't just a feeling. In Islam, it is an act of worship that multiplies everything.
Content Idea	Rich, deep emerald and gold quote card. Elegant and shareable. Feature the ayah: 'If you are grateful, I will surely increase you.' [14:7]
Caption	Shukr is the most underrated mindset tool. It doesn't deny reality — it expands your capacity to receive more from Allah. Practice it today. 💛 #Shukr #GratitudePractice
CTA	Name ONE thing you're grateful for right now 👇

DAY 28	**Signs You're Ready to Work with a Life Coach**
Format	🎠 **Carousel — 3 slides**
Hook / Concept	Slide 1: 5 Signs You're Ready for Coaching (Not Just Motivation) 📋
Content Idea	Slide 2: You keep repeating the same cycles | Slide 3: You know what to do but can't start | Final: You want aligned action, not just inspiration — then pitch 1:1 coaching.

Caption	Motivation fades. Coaching transforms. If you're ready to move from knowing to doing, I want to work with you. 💚 Link in bio for my next intake.
CTA	DM me 'COACH ME' to learn more 💌

DAY 29	A Prayer for Everyone Healing Right Now
Format	🎬 **Reel**
Hook / Concept	Clip 1: Sunrise or water visuals — serene. | Clip 2: Text builds slowly: 'May Allah ease what is heavy on your heart.' | Clip 3: 'May He replace what you've lost with something that makes you say Alhamdulillah.'
Content Idea	Pure emotional impact. No sales. Just a dua and love. High shareability.
Caption	This one is for you. No CTA. Just a dua. 🤍 May your healing continue. Ameen.
CTA	Share to someone who needs this blessing today 🌿

DAY 30	30-Day Reflection — You Made It
Format	🎠 **Carousel — 3 slides**
Hook / Concept	Slide 1: 30 Days of Showing Up for Your Healing. Look How Far You've Come. 🌟
Content Idea	Slide 2: Recap of the 4 themes — Faith, Healing, Mindset, Purpose | Slide 3: Prompt — 'What is the one thing you're taking with you?' | Final: Thank you + soft pitch to join community / coaching.
Caption	30 days ago you found this page. And something in you said: this is for me. Trust that instinct. The healing continues. 💚 I'm so glad you're here.
CTA	Tell me: what's your biggest takeaway? 💬 + Follow to keep going 🌿

CONTENT STRATEGY NOTES

→ Post Timing: Aim for 3–4 posts per week consistently. Quality over quantity.

→ Best Times: Tuesday–Thursday 7–9am and 6–9pm in your audience's local timezone.

→ Hashtag Strategy: Combine niche (#MuslimLifeCoach, #IslamicWellness) + broad (#HealingJourney, #MindsetCoach) tags.

→ Reels: Use trending audio or soft nasheed/oud instrumentals. Always add captions for accessibility.

→ Carousels: Cover slide must stop the scroll. End slide should always include a CTA or prompt.

→ Static Images: Design in Canva using a consistent brand palette (teal, gold, cream). Always use high legibility fonts.

→ Engagement: Reply to ALL comments in the first hour of posting to boost algorithmic reach.

→ Stories: Complement every feed post with an IG Story — add a poll, question box, or countdown.