

30-Day CONTENT PLANNER



30 DAYS OF CONTENT IDEAS SO
YOU NEVER RUN OUT OF WHAT TO POST



PLAN
AHEAD



STAY
CONSISTENT



GROW YOUR
BRAND

BY: CLAUDIA LOPEZ



These 30 days of content ideas were made for digital product sellers who are tired of staring at a blank screen wondering what to post next. 😊 Inside, you'll find simple content ideas designed to help you stay consistent, connect with your audience, and actually move people closer to a sale.

Make them your own. Add your personality, your story, your offers, and your magic to it. ✨ Remember: Content doesn't need to be perfect to work. It just needs to connect.

Don't hesitate to message me
Claudia@MakeMoneyWithClaudiaLopez.com
with additional questions.

30 DAYS OF SOCIAL MEDIA CONTENT

Day 1

Introduce your digital product and explain how it can empower others to sell their digital products effectively. Encourage followers to click the link in your bio to learn more.

Day 2

Share a success story of someone who used your digital product and achieved remarkable results in their own digital product sales. Ask followers to share their own success stories in the comments.

Day 3

Post a quick tip on how to optimize digital product listings for maximum visibility and sales. Include a call-to-action to download a free guide from your website.

Day 4

Share a tutorial video demonstrating a useful technique or strategy for promoting and selling digital products. Encourage followers to tag a friend who could benefit from the tip.

30 DAYS OF SOCIAL MEDIA CONTENT

Day 5

Highlight a specific feature of your digital product that helps others streamline their sales process. Include a call-to-action to visit your website for a detailed overview.

Day 6

Post a customer testimonial video where a user shares how your digital product helped them increase their digital product sales. Encourage followers to share their own testimonials.

Day 7

Conduct a live Q&A session where followers can ask questions about selling digital products and how your product can assist. Promote it in advance and encourage followers to submit their questions.

Day 8

Share a behind-the-scenes look at the creation process of your digital product and the reasons behind its development. Ask followers to share their own insights and experiences.

30 DAYS OF SOCIAL MEDIA CONTENT

Day 9

Post a motivational quote or image related to resilience and perseverance in digital product sales. Ask followers to share their favorite quotes in the comments.

Day 10

Share a valuable resource, such as an e-book or checklist, that provides actionable tips for selling digital products. Include a call-to-action to download it from your website.

Day 11

Host a giveaway contest where followers can enter to win a free copy of your digital product. Encourage them to tag others who would benefit from it.

Day 12

Post a "Tip of the Day" series, sharing one practical tip each day for improving digital product sales. Encourage followers to save the posts for future reference.

30 DAYS OF SOCIAL MEDIA CONTENT

Day 13

Share a case study of a successful digital product launch, highlighting the strategies used and the results achieved. Invite followers to share their own launch experiences.

Day 14

Create a video tutorial demonstrating how to leverage social media platforms to promote and sell digital products effectively. Encourage followers to ask questions in the comments.

Day 15

Post an infographic or visual guide that provides step-by-step instructions on creating compelling sales pages for digital products. Encourage followers to save it for future use.

Day 16

Share a success story of a customer who had limited sales experience but achieved remarkable results with your digital product. Ask followers to tag friends who could benefit from it.

30 DAYS OF SOCIAL MEDIA CONTENT

Day 17

Conduct a poll asking followers about their biggest challenges in selling digital products and offer solutions based on your expertise. Share the results and engage in discussions.

Day 18

Post a video testimonial from a well-known industry expert who used your digital product to enhance their own digital product sales. Ask followers to share their thoughts on the testimonial.

Day 19

Share a quick productivity hack or time-saving tip specifically tailored for digital product sellers. Ask followers to share their own tips in the comments.

Day 20

Host a live webinar or online workshop focused on advanced strategies for selling digital products. Promote it in advance and encourage followers to sign up.

30 DAYS OF SOCIAL MEDIA CONTENT

Day 21

Share a customer testimonial video where a user discusses the impact your digital product had on their overall business growth. Invite followers to share their own success stories.

Day 22

Create a visually appealing infographic showcasing key statistics and trends related to selling digital products. Ask followers to share their thoughts on the current state of the market.

Day 23

Post a relatable meme or GIF that humorously captures the challenges and triumphs of selling digital products. Ask followers to tag a friend who can relate.

Day 24

Share a step-by-step guide on creating an effective sales funnel for digital products, highlighting the role of your product in the process. Encourage followers to save the post for reference.

30 DAYS OF SOCIAL MEDIA CONTENT

Day 25

Conduct a live video session where you provide personalized feedback and suggestions on digital product sales strategies for a few selected followers. Encourage them to submit their requests in advance.

Day 26

Share a case study of a customer who achieved significant revenue growth by implementing specific strategies outlined in your digital product. Ask followers to share their own growth stories.

Day 27

Post a valuable resource, such as a downloadable template or worksheet, that helps digital product sellers streamline their operations. Include a call-to-action to download it from your website.

Day 28

Host a live Q&A session specifically focused on social media marketing for digital product sales. Encourage followers to submit their questions in advance.

90 DAYS OF SOCIAL MEDIA CONTENT

Day 29

Share a tutorial video on using specific marketing techniques, such as email marketing or influencer collaborations, to boost digital product sales. Ask followers to share their experiences with these techniques.

Day 30

Post a customer testimonial video that highlights the financial success achieved by a user through the implementation of your digital product strategies. Ask followers to tag others who aspire to similar results.



SCROLL STOPPING HOOKS

- If your content was converting, you wouldn't need 47 story slides explaining your offer 🥲
- You do NOT need more followers to start getting leads.
- The reason people aren't buying might surprise you 👁️
- Most people are posting daily and collecting absolutely nothing.
- If your audience keeps saying "I'm interested" but never buys... read this.
- Stop creating content that only gets likes 😊
- The easiest sales happen when your content does the heavy lifting.
- You're probably one messaging shift away from more sales.
- If nobody is clicking your links, this is for you 🥲
- Most people don't have an offer problem. They have a CONTENT problem.

**EXTRA
BONUS**



💡 BONUS TRAINING: THE 4
BUYER TYPES IN SALES
PSYCHOLOGY
WATCH THE SHORT TRAINING
HERE 👁️



One of the biggest mistakes people make in content creation?

Talking to every buyer the SAME way 😭

Because the truth is, different people buy for different reasons.

Once you understand this, your content starts connecting deeper, converting easier, and bringing in more buyers 😊



VIDEO: [HTTPS://YOUTU.BE/MVETQTIB GSG?SI=SV395FZJZKO-R0KP](https://youtu.be/mvetqtibgsg?si=sv395fzjzko-r0kp)

The Promoter Loves excitement, momentum, and seeing other people jump in.

These buyers respond to:

- ✓ hype
- ✓ excitement
- ✓ social proof
- ✓ urgency/FOMO

Example: “Everyone’s loving this right now 🤩”

Best CTA: “DM me ‘I’m in!’ and let’s get started.”

The Supporter Wants connection, trust, and to feel supported.

These buyers respond to:

- ✓ community
- ✓ relationships
- ✓ encouragement
- ✓ feeling understood

Example: “You don’t have to do this alone 😊”

Best CTA: “Comment ‘READY’ and I’ll help you.”

The Analyzer Needs details, logic, and proof before making decisions.

These buyers respond to:

- ✓ step-by-step breakdowns
- ✓ facts
- ✓ clarity
- ✓ explanations

Example: “Here’s exactly how this works and why it’s effective.”

Best CTA: “Grab the full guide here 👁️”

The Controller Wants fast results, efficiency, and directness.

These buyers respond to:

- ✓ simplicity
- ✓ leadership
- ✓ speed
- ✓ clear outcomes

Example: “Let’s cut the fluff. Here’s the fastest way to start.”

Best CTA: “Click the link and get started today.”



Why This Matters

When your content speaks to different buyer types, more people feel understood by your messaging.

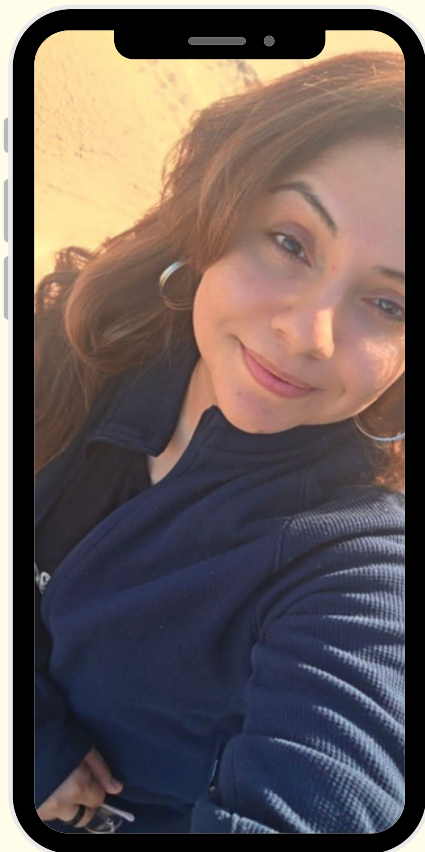
That means:

- ✓ more engagement
- ✓ more leads
- ✓ more buyer conversations
- ✓ and more sales 😊

Most people don't need MORE content.

They need content that connects better.

▫ Claudia



P.S. If you'd like deeper support and strategy, join my free skool community here: [Winning On Purpose](#)

And if you want more help growing your audience + sales:

✦ Want your first 100 email subscribers? [Start here.](#)

✦ Want access to 90+ no fluff trainings like this, from me? Grab the \$7 [Megalink Here](#) 🔥