



Pleasant View  
**MEDIA**

**READY-  
TO-USE**

*Feel confident  
posting with a 5-day  
content calendar and  
tutorials to show up  
and sign clients.*

**YOUR CONTENT  
CONFIDENCE PLAN**

# WELCOME!

This is the exact one-week content structure I use with my clients to help them get out of “view jail,” grow their social media presence, and—most importantly—attract aligned clients and build a thriving community.

We’re not just chasing views here (although let’s be honest, this plan does routinely get my clients thousands—sometimes tens of thousands—of views).

We’re building a foundation that helps your content do what it’s actually supposed to do: connect, convert, and call in the right people.

Because you don’t need more pressure. You need a repeatable rhythm that works. You need content that feels like you, speaks to your dream clients, and turns scrolling strangers into loyal followers—and eventually, into paying clients who are a hell yes for your work.

I also created tutorials to help you with implementing this content plan. Just head to this link to check it out at [pleasantviewmedia.com/contentconfidence](https://pleasantviewmedia.com/contentconfidence) or

**[CLICK HERE FOR TUTORIALS](https://pleasantviewmedia.com/contentconfidence)**



# YOUR 5-DAY CONTENT PLAN

For Instagram, TikTok, YouTube Shorts, or Any Platform!

How to Use This Plan:

- Plug-and-Play: Every post comes with pre-written scripts, text-on-screen templates, and caption ideas. Just fill in your details!
- All Platforms: You can use and repurpose this plan on TikTok, YouTube Shorts, Facebook, and LinkedIn.
- Rinse & Repeat: Follow this structure weekly by swapping out your hooks and topics to keep your content fresh.
- Bonus Tips: At the end, you'll find bonus sections on repurposing content across platforms and extra hook ideas for each day.



# **MONDAY: VISIBILITY & ENGAGEMENT**

## **(SHORT-FORM REEL WITH TEXT ON SCREEN)**

**Goal: Spark curiosity, drive engagement, and position you as the expert in your industry.**

### **How to Film (B-Roll Style):**

1. Record b-roll clips of yourself in work-related activities (e.g., typing, sipping coffee, walking, or behind-the-scenes at your workspace).
2. Overlay text that appears in stages to reveal your message.

### **Text-on-Screen:**

1. "The #1 question I get about [your industry] is..."
2. "[Common Question]"
3. "Most people think the answer is [Wrong Assumption]..."
4. "But actually, it's [Surprising Truth]!"

### **Caption Template:**

\*People always ask me this about [industry], and I totally get why!

A lot of people assume the answer is [Wrong Assumption], but in reality, [Surprising Truth].

It took me [X years/experience] to realize this, and once I did, everything changed.

💡 What do you think—does this surprise you? Drop a 🤖 in the comments!

Want more insights like this? Follow for more [industry tips] every week!\*



# **TUESDAY: CONNECTION & STORYTELLING**

## **(TALKING VIDEO)**

**Goal: Build trust by sharing your personal journey.**

### **Script Template:**

- Opening Hook: "I wish I knew this one thing when I started as a [your profession]—it totally changed everything for me!"
- Personal Story:
  - "When I first started, I thought [Assumption or Challenge]."
  - "But then I learned [The One Thing], and it changed everything!"
  - "Now, I use this lesson every day to help [Ideal Clients] get [Desired Result]."
- Final CTA: "If you're just starting out in [industry], I hope this helps you too! What's one lesson you've learned along the way?"

### **Caption Template:**

If I could go back and tell myself one thing when I started as a [your profession], it would be this: [Lesson].

It changed EVERYTHING for me.

Have you had a moment like this in your journey?





# WEDNESDAY: DEEP DIVE & EDUCATION

## (CAROUSEL POST)

**Goal: Provide educational content that is saveable and shareable.**

### Carousel Template:

- *Slide 1 (Cover Image):*
- "5 Myths the [Industry] Wants You to Believe—Here's the Truth! 🚨"
- *Slide 2:*
- ❌ Myth #1: [Misconception]
- ✅ Truth: [Reality]
- *Slide 3:*
- ❌ Myth #2: [Misconception]
- ✅ Truth: [Reality]
- *Slide 4:*
- ❌ Myth #3: [Misconception]
- ✅ Truth: [Reality]
- *Slide 5:*
- ❌ Myth #4: [Misconception]
- ✅ Truth: [Reality]
- *Slide 6:*
- ❌ Myth #5: [Misconception]
- ✅ Truth: [Reality]
- *Slide 7 (CTA Slide):*
- "💡 Did any of these surprise you? Save this post for later & drop a 🔥 in the comments!"

### Caption Template:

There's a lot of misinformation out there about [industry], and these myths are keeping people stuck.

Here's the truth about what really works! 🚀

Which one surprised you the most?



# **THURSDAY: AUTHORITY & TRUST**

## **(SHORT-FORM REEL WITH TEXT ON SCREEN)**

**Goal: Showcase your expertise by highlighting a small shift that delivered big results for your client.**

### **How to Film (B-Roll Style):**

1. Record b-roll clips of yourself in a work environment (e.g., typing, reviewing notes, or consulting).
2. Use text overlays to reveal each point progressively.

### **Text-on-Screen Sequence:**

1. "This small shift helped my client go from [Struggle] to [Result]!"
2. "Before: They were struggling with [Common Pain Point]..."
3. "We changed ONE thing: [Small but Powerful Strategy]..."
4. "And within [Timeframe], they saw [Amazing Result]!"

### **Caption Template:**

One of my clients was stuck with [Struggle], and it was holding them back from [Desired Goal].

We changed ONE small thing—[Small Shift]—and in just [Timeframe], they saw [Big Result].

💡 The best part? This shift works for so many people in [industry]! If you've been struggling with [Similar Problem], this might help YOU too.

Drop a 🔥 in the comments if you want to learn more!  
Follow for more [industry tips] & real success stories!



# **FRIDAY: SELLING WITHOUT FEELING SALESY**

## **(TALKING VIDEO)**

**Goal: Present your unique framework and share why your approach is the best solution... all without coming off as pushy.**

### **Script Template:**

- Opening Hook: "I do things differently in [industry]—and my clients love it!"
- What Makes Your Work Unique:
  - "Most [industry professionals] do [Typical Industry Approach], but I take a different path.
  - I use [Your Unique Method] because it [Reasons why it works better]."
  - "This approach is what helps my clients overcome [Common Problem] and achieve [Desired Result]."
- Final CTA: "If you're tired of [Industry Problem] and want a fresh approach, let's chat!"

### **Caption Template:**

Most [industry professionals] do things this way... but I do it differently—and here's why my clients love it.

If you've been looking for a new way to overcome [problem], let's talk!

Drop a 💬 in the comments or DM me to learn more.





# **BONUS SECTION 1**

## **HOW TO REPURPOSE THIS CONTENT ACROSS PLATFORMS**

### **Instagram → TikTok → YouTube Shorts → Facebook Reels:**

- Use the same short-form videos on all these platforms with your text-on-screen format.
- Check for trending audio on TikTok and Instagram Reels to boost reach; add the trending sound to your b-roll footage.

### **Instagram Carousels → Facebook & LinkedIn:**

- Post your carousel as an album on Facebook or as a post thread on LinkedIn.
- Alternatively, share your carousel images in the YouTube Community tab.

### **Instagram Content → Email Marketing:**

- Turn Tuesday's storytelling video into a personal story email.
- Adapt Wednesday's educational carousel into a value-packed quick-tip email.
- End your email with a call-to-action such as, "Follow me on [Instagram/TikTok] for more insights!"

### **Repurposing for Podcasts/Blogs:**

- Use the content from Friday's video about your unique framework as the basis for a mini podcast episode or a blog post. Expand on the topic, share more examples, and include links back to your social posts.

Pro Tip: Repurposing isn't just about reusing the same content—it's about adapting your message for different audiences while keeping your core ideas consistent.



# BONUS SECTION 2

## HOW TO RINSE & REPEAT THIS CONTENT PLAN

Use this same structure every week—simply swap out your hooks, topics, and key points to keep your content fresh. Here are additional hook ideas to rotate in:

### **Monday (Visibility & Engagement – Short-Form Reel)**

- "The biggest misconception about [industry]—and why it's not true!"
- "You might be doing [Common Action] in a way that could be so much better!"
- "Ever wondered why [common problem]? Here's an insight!"

### **Tuesday (Connection & Storytelling – Talking Video)**

- "The lesson I learned the hard way in [industry] (so you don't have to)!"
- "My journey from [Struggle] to [Success]—what I wish I knew sooner!"
- "What I love most about being a [Your Profession] (and the surprises along the way)!"

### **Wednesday (Deep Dive & Education – Carousel Post)**

- "The step-by-step process I use to help my clients get [Result]."
- "3 things every [Ideal Client] should know—and why they work."
- "You don't need [Common Misconception] to succeed—here's what truly matters."

### **Thursday (Authority & Trust – Short-Form Reel)**

- "This ONE tweak changed everything for my client—here's what we did!"
- "Why I recommend [Strategy] over [Common Practice]—and the amazing results!"
- "A small shift that made a huge difference in [client outcome]!"

### **Friday (Selling Without Feeling Salesy – Talking Video)**

- "Here's what makes my approach unique—and why it works wonders."
- "Discover the secret behind my success: a framework designed just for [industry]."
- "If you're looking for a fresh way to tackle [problem], here's what I do differently."

Pro Tip: Stick with the overall structure, but feel free to experiment with different hooks each week. This keeps your content dynamic and engaging while reinforcing your expertise.



# **WANT THIS DONE FOR YOU?**

## **LET US TAKE IT OFF YOUR PLATE**

Loved this plan but don't have time to execute it? My Social Media Growth Accelerator gives you:

- Custom strategy & content calendar
- 4 high-quality short-form videos per week
- 1 carousel post per week
- Complete editing, captions, and hashtags—ALL done for you.
- Bonus - email marketing included!

Book a free call today to see how I can take content off your plate: [pleasantviewmedia.com/call](https://pleasantviewmedia.com/call)

**[CLICK HERE FOR SCHEDULE YOUR FREE CALL](https://pleasantviewmedia.com/call)**

