

*30 day*  
**CONTENT  
CALENDAR**  
*To remove daily  
decision fatigue*



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**What is in this exclusive guide?**

- ✓ Weekly strategic focus
- ✓ Daily post ideas
- ✓ Tips for when to scale and build momentum
- ✓ Tips for number of posts/week

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# 30-DAY CONTENT CALENDAR

A week-by-week content framework for building visibility, trust, and conversions — with daily post types, hook structures, and targets built in.

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# The Strategy Behind This Calendar

Consistency without structure becomes inconsistency. This calendar removes daily decision fatigue by giving you a purpose-driven framework for every single post. Replace [NICHE] with your specific positioning and adapt each hook to your own audience language.

Every week in this calendar builds on the previous one — moving you from initial visibility through to optimisation, conversions, and scale.

MIX	TYPE	PURPOSE
60%	Value Content	Teaches something useful. Builds authority. Attracts the right audience.
30%	Relatable Content	Creates emotional connection. Builds trust. Drives comments and shares.
10%	Conversion Content	Drives clicks. Promotes offers. Converts attention into income.

## Before You Start

Fill in your [NICHE] variable everywhere in this calendar before you begin posting. The more specific your niche positioning, the more your content will resonate. 'Make money online' is too broad. 'Affiliate marketing for 9-to-5 workers with no budget' is a niche.

WEEK

1

## FOUNDATION AND VISIBILITY

**GOAL:** Start posting and establish initial presence

DAY 1	POST TYPE & SUGGESTED HOOK
	<b>Pain Hook:</b> <i>If you're trying to [NICHE] and nothing is working, this is why... — High retention opener</i>
	<b>Value Post:</b> <i>3 beginner mistakes that keep people stuck in [NICHE] — Teaches and positions you as a guide</i>
DAY 2	POST TYPE & SUGGESTED HOOK
	<b>Curiosity Hook:</b> <i>Nobody tells you this about [NICHE]... — Opens a knowledge gap the viewer must close</i>
	<b>Relatable Post:</b> <i>POV: You've been trying [NICHE] for months but nothing is happening... — Emotional connection</i>
DAY 3	POST TYPE & SUGGESTED HOOK
	<b>Mistake Hook:</b> <i>This mistake is costing you in [NICHE] every single day... — Pain + urgency</i>
	<b>Quick Win:</b> <i>The one thing beginners in [NICHE] should do first — Simple, actionable, shareable</i>
DAY 4	POST TYPE & SUGGESTED HOOK
	<b>Result Hook:</b> <i>Here's how complete beginners are succeeding with [NICHE] right now... — Credibility builder</i>
	<b>Authority Post:</b> <i>If I were starting [NICHE] from scratch today, I'd do this first — Positions experience</i>
DAY 5	POST TYPE & SUGGESTED HOOK
	<b>Simplicity Hook:</b> <i>You're overcomplicating [NICHE] — here's what you actually need... — Removes friction</i>
	<b>Value Post:</b> <i>5 tools that make [NICHE] easier for beginners — Affiliate link opportunity</i>
DAY 6	POST TYPE & SUGGESTED HOOK

	<b>Story Hook:</b> <i>I used to struggle with [NICHE] until I changed this one thing... — Trust builder</i>
	<b>Conversion Post:</b> <i>Want to start [NICHE] properly? This is the resource I'd start with — Soft CTA</i>

<b>DAY 7</b>	<b>POST TYPE &amp; SUGGESTED HOOK</b>
	<b>Review Day:</b> <i>Repost your best performer from Days 1–6 with a fresh hook — Double the reach</i>
	<b>Engagement Post:</b> <i>What's your biggest challenge with [NICHE]? — Generates comments, builds audience insight</i>

**END OF WEEK TARGET:** 12–15 posts live, first engagement signals, at least 5 distinct hook types tested.

**WEEK**  
**2**
**VOLUME AND LEARNING**
**GOAL:** Increase output and identify what resonates

Post 2–3 times daily this week. The goal is data — you need volume to find patterns. Mix value posts, relatable posts, and one daily authority post. Test 3–5 different CTA phrasings and track which drives the most profile visits or link taps.

**Key Focus This Week**

Watch time and engagement patterns. Which hook types hold viewers past 3 seconds? Which topics generate comments? Which CTAs produce link taps? This data shapes everything in Week 3.

DAY	DAILY POST MIX (2–3 POSTS)
Day 8	Value post (tip or framework) + Relatable post + Authority post ('Here's what I've learned about [NICHE]...')
Day 9	Pain hook video + Quick win post + CTA test #1: 'Check the link in my bio for [OUTCOME]'
Day 10	Curiosity hook video + Beginner guide post + Relatable story ('When I first started [NICHE]...')
Day 11	Result hook video + Mistake-based post + CTA test #2: 'I've linked the exact resource I use — bio link'
Day 12	Authority post + Value framework post + Engagement question post
Day 13	Story-based post + Simplicity hook video + CTA test #3: 'Want the full system? It's in my bio'
Day 14	Review day: repost top 2 performers from Week 2 with fresh hooks. Analyse: which hook held viewers longest?

**END OF WEEK TARGET:** 30–40 total posts live, early data patterns clear, first confirmed link clicks, potential first leads or sales.

**WEEK**  
**3**
**OPTIMISATION AND FIRST CONVERSIONS**
**GOAL:** Turn attention into clicks and sales

Double down on your Week 2 winners. Create 3–5 variations of your top-performing content — same topic or hook structure, slightly different angle or delivery. Shift your mix toward more conversion-focused posts.

DAY	DAILY FOCUS
Day 15	Variation of your Week 2 best performer — same structure, different hook wording
Day 16	Conversion post: 'Here's how to get started with [NICHE]' — direct, clear, bio CTA
Day 17	Variation #2 of top performer + Authority post: 'The system that actually works for beginners in [NICHE]'
Day 18	Pain hook: 'Why most people in [NICHE] never earn — and the fix' — strong conversion intent
Day 19	Bridge page test day: drive traffic specifically to your offer page, track CTR
Day 20	Variation #3 + Simplicity post: 'You only need 3 things to start [NICHE] today'
Day 21	Week 3 review: which 3 posts drove the most link taps? Analyse hook + CTA combination.

**Bridge Page Check**

Strengthen your bridge page this week. Test the headline. Clarify the explanation. Make the CTA button text more specific. Review offer alignment — does the product you're promoting match the problems your content addresses?

**END OF WEEK TARGET:** First 1–5 sales for most beginners. Increased CTR. Growing audience quality.

**WEEK**  
**4**
**SCALING AND MOMENTUM**
**GOAL:** Increase output and compound results

Increase to 4–5 posts per day using the batching system. Recreate your top-performing hooks and topics with fresh variations. Add a secondary platform if your primary is producing consistent results.

DAY	DAILY FOCUS (4–5 POSTS)
<b>Day 22</b>	Batch creation day: write and schedule 4–5 posts using your top hook structures from Weeks 1–3
<b>Day 23</b>	Pain hook + Value post + Relatable post + Conversion post (4 posts minimum)
<b>Day 24</b>	Platform expansion: repurpose 3 TikTok videos as YouTube Shorts or Pinterest pins
<b>Day 25</b>	Authority post + 3 variations of your single best-performing hook from the month
<b>Day 26</b>	Conversion-focused day: 3 posts all pointing to your offer with different hook angles
<b>Day 27</b>	Engagement day: question post + behind-the-scenes post + story post. Build community.
<b>Day 28</b>	Month review: identify your single best post. Analyse every element — hook, pacing, CTA.
<b>Days 29–30</b>	Create a repeatable template based on your best post. Schedule first 5 posts of Month 2.

**END OF WEEK TARGET:** 60–90 total posts live, consistent daily traffic, multiple sales, clear optimisation roadmap for Month 2.



# Weekly Review Protocol

Every Sunday, spend 15 minutes answering these four questions. This single habit compounds your improvement faster than any other practice.

## Question 1

Which 3 posts performed best this week? Note the hook type, topic, and post format for each.

## Question 2

What hook structure led each of your top performers? Pain, curiosity, result, story, or simplicity?

## Question 3

Which CTA drove the most clicks or profile visits? What was the exact wording?

## Question 4

What one thing will I do differently next week? One specific change — not a general intention.

WEEK	POSTS LIVE	LINK CLICKS	SALES	TOP HOOK TYPE
Week 1				
Week 2				
Week 3				
Week 4				

**You have the calendar. Now build the content engine.**

Get the TikTok Cashflow Blueprint — the complete step-by-step system for turning your content into consistent commissions.

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