

FREE CONTENT PLAN

# THE 14-DAY CLIENT-MAGNET BLUEPRINT



Turn "No Idea What to Say" into  
High-Converting Content

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Posting more isn't the  
problem.

Not knowing what to  
say is

# Your Content Foundation

Before you post, you need your "Core Pillars."

Fill these in so you can plug them into the templates below.

**My Ideal Client:** (e.g., Exhausted toddler moms, over-40 skincare enthusiasts)

**The Big Problem I Solve:** (e.g., Kids won't sleep, skin losing elasticity)

**Their Biggest Pain Point:** (e.g., Feeling like a "zombie," looking older than they feel)

**Their Dream Outcome:** (e.g., Waking up refreshed, feeling confident in their skin)

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# The 14-Day Roadmap

Don't overthink it. Pick one idea per day, post, and move on.

day	post type	goal
1	problem	call out struggle
2	story	build connection
3	mistake	establish authority
4	tip	teach
5	hot take	share polarizing opinion
6	FAQ	solve a problem
7	education	provide a win
8	problem	address why problem feels unfixable
9	story	share what you wish you knew sooner
10	mistake	highlight what's keeping them stuck
11	tip	path to desire
12	hot take	say what no one else will
13	FAQ	solve a problem
14	education	3 steps to improve

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# The Daily Templates

## Day 1: The Problem Post

**Hook** "[Ideal Client] struggling with [Problem], try [Solution]."

**Example:** "Toddler moms struggling with sleep even though your kids do? Try this 3-step routine to calm your mind."

**CTA:** Send this to a [Ideal Client] who is struggling with [Problem] right now.

## Day 2: The Story Post

**Hook:** "I used to struggle with [Pain Point], but now I [Outcome]."

**Example:** "I used to struggle with losing weight as a busy mom, but now I feel confident and more like myself."

**CTA:** Comment "[Keyword]" below if this has been a struggle for you, too.

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# The Daily Templates

## Day 3: The Mistake Post

**Hook:** "The biggest mistake I see [Ideal Client] make when it comes to [Pain Point] is [Mistake]."

**Example:** "The biggest mistake I see women over 40 make when it comes to skincare is skipping [Product]."

**CTA:** Follow along to learn more about [Goal/Outcome].

## Day 4: The Tip Post

**Hook:** "If you don't know where to start when it comes to [Pain Point/Desire], try this."

**Caption:** Share how your specific offer or service solves this.

**CTA:** Comment "[Keyword]" and I will send you my [Resource/Routine].

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# The Daily Templates

## Day 5: The Hot Take

**Hook:** "Unpopular opinion: [Your Controversial Belief]."

**Example:** "Unpopular opinion: Collagen should be supplemented starting at age 21."

**CTA:** Did you know this? Share this with a friend who needs to hear it.

## Day 6: The FAQ Post

**Hook:** "This isn't talked about enough..."

**Caption:** Detail a specific problem your product/service solves that people usually ignore.

**CTA:** What are your thoughts? Tell me below.

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# The Daily Templates

## Day 7: The Education Post

**Hook:** "Here's what most [Ideal Client] don't realize about [Pain Point]."

**Caption:** Provide a solution they can implement today for free. Don't sell yet—just help.

**CTA:** Send this to an [Ideal Client] who needs an [Outcome] boost.

## Day 8: The "Impossible" Problem

**Hook:** "Why does [Pain Point] as a [Ideal Client] feel impossible to fix?"

**Example:** "Why does weight loss as a toddler mom over 30 feel impossible to fix?"

**CTA:** Send this to a [Ideal Client] who is currently in the thick of it.

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# The Daily Templates

## Day 9: The "Wish I Knew" Story

**Hook:** "As a [Who you are], I wish someone told me this sooner."

**Example:** "As a mom with toddlers who struggles with tantrums, I wish someone told me this sooner."

**CTA:** Comment "[Keyword]" below if you've been feeling this lately.

## Day 10: The "Stuck" Mistake

**Hook:** "This is the mistake keeping you stuck when it comes to [Pain Point]."

**Example:** "This is the mistake keeping you stuck when it comes to applying makeup that makes you look young."

**CTA:** Follow along for more [Topic] tips for [Ideal Client].

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# The Daily Templates

## Day 11: The Desire Tip

**Hook:** "If you want [Desire], then start doing this."

**Example:** "If you want to feel confident walking into a room of other business women, then start doing this."

**CTA:** Share this post with another [Ideal Client] who wants to [Desire].

## Day 12: The "No One Wants to Say It" Hot Take

**The Hook:** "No one wants to say this, but..."

**Caption:** Share a hard truth about your industry or the struggles your clients face.

**CTA:** Did you know this? Share this with a friend who needs the truth!

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# The Daily Templates

## Day 13: The Common Question FAQ

**Hook:** "I get asked this all the time when it comes to [Pain Point/Service]."

**Example:** "I get asked this all the time when it comes to organizing your accounts as a small business."

**CTA:** Follow along for more tips on how to optimize your [Topic].

## Day 14: The 3-Step Education

**Hook:** "3 simple steps to improve [Pain Point]."

**Example:** "3 simple steps to improve the elasticity and youthfulness of your skin."

**CTA:** Send this to a friend who is trying to improve their [Topic].

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# Don't go back to guessing what to post

If you've been posting but not getting clients...

It's not that you need more ideas.

You need a plan that actually works for **YOUR** business.  
That's exactly what I help with.

💬 Message me "PLAN" on Instagram  
and I'll help you map out content that actually brings in  
clients



*Thank you!*

You've got this! Remember, every big journey is a collection of small steps. Stay consistent, keep experimenting, and watch your Instagram business thrive. Devyn is here to support you every step of the way — see you on Instagram!



@next\_level\_creatives\_