

A person is working at a desk. They are wearing a white sweater. Their hands are visible, one holding a yellow pen and the other holding a white card. A laptop is open in front of them. A smartphone is on the desk to the right. A calendar is visible in the bottom left corner, showing the number 9. The background is a light blue wall.

60 DAY

content calendar

Create Content
Effortlessly for 60 Days

THE POSSIBILITY AWAITS - LET'S GET STARTED!

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SOCIAL MEDIA CONTENT

Tips for Posting on Social Media

- 1 **POST CONSISTENTLY** - 2-3 TIMES PER DAY
INITIALLY TO MAXIMIZE YOUR REACH

- 2 **MIX UP YOUR CONTENT** BY SHARING A VARIETY
OF POSTS, IMAGES AND VIDEOS

- 3 **ENGAGE WITH YOUR FOLLOWERS** BY
RESPONDING TO COMMENTS, MESSAGES AND
ASKING FOR THEIR FEEDBACK

- 4 **INCLUDE A HOOK AND CALL TO ACTION IN
YOUR POSTS**
HOOK PHRASES:
 - WATCH UNTIL THE END
 - HOW I WENT FROM .. TO...
 - TRY THIS NEWCALL TO ACTION:
 - FOLLOW FOR MORE

[CLICK HERE TO GET A FACELESS CONTENT LIBRARY, WHICH INCLUDES:](#)

- 16 PAGES OF SALES CONTENT
 - 100 VIRAL HOOKS
 - 90 DAYS OF CONTENT
 - 50 VIRAL CALL TO ACTIONS
 - **SO MUCH MORE!**
-

SOCIAL MEDIA CONTENT

Tips for Posting on Social Media

5

THE 3 KEY AREAS ARE **EDUCATE, ENTERTAIN & MOTIVATE**

6

USE A **SOCIAL MEDIA MANAGEMENT TOOL** TO SCHEDULE YOUR POSTS IN ADVANCE, WHICH WILL SAVE YOU TIME AND ENSURE YOUR CONTENT IS POSTED CONSISTENTLY.

**[CLICK HERE FOR
THE COMPLETE SOCIAL MEDIA PLANNER](#)**

OVER 130 PAGES GUIDING YOU ON HOW TO:

- PLAN & SCHEDULE YOUR CONTENT
- TARGET YOUR AUDIENCE
- ANALYZE & GROW YOUR AUDIENCE

INCLUDED PLANNERS FOR ALL PLATFORMS:

- FACEBOOK
 - INSTAGRAM
 - TIKTOK
 - YOUTUBE
 - PINTEREST
-

**BE YOURSELF, BE GENUINE, SHARE
YOUR STORY AND YOUR JOURNEY**



DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
<u>INTRO POST:</u> INTRODUCE THE DIGITAL PRODUCT & ITS BENEFITS	<u>PRODUCT SPOTLIGHT:</u> HIGHLIGHT YOUR TOP DIGITAL PRODUCT FOR PASSIVE INCOME	<u>PERSONAL STORY:</u> SHARE YOUR EXPERIENCE WITH EARNING PASSIVE INCOME	<u>QUOTE:</u> SHARE AN INSPIRATIONAL QUOTE ABOUT FINANCIAL FREEDOM	<u>USER TESTIMONIAL:</u> POST A TESTIMONIAL FROM A SATISFIED CUSTOMER
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
<u>HOW-TO POST:</u> EXPLAIN HOW TO GET STARTED WITH PASSIVE INCOME	<u>BEHIND-THE-SCENES:</u> SHOW YOUR WORKSPACE AND TOOLS YOU USE	<u>POLL:</u> ASK YOUR AUDIENCE ABOUT THEIR BIGGEST PASSIVE INCOME GOALS	<u>MYTH BUSTING:</u> DEBUNK A COMMON MYTH ABOUT PASSIVE INCOME	<u>Q&A:</u> ANSWER A FREQUENTLY ASKED QUESTION ABOUT DIGITAL PRODUCTS
DAY 11	DAY 12	DAY 13	DAY 14	DAY 15
<u>INFOGRAPHIC:</u> SHARE AN INFOGRAPHIC ABOUT PASSIVE INCOME STATISTICS	<u>LIVE SESSION:</u> ANNOUNCE AN UPCOMING LIVE Q&A SESSION	<u>SUCCESS STORY:</u> SHARE A SUCCESS STORY FROM A CUSTOMER	<u>TIP OF THE DAY:</u> PROVIDE A DAILY TIP ON GENERATING PASSIVE INCOME	<u>TESTIMONIAL VIDEO:</u> SHARE A VIDEO TESTIMONIAL FROM A USER
DAY 16	DAY 17	DAY 18	DAY 19	DAY 20
<u>PRODUCT COMPARISON:</u> COMPARE YOUR DIGITAL PRODUCT WITH A COMPETITOR	<u>EMAIL SIGN-UP:</u> PROMOTE YOUR EMAIL NEWSLETTER FOR EXCLUSIVE TIPS	<u>INFLUENCER COLLAB:</u> ANNOUNCE A COLLABORATION WITH AN INFLUENCER	<u>TUTORIAL:</u> POST A TUTORIAL ON USING YOUR DIGITAL PRODUCT	<u>FREE RESOURCE:</u> SHARE A FREE RESOURCE RELATED TO PASSIVE INCOME
DAY 21	DAY 22	DAY 23	DAY 24	DAY 25
<u>GIVEAWAY:</u> HOST A GIVEAWAY FEATURING YOUR DIGITAL PRODUCT	<u>POLL RESULTS:</u> SHARE THE RESULTS OF A PREVIOUS POLL	<u>USER-GENERATED CONTENT:</u> SHARE CONTENT CREATED BY YOUR USERS	<u>STORY HIGHLIGHTS:</u> USE INSTAGRAM STORIES TO HIGHLIGHT KEY FEATURES	<u>CREATE A QUIZ:</u> CREATE A QUIZ ABOUT PASSIVE INCOME
DAY 26	DAY 27	DAY 28	DAY 29	DAY 30
<u>DISCOUNT OFFER:</u> ANNOUNCE A LIMITED TIME DISCOUNT	<u>DAY IN THE LIFE:</u> SHOW A DAY IN YOUR LIFE AS A PASSIVE INCOME EARNER	<u>CUSTOMER FEEDBACK:</u> POST FEEDBACK FROM A HAPPY CUSTOMER	<u>LIVE SESSION RECAP:</u> RECAP HIGHLIGHTS FROM YOUR LIVE Q&A	<u>MEME:</u> SHARE A FUN MEME RELATED TO FINANCIAL FREEDOM



DAY 31	DAY 32	DAY 33	DAY 34	DAY 35
<u>PRODUCT DEMO:</u> SHOW A DEMO OF YOUR DIGITAL PRODUCT	<u>LIST POST:</u> TOP 5 BENEFITS OF EARNING PASSIVE INCOME	<u>GIVEAWAY WINNER:</u> ANNOUNCE THE WINNER OF YOUR GIVEAWAY	<u>INFLUENCER POST:</u> SHARE A POST FROM YOUR INFLUENCER COLLABORATION	<u>STORY HIGHLIGHTS:</u> HIGHLIGHT TESTIMONIALS AND SUCCESS STORIES
DAY 36	DAY 37	DAY 38	DAY 39	DAY 40
<u>TIPS & TRICKS:</u> POST TIPS FOR MAXIMIZING PASSIVE INCOME	<u>FEEDBACK REQUEST:</u> ASK FOR FEEDBACK FROM YOUR AUDIENCE	<u>BEHIND-THE-SCENES:</u> SHOW THE CREATION PROCESS OF YOUR DIGITAL PRODUCT	<u>STORY HIGHLIGHT:</u> HIGHLIGHT KEY PRODUCT FEATURES	<u>PRODUCT COMPARISON:</u> ANOTHER COMPARISON WITH A POPULAR COMPETITOR
DAY 41	DAY 42	DAY 43	DAY 44	DAY 45
<u>TESTIMONIAL VIDEO:</u> SHARE ANOTHER VIDEO TESTIMONIAL	<u>SOCIAL MEDIA ADS:</u> ANNOUNCE YOUR LATEST AD CAMPAIGN	<u>LONG-TERM BENEFITS:</u> DISCUSS LONG-TERM BENEFITS OF PASSIVE INCOME	<u>PARTNER SPOTLIGHT:</u> HIGHLIGHT A PARTNER USING YOUR PRODUCT	<u>SUCCESS STORY:</u> SHARE ANOTHER CUSTOMER SUCCESS STORY
DAY 46	DAY 47	DAY 48	DAY 49	DAY 50
<u>EMAIL SERIES:</u> PROMOTE AN EMAIL SERIES ABOUT PASSIVE INCOME	<u>FEATURE ANNOUNCEMENT:</u> ANNOUNCE NEW FEATURES & UPDATES	<u>TAKEOVER:</u> LET AN INFLUENCER TAKE OVER YOUR ACCOUNT FOR A DAY	<u>LAUNCH A CONTEST:</u> LAUNCH A CONTEST RELATED TO PASSIVE INCOME STRATEGIES	<u>REMINDER:</u> REMIND FOLLOWERS ABOUT ONGOING PROMOTIONS
DAY 51	DAY 52	DAY 53	DAY 54	DAY 55
<u>RECAP POST:</u> RECAP THE BEST CONTENT AND TESTIMONIALS	<u>FUTURE PLANS:</u> TALK ABOUT FUTURE DEVELOPMENTS IN PASSIVE INCOME	<u>CASE STUDY UPDATE:</u> PROVIDE AN UPDATE ON PREVIOUS CASE STUDIES	<u>INFLUENCER POST:</u> SHARE MORE CONTENT FROM YOUR INFLUENCER COLLABORATION	<u>SOCIAL MEDIA HIGHLIGHT:</u> HIGHLIGHT THE BEST SOCIAL MEDIA POSTS FROM USERS
DAY 56	DAY 57	DAY 58	DAY 59	DAY 60
<u>EMAIL CAMPAIGN:</u> SEND A FINAL EMAIL WITH A CALL TO ACTION	<u>INTERACTIVE SESSION:</u> HOST AN INTERACTIVE LIVE SESSION	<u>THANK YOU POST:</u> THANK YOUR CUSTOMERS AND HIGHLIGHT THEIR STORIES	<u>WRAP UP:</u> WRAP UP THE CAMPAIGN WITH A SUMMARY	<u>FUTURE TEASER:</u> TEASE FUTURE CONTENT OR PRODUCTS RELATED TO PASSIVE INCOME

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The Possibility Awaits - Let's get started!

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