

30-day content calendar

Thirty days of posts, planned. What to film, what to post in your channel, and what story to put up, every day for a month, so you never open the app wondering what to say.

This calendar is also a Google Sheet (30 rows, a Notes column to track results, and an instructions tab) that you duplicate and fill in month by month. The partners who make it are not the most creative. They post every day. This calendar removes the daily decision: each day has one short video (for TikTok, and the same file for Reels, Shorts and X), one channel post (Telegram, or your landing page updated), and one story. Film the videos in two batches, on day 0 and day 14, and the month runs itself.

The mix is the one that works on every platform: two real life, two results or learning, three tips a week. Never three results in a row. Every video ends with your last line, every channel post ends with your message CTA.

What you will learn

- The weekly rhythm and the two filming days
- Thirty days of videos, channel posts and stories
- How to adapt the calendar to your audience: beginners or traders
- The month two rule

The rhythm

Day of week	Video type	Channel post	Story
Monday	Tip	Real life: the week starts	Desk, "market opens in an hour"
Tuesday	Real life	Tip	A poll
Wednesday	Tip	Result or learning	A trade or a screenshot
Thursday	Result or learning	Voice message	Question box
Friday	Tip	Real life	Reply to a comment on camera
Saturday	Real life	Weekend photo	Weekend
Sunday	Result or learning: the weekly recap	Weekly recap	Recap

Filming days: **Day 0** (the day before day 1) and **Day 14**. Seven to fourteen videos each, one take each, captions added that evening, saved as drafts. Posting takes two minutes a day after that.

THE 7 DAY VIDEO PLAN

DAY 1 Real life "Day 1 of posting what I learn about trading." Your face, your desk, 15 seconds. Last line	DAY 2 Tip One beginner tip from the first line table. 30 seconds. Last line	DAY 3 Result or learning One trade screenshot, win or loss, and the one lesson. Risk line. Last line	DAY 4 Tip Another tip. Take it from a comment if you got one. Last line	DAY 5 Real life Where you are, what you are doing, one line about trading. Last line	DAY 6 Tip The one setting or habit every beginner gets wrong. Last line	DAY 7 Week one recap "Here is what I got wrong and what I am changing." Last line
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Every video ends with the last line: Telegram, link in bio. Then repeat.

The weekly rhythm: two real life, two results, three tips.

Week 1: start

Day	Video (first line)	Channel post	Story
1	"Day 1 of posting what I learn about trading." Your face, your desk, 15 seconds.	Post and pin "how to get started". Then a round video message: "I post every day, message me START if you want to begin."	Your desk. Poll: "Have you ever tried trading?"
2	Tip: "Your risk is not the money you put in."	Real life: your morning, one line. CTA.	Coffee, "link in bio"
3	Real life: "This is everything I use. A phone and a notebook."	Tip: what a stop loss does, three lines. CTA.	A trade you took
4	Result or learning: "I lost money on this trade. Here is why." Risk line.	Result or learning: a screenshot, risk line. CTA.	Question box: "What stops you from starting?"
5	Tip: "The one setting every beginner leaves on."	Voice message: one tip, 30 to 60 seconds. CTA under it.	Reply to a comment on camera
6	Real life: "No trades today. The plan said wait."	Weekend photo, one line. CTA.	Weekend
7	Recap: "Week one. Here is what I got wrong and what I am changing."	Weekly recap: what happened, what you learned, what is next. CTA.	Recap

Week 2: build

Day	Video (first line)	Channel post	Story
8	Tip: "Nobody explains this to beginners." (a stop loss is where you agreed you were wrong)	Real life. CTA.	Desk
9	Real life: "Same routine every day. Check the plan, then the chart."	Tip: the one number you check before a trade. CTA.	Poll: "Chart first or news first?"
10	Tip: "If your chart looks like this, stop."	Result or learning. CTA.	A screenshot
11	Result or learning: "Stopped out. Correct decision, wrong outcome."	Voice message: answer the most asked question this week.	Question box
12	Tip: "What a candle is actually telling you."	Real life. CTA.	Reply on camera
13	Real life: where you are, one line about trading.	Weekend photo. CTA.	Weekend

Day	Video (first line)	Channel post	Story
14	Recap: "Two weeks in. Not profitable yet. Still here." Then film the next 14 videos.	Weekly recap. CTA.	Recap

Week 3: deepen

Day	Video (first line)	Channel post	Story
15	Tip: "Before you open a live account, watch this."	Real life. CTA.	Desk
16	Real life: "Trading from a coffee shop today."	Tip: why the first 30 minutes are dangerous. CTA.	Poll: "Demo or real money first?"
17	Tip: "Do not place a trade until you can answer this."	Result or learning. CTA.	A trade
18	Result or learning: "Three weeks in. Here is what I got wrong."	Voice message.	Question box
19	Tip: "The hardest part of trading is doing nothing."	Real life. CTA.	Reply on camera
20	Real life: a walk, "no setup today, so nothing today."	Weekend photo. CTA.	Weekend
21	Recap: "Week three. The one habit I am keeping."	Weekly recap. CTA.	Recap

Week 4: repeat what worked

Look at which videos people watched to the end in weeks 1 to 3. Make five more like the best one this week.

Day	Video (first line)	Channel post	Story
22	Tip: the same topic as your best video, new angle.	Real life. CTA.	Desk
23	Real life: "A stop loss is not surrender."	Tip. CTA.	Poll
24	Tip: "This took me four months to understand and takes 20 seconds to explain."	Result or learning. CTA.	Screenshot
25	Result or learning: "I was up on this trade and still lost. Here is how."	Voice message.	Question box
26	Question: "Honest question: how long did it take you to place your first trade?"	Real life. CTA.	Reply on camera
27	Real life: weekend, one line.	Weekend photo. CTA.	Weekend
28	Recap: "Day 28. Here is what changed."	Weekly recap. CTA.	Recap
29	Tip: your most asked question this month, answered.	Tip. CTA.	Testimonial or a reply you got, name hidden
30	Series: "Day 30. Month two starts tomorrow."	"Month one is done. Here is the plan for month two. Message me START if you want to start with me."	Recap of the month

Adapting to your audience

If your audience is	Change
People who do not trade yet (most partners)	Keep the calendar as it is. Lifestyle and honest learning are the whole point.
People who already trade	Swap the "real life" videos for relatable ones: "POV: London opens in five minutes", "When you move your stop and it hits anyway." Swap the tips for setups: "The one thing I check before every trade." Channel posts become setups and results.
Comparison and platform content	One video a week compares conditions or shows your setup, with the last line "the platform I use and why is in the link in my bio."

The month two rule

Do not write a new calendar for month two. Take the ten videos with the most watch time from month one and make three new versions of each. Same topic, new first line, new example. That is month two. Month three, the same. The calendar is the product; the topics repeat and the audience grows.

Key takeaways

- One video, one channel post, one story a day. Two filming days a month.
 - Two real life, two results, three tips a week. Never three results in a row.
 - Every video ends with the last line. Every channel post ends with the message CTA.
 - Week four repeats what worked in weeks one to three. Month two repeats month one's best.
 - The calendar removes the decision. The rhythm is the product.
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