

CASTILLO DIGITAL MEDIA

PERSONAL EDITION

THE
30
DAY
B-ROLL
CONTENT PACK

30 READY-TO-SHOOT CONTENT DAYS

Hooks • Settings • Camera Angles • Lighting

INCLUDES A 30-PROMPT HIGGSFIELD APPENDIX

Ready for AI-avatar creators

**NEVER STARE AT A BLANK
CONTENT CALENDAR AGAIN.**

Empowering Experience Through AI

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How to Use This Pack

This pack gives you 30 days of content — already thought through, so all that's left is to press record. Each day includes a hook to open with, a setting, a camera angle, and a lighting note. Batch a week at a time using the planning approach from your core workbook, or shoot day-by-day as you go.

If you're generating content with an AI avatar in Higgsfield, skip to the Prompt Appendix at the back — every day's hook, setting, camera, and lighting is already translated into a ready-to-paste prompt.

The rotation behind this pack

The 30 days follow the same problem/shift/proof content strategy from the core framework, moving through four themes across the month so your feed never feels repetitive:

- **Week 1 — Relatable Confession.** Build connection by naming what you wish you'd known sooner.
- **Week 2 — Myth-Buster.** Challenge the belief that's keeping your audience stuck.
- **Week 3 — Small Win / Proof.** Show that the shift actually works.
- **Week 4 — Direct Teach.** Hand over the specific next step.
- **Days 29–30 — Direct Offer.** Close the month with a clear invitation to act.

Week 1 — Relatable Confession

Day	Hook	Setting	Camera Angle	Lighting
1	I spent years doing this the hard way. I wish I'd known this sooner.	Sunlit home office desk, near a window	Handheld walking shot, slight movement	Backlit silhouette easing into a front-lit reveal
2	Nobody told me this when I started — it would've saved me months.	Backyard patio, mid-morning light	Over-the-shoulder insert (screen or notebook)	Open shade, cool and even
3	If you're working a 9-to-5 wondering if there's another way, watch this.	Front porch, natural afternoon light	Close-up on hands (typing, writing, phone)	Late afternoon warm side light
4	This is the moment everything started to make sense for me.	Walking on a neighborhood sidewalk	Wide establishing shot cutting to close-up	Bright natural daylight, soft shadows
5	I almost gave up before I figured this part out.	Kitchen counter, bright natural light	Selfie-style angle, slightly above eye-level	Golden hour warm light
6	Here's what I wish someone had explained to me on day one.	Parked car interior, sunlight through windshield	Static chest-up shot, eye-level	Diffused overcast light, even and flattering
7	The biggest mistake I made when I started — and how to skip it.	Coffee shop table by the window	Slight low angle, seated at a desk	Direct window light with reflector fill

Week 2 — Myth-Buster

Day	Hook	Setting	Camera Angle	Lighting
8	Most people think you need years of experience to start. You don't.	Balcony or rooftop, open sky	Handheld walking shot, slight movement	Backlit silhouette easing into a front-lit reveal
9	This is the myth that's keeping most people stuck.	Park bench, greenery in background	Over-the-shoulder insert (screen or notebook)	Open shade, cool and even
10	You don't need a huge following to make this work. Here's why.	Living room couch, soft window light	Close-up on hands (typing, writing, phone)	Late afternoon warm side light
11	Everyone assumes this takes years. It doesn't.	Sunlit home office desk, near a window	Wide establishing shot cutting to close-up	Bright natural daylight, soft shadows
12	The "you need to be an expert" myth is costing people their shot.	Backyard patio, mid-morning light	Selfie-style angle, slightly above eye-level	Golden hour warm light
13	Stop believing you need more time before you can start.	Front porch, natural afternoon light	Static chest-up shot, eye-level	Diffused overcast light, even and flattering
14	This isn't as complicated as it looks — here's the truth.	Walking on a neighborhood sidewalk	Slight low angle, seated at a desk	Direct window light with reflector fill

Week 3 — Small Win / Proof

Day	Hook	Setting	Camera Angle	Lighting
15	Here's a small win that proves this actually works.	Kitchen counter, bright natural light	Handheld walking shot, slight movement	Backlit silhouette easing into a front-lit reveal
16	This one shift changed how fast things started moving.	Parked car interior, sunlight through windshield	Over-the-shoulder insert (screen or notebook)	Open shade, cool and even
17	I didn't expect this to work this quickly.	Coffee shop table by the window	Close-up on hands (typing, writing, phone)	Late afternoon warm side light
18	Small step, real result — here's what happened.	Balcony or rooftop, open sky	Wide establishing shot cutting to close-up	Bright natural daylight, soft shadows
19	This is proof you don't need to overthink this.	Park bench, greenery in background	Selfie-style angle, slightly above eye-level	Golden hour warm light
20	Here's what changed after just a few weeks of doing this.	Living room couch, soft window light	Static chest-up shot, eye-level	Diffused overcast light, even and flattering
21	The moment I knew this was actually going to work.	Sunlit home office desk, near a window	Slight low angle, seated at a desk	Direct window light with reflector fill

Week 4 — Direct Teach

Day	Hook	Setting	Camera Angle	Lighting
22	If you want real results, stop doing this common mistake.	Backyard patio, mid-morning light	Handheld walking shot, slight movement	Backlit silhouette easing into a front-lit reveal
23	Here's the exact first step, in plain language.	Front porch, natural afternoon light	Over-the-shoulder insert (screen or notebook)	Open shade, cool and even
24	Do this one thing before you do anything else.	Walking on a neighborhood sidewalk	Close-up on hands (typing, writing, phone)	Late afternoon warm side light
25	This is the single most overlooked step people skip.	Kitchen counter, bright natural light	Wide establishing shot cutting to close-up	Bright natural daylight, soft shadows
26	Here's how to know if this is even right for you.	Parked car interior, sunlight through windshield	Selfie-style angle, slightly above eye-level	Golden hour warm light
27	The one tool that makes this dramatically easier.	Coffee shop table by the window	Static chest-up shot, eye-level	Diffused overcast light, even and flattering
28	Here's exactly what to do in your first week.	Balcony or rooftop, open sky	Slight low angle, seated at a desk	Direct window light with reflector fill

Days 29–30 — Direct Offer

Day	Hook	Setting	Camera Angle	Lighting
29	I'm not selling hustle — I'm showing you the system that actually works.	Park bench, greenery in background	Handheld walking shot, slight movement	Backlit silhouette easing into a front-lit reveal
30	If you've been on the fence, this is your sign to take the next step.	Living room couch, soft window light	Over-the-shoulder insert (screen or notebook)	Open shade, cool and even

Appendix

Higgsfield Prompt Pack

If you're generating your content with an AI avatar in Higgsfield, every day below follows your locked prompt structure: CHARACTER / ATTIRE / SETTING / CAMERA / LIGHTING / DIALOGUE / NEGATIVE PROMPTS. Fill in your CHARACTER and ATTIRE once, and reuse them across all 30 prompts — the setting, camera, lighting, and dialogue are already written for you below.

Don't have a Higgsfield account yet? [Sign up here](#) to get started — it's the tool behind every avatar and video in this pack. New accounts created through this link unlock a personal discount of up to 50% off, active for the first three hours after you log in — worth grabbing before it expires.

Disclosure: this is an affiliate link. If you sign up through it, I may earn a commission at no extra cost to you.

Your standing fields (fill in once)

CHARACTER: [YOUR LOCKED AVATAR / SOUL ID REFERENCE]

ATTIRE: [YOUR STANDARD OUTFIT – vary every few days to avoid repetition]

Standard negative prompts (use for all 30 days)

blurry, distorted face, extra fingers, unbuttoned collar, warped hands, inconsistent lighting, low resolution, text artifacts, watermark

Adjust the negative prompt list to match whatever issues you've already resolved for your specific avatar.

Week 1 — Relatable Confession — Prompts

Day	SETTING / CAMERA / LIGHTING	DIALOGUE
1	SETTING: Sunlit home office desk, near a window CAMERA: Handheld walking shot, slight movement LIGHTING: Backlit silhouette easing into a front-lit reveal	"I spent years doing this the hard way. I wish I'd known this sooner."
2	SETTING: Backyard patio, mid-morning light CAMERA: Over-the-shoulder insert (screen or notebook) LIGHTING: Open shade, cool and even	"Nobody told me this when I started — it would've saved me months."
3	SETTING: Front porch, natural afternoon light CAMERA: Close-up on hands (typing, writing, phone) LIGHTING: Late afternoon warm side light	"If you're working a 9-to-5 wondering if there's another way, watch this."
4	SETTING: Walking on a neighborhood sidewalk CAMERA: Wide establishing shot cutting to close-up LIGHTING: Bright natural daylight, soft shadows	"This is the moment everything started to make sense for me."
5	SETTING: Kitchen counter, bright natural light CAMERA: Selfie-style angle, slightly above eye-level LIGHTING: Golden hour warm light	"I almost gave up before I figured this part out."
6	SETTING: Parked car interior, sunlight through windshield CAMERA: Static chest-up shot, eye-level LIGHTING: Diffused overcast light, even and flattering	"Here's what I wish someone had explained to me on day one."
7	SETTING: Coffee shop table by the window CAMERA: Slight low angle, seated at a desk LIGHTING: Direct window light with reflector fill	"The biggest mistake I made when I started — and how to skip it."

Week 2 — Myth-Buster — Prompts

Day	SETTING / CAMERA / LIGHTING	DIALOGUE
8	SETTING: Balcony or rooftop, open sky CAMERA: Handheld walking shot, slight movement LIGHTING: Backlit silhouette easing into a front-lit reveal	"Most people think you need years of experience to start. You don't."
9	SETTING: Park bench, greenery in background CAMERA: Over-the-shoulder insert (screen or notebook) LIGHTING: Open shade, cool and even	"This is the myth that's keeping most people stuck."
10	SETTING: Living room couch, soft window light CAMERA: Close-up on hands (typing, writing, phone) LIGHTING: Late afternoon warm side light	"You don't need a huge following to make this work. Here's why."
11	SETTING: Sunlit home office desk, near a window CAMERA: Wide establishing shot cutting to close-up LIGHTING: Bright natural daylight, soft shadows	"Everyone assumes this takes years. It doesn't."
12	SETTING: Backyard patio, mid-morning light CAMERA: Selfie-style angle, slightly above eye-level LIGHTING: Golden hour warm light	"The 'you need to be an expert' myth is costing people their shot."
13	SETTING: Front porch, natural afternoon light CAMERA: Static chest-up shot, eye-level LIGHTING: Diffused overcast light, even and flattering	"Stop believing you need more time before you can start."
14	SETTING: Walking on a neighborhood sidewalk CAMERA: Slight low angle, seated at a desk LIGHTING: Direct window light with reflector fill	"This isn't as complicated as it looks — here's the truth."

Week 3 — Small Win / Proof — Prompts

Day	SETTING / CAMERA / LIGHTING	DIALOGUE
15	SETTING: Kitchen counter, bright natural light CAMERA: Handheld walking shot, slight movement LIGHTING: Backlit silhouette easing into a front-lit reveal	"Here's a small win that proves this actually works."
16	SETTING: Parked car interior, sunlight through windshield CAMERA: Over-the-shoulder insert (screen or notebook) LIGHTING: Open shade, cool and even	"This one shift changed how fast things started moving."
17	SETTING: Coffee shop table by the window CAMERA: Close-up on hands (typing, writing, phone) LIGHTING: Late afternoon warm side light	"I didn't expect this to work this quickly."
18	SETTING: Balcony or rooftop, open sky CAMERA: Wide establishing shot cutting to close-up LIGHTING: Bright natural daylight, soft shadows	"Small step, real result — here's what happened."
19	SETTING: Park bench, greenery in background CAMERA: Selfie-style angle, slightly above eye-level LIGHTING: Golden hour warm light	"This is proof you don't need to overthink this."
20	SETTING: Living room couch, soft window light CAMERA: Static chest-up shot, eye-level LIGHTING: Diffused overcast light, even and flattering	"Here's what changed after just a few weeks of doing this."
21	SETTING: Sunlit home office desk, near a window CAMERA: Slight low angle, seated at a desk LIGHTING: Direct window light with reflector fill	"The moment I knew this was actually going to work."

Week 4 — Direct Teach — Prompts

Day	SETTING / CAMERA / LIGHTING	DIALOGUE
22	SETTING: Backyard patio, mid-morning light CAMERA: Handheld walking shot, slight movement LIGHTING: Backlit silhouette easing into a front-lit reveal	"If you want real results, stop doing this common mistake."
23	SETTING: Front porch, natural afternoon light CAMERA: Over-the-shoulder insert (screen or notebook) LIGHTING: Open shade, cool and even	"Here's the exact first step, in plain language."
24	SETTING: Walking on a neighborhood sidewalk CAMERA: Close-up on hands (typing, writing, phone) LIGHTING: Late afternoon warm side light	"Do this one thing before you do anything else."
25	SETTING: Kitchen counter, bright natural light CAMERA: Wide establishing shot cutting to close-up LIGHTING: Bright natural daylight, soft shadows	"This is the single most overlooked step people skip."
26	SETTING: Parked car interior, sunlight through windshield CAMERA: Selfie-style angle, slightly above eye-level LIGHTING: Golden hour warm light	"Here's how to know if this is even right for you."
27	SETTING: Coffee shop table by the window CAMERA: Static chest-up shot, eye-level LIGHTING: Diffused overcast light, even and flattering	"The one tool that makes this dramatically easier."
28	SETTING: Balcony or rooftop, open sky CAMERA: Slight low angle, seated at a desk LIGHTING: Direct window light with reflector fill	"Here's exactly what to do in your first week."

Days 29–30 — Direct Offer — Prompts

Day	SETTING / CAMERA / LIGHTING	DIALOGUE
29	SETTING: Park bench, greenery in background CAMERA: Handheld walking shot, slight movement LIGHTING: Backlit silhouette easing into a front-lit reveal	“I’m not selling hustle — I’m showing you the system that actually works.”
30	SETTING: Living room couch, soft window light CAMERA: Over-the-shoulder insert (screen or notebook) LIGHTING: Open shade, cool and even	“If you’ve been on the fence, this is your sign to take the next step.”

You're Fully Booked for the Month

What's Next

30 days of content removes the single biggest reason people fall off posting consistently: running out of ideas. Shoot these in order, or pull whichever day fits your mood — the rotation is built so nothing feels repetitive no matter what order you shoot in.

Pair this with your Start Earning Online Workbook captions and DM scripts, and your entire month — content, captions, and funnel — is ready to go.

Ready for the next 30 days, or want the Creator Edition to customize and resell this pack?

→ **[Insert your offer or checkout link here]**