



30 DAY CONTENT OPS PLAN

Plan, Create, Launch - Everyday



Time Block Planning for Solo Creators

Strategic time allocation is the foundation of consistent content creation. These suggested durations can be adjusted based on your capacity and experience level.

Research Phase

45-90 minutes per VOD

Deep dive into topics, gather insights, and validate content angles before moving to production.

Script & Beats

45-90 minutes

Structure your narrative, create compelling hooks, and outline key talking points for seamless delivery.

Recording Session

60-120 minutes

Includes setup time, multiple takes, and technical adjustments for professional-quality output.

Post-Production & Publishing Workflow

The magic happens in post-production. Allocate sufficient time for quality editing and strategic publishing decisions.

01

Edit

2-4 hours for comprehensive video editing, color correction, and audio enhancement

02

Review & Approve

20-30 minutes with expectation of a second pass for refinements

03

Title & Thumbnail

30-60 minutes, ideally started before filming for strategic alignment

04

Upload & Publish

20-30 minutes for final optimization and scheduling



Quality editing transforms raw footage into compelling content that resonates with your target audience and drives engagement.

Social Media & Planning Schedule

Consistent social media presence amplifies your content reach and builds meaningful professional connections.

Complementary Social Posts

3 posts per week

30-45 minutes each for strategic content that showcases expertise and drives professional opportunities

Sunday Planning Session

30 minutes weekly

Strategic planning for topics, titles, and time blocks to ensure consistent content flow throughout the week



Weekly Content Grid Template

Use this comprehensive template to organize your weekly content strategy and track all essential elements for maximum impact.

VOD Title (Pillar)	_____
Thumbnail Hook	3-5 words: _____
Social Posts (3)	Carousel / Text / Clip
Portfolio Asset	Case study / Offer sheet / Resume video
CTA (One)	Open to roles in _____ / Book a fit call
Warm Outreach	1) _____ 2) _____ 3) _____
Post Mortem	What worked? _____ What's next? _____

VOD Structure: Executive-Friendly Format

Create compelling video content that resonates with decision-makers using this proven structure that captures attention and drives action.



Hook

Capture attention immediately with a compelling opening that addresses a specific pain point or opportunity



Why It Matters to Companies

Connect your content to business impact, demonstrating clear value proposition for organizational success



Agenda (3 Beats)

Structure your content with three key points that build upon each other logically



Teach

Deliver actionable insights and practical knowledge that viewers can immediately apply



CTA

Clear call-to-action: "I'm open to roles in ____ this quarter" or "Teams: book a fit call"

LinkedIn Post Recipes for Maximum Engagement

Diversify your LinkedIn content strategy with these three proven formats. Use one recipe each week to maintain variety and maximize reach across different audience preferences.



Carousel (Case Study)

- Problem identification
- Stakes and consequences
- Strategic approach
- Measurable results
- Key lesson learned
- Clear CTA



Text (How-To)

- Compelling hook line
- 3-5 actionable bullets
- Mini CTA: "DM me for checklist"
- Encourage engagement



Clip (30-60s)

- Lead with the hook
- Deliver key insight quickly
- Link full VOD in comments
- Drive traffic to main content

Essential Metrics That Drive Results

Focus on metrics that directly correlate with your professional goals. Track these key performance indicators to optimize your content strategy and measure real business impact.

VOD Performance

- Click-through rate (CTR)
- 30-second retention
- Average view percentage



LinkedIn Engagement

- Impressions and reach
- Saves and shares
- Profile visits
- DMs and replies
- **Calls/interviews booked**

Portfolio Impact

- Clicks on one-pager
- Scheduler engagement
- Conversion to meetings



Remember: The most important metric is calls and interviews booked - this directly translates to career opportunities and business growth.

Team Variation: Scaling Your Content Operation

When you're ready to scale beyond solo creation, this team structure ensures consistent quality while leveraging specialized expertise across your content production workflow.



On-Camera Spokesperson

Owens the opener and delivers the three main content beats. Serves as the consistent face and voice of your brand, building trust and recognition with your audience.



Producer/PM

Manages scheduling, publishing workflows, analytics tracking, and compliance review. Ensures content meets brand standards and publishing deadlines.



Editor

Handles VOD trimming, captions, and creates one clip plus one carousel per VOD. Maintains visual consistency and optimizes content for platform-specific requirements.



Enablement Specialist

Keeps the one-pager updated and coordinates with sales team for content distribution. Ensures content aligns with current business objectives and market positioning.

Your Content Success Framework

Consistent execution of this framework will transform your professional presence and create meaningful career opportunities. Success comes from systematic implementation, not perfection.

Strategic Planning

Sunday planning sessions set the foundation for weekly success

Measure & Optimize

Track metrics that matter and adjust strategy based on results



Content Creation

Follow time blocks for research, scripting, and recording

Publishing & Distribution

Optimize for each platform and maintain consistent schedule

- ✓ **Pro Tip:** Start with 80% execution rather than waiting for 100% perfection. Consistency beats perfection in content creation, and you'll improve with each iteration.

Remember: Your content is an investment in your professional future. Every video, post, and interaction builds toward your next opportunity. Stay consistent, measure what matters, and adjust your approach based on real results.