

# 7 Day Content Creation Worksheet

	Instagram Post	IG Stories/Tik Tok	Extra Platform	Instagram Content	IG/Tik Tok Content	Extra Content
MONDAY	<b>Client Story:</b> Sharing the progress your Client has made since working with you. Such as, client wins/goals achieved, your products in use or a clients skin journey.	<b>Client Journey:</b> Before & After Photos of client outcomes or Show your product being created. Breakdown Client Struggles. Outline how you helped them. Share a Testimonial.	<b>Linkedin/Facebook:</b> Share video of youworking with your client or creating a product.service. In the voiceover explain the Clients struggles, how you helped them and the results they gained.			
TUESDAY	<b>How your product.service solves client problems:</b> "If you were my Client and you struggled with XXX I would do XXX"	<b>Resolving Problems Voiceover:</b> Explain in more details a Client struggle and how you can resolve it. Share photo examples of when you have done this for Client	<b>Linkedin/Facebook:</b> "If you want this, then you need to ask for this..." Service /Product Breakdown			
WEDNESDAY	<b>Trend Spotlight:</b> Focus on a current trend or something new in your industry. Talk about how you can recreate or act on this for your clients	<b>Trend Spotlight:</b> Focus on a current trend or something new in your industry. Talk about how you can recreate or act on this for your clients	<b>Facebook/Linkedin:</b> Share Video of your business utilising a new trend. In voiceover explain your method and technique.			
THURSDAY	<b>Client Results:</b> Highlight a popular treatment/service/ product and share a carousel post of happy clients and any results.	Share Client Selfies and IG Messages praising their results. Share remaining slots you have for appointments, new clients or avaiability of stock.	<b>Facebook/Linkedin:</b> Share Client Results of a popular treatment/ service/product. Remaining avaiability/ stock appointment slots t and how to book/purchase.			
FRIDAY	<b>Spotlight:</b> Feature a treatment/ service/product, or even a team member, or yourself. Breakdown how to work with you whats included, pricing and how to book.	Client Before & After images for Four Treatments. Remaining Appointment Slots to Book.	<b>Email Newsletter:</b> Feature a treatment/service/product, a team member, or yourself. Share somethingthat happened in your business this week. How to work with you whats included, pricing and how to book.			
SATURDAY	<b>Day in the Life Reel:</b> Use this as a space to explain services or your added values in the voiceover. Build the Know, Like Trust, Factor.	<b>Highlight of the Day:</b> Share the best moment of your day in stories. Direct Followers to watch your reel to see more of your day.	<b>Linkedin/Facebook:</b> Breakdown your Day in the Life in photos, explaining elements of your day in the caption.			
SUNDAY	<b>Weekly Recap Reel:</b> Sharing your highlights and wins from the week.	<b>Weekly Wins:</b> Shout out Team Member (even if it's your office pet!) of the week and what they achieved.	<b>Facebook/Linkedin:</b> Weekly Recap or Win. Share a Great client result, or the best selling service/product of the week.			