

30-day content plan in 30 minutes

Step 1 – Define your pillars



AI PROMPT TO USE

You are an exceptional content strategist famous for helping clients utilise the power of content to get inbound leads on social channels like LinkedIn, Facebook, X, and IG. Your task is to help me narrow down my main content pillars to 3–5 so that I can strengthen and grow my personal brand and attract inbound leads.

The topics I like to talk about are [insert your favourite topics].

Each pillar should connect to:

- ① what you love talking about,
- ② what your audience cares about,
- ③ what leads naturally to your paid offer.

Step 2 – Generate ideas inside each pillar

Treat every pillar like a living system that feeds your content funnel.

Your goal is to **pull ideas from your own work, life and experience** and link them to what your clients need to learn next.



AI PROMPT TO USE

Generate 15 post ideas under the [your pillar] that help [your audience] overcome [their 2AM pain] at the Awareness, Interest, and Conversion stages of their journey.



ALWAYS EDIT

Never use AI copy as-is, always edit it to make it uniquely yours.

Step 3 – Turn it into a repeatable rhythm

Once you have your pillars and ideas, **mix and match them by intent** (awareness, authority, connection, conversion) and format (carousel video, text+image) each week (AI will probably already do this for you).



For example, 3x/week posting can look like this:

MIX & MATCH PILLARS FOR UNIQUE CONTENT AND IDEAS AND OUTSTANDING POSITIONING

Week 1

Visibility & Credibility

Day	Intent	Topic	Format
Mon	Educational	“3 signs your positioning is confusing your audience”	Carousel
Wed	Story	“The mindset shift that helped my client go from invisible to in-demand”	Text + image
Fri	Authority	“Here’s how I help coaches fix their positioning in 60 minutes”	Video

Week 2

Authority & Systems Thinking

Day	Intent	Topic	Format
Mon	How-To	“How to fix your low connection acceptance rate”	Video
Wed	Authority	“Career coach went from confusing to crystal-clear in one week”	case study
Fri	Story	“Make your About section sound human again.”	text + image

AND SO ON...



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