



Never Stare at a Blank Calendar Again

The 20-minute system that turns "what do I post today?" into a solved problem — pillars, ratios, an idea engine and a year of prompts, for any niche.

WHAT'S INSIDE

Everything that matters, in pointers

This mini gives you the honest map of content planning in 20 minutes: why calendars beat improvising, how to pick your pillars and ratios, the idea engine that never runs dry, and how to run it as a weekly habit. Read it once and you'll already out-plan most creators.

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THE ONE IDEA TO HOLD THE WHOLE WAY

A content calendar isn't bureaucracy — it's burnout insurance. It converts a daily panic ("what do I post?") into a decision you made once, in a calm hour, ahead of time.

Why a calendar wins

- **The consistency payoff:** Buffer studied creators across a 26-week window — accounts that posted in 20+ of those weeks earned roughly **5×** the engagement per post of accounts that showed up four weeks or fewer.
- **Frequency compounds:** Instagram accounts posting 3–5×/week grow followers 2×+ faster than 1–2×/week baseline; 10+×/week can hit ~5.5× — but only while quality holds.
- **The no-post penalty:** across 4.8 million channel-week observations, accounts that skipped a week underperformed their own baseline. Any posting beats none.
- **Batching buys back time:** ~40% of creators had adopted batching by 2025, many reporting **50–70%** time saved in the first month.
- **Burnout is real:** 52% of creators report career-driven burnout; 40% name creative fatigue as the #1 cause. A calendar removes the daily "what do I post?" anxiety tax.

REALITY CHECK

Organic engagement is falling industry-wide — Instagram fell ~26% in 2025 alone. That makes planning ahead more valuable, not less.

CHAPTER 01 · CONTINUED

The numbers behind the payoff

~5x

More engagement for
consistent posters vs. sporadic

50–70%

Time saved in month one of
batching

52%

Of creators report career-
driven burnout

Engagement by format tells the same story: single-image posts sit at just 0.35–0.37%, while Reels (0.52%) and carousels (0.55–0.72%) roughly double that. When reach is scarce, format and consistency both matter.

- **Theme days still work in 2026** — not for hashtag reach, but as internal scaffolding that removes the blank page and makes batching easy.

REMEMBER

"A content calendar is not bureaucracy. It's burnout insurance — it converts a daily panic into a solved problem."

Pillars & ratios

- **3–5 pillars, always:** fewer leaves obvious strategy gaps; more dilutes your expertise until nothing stands out.
- **Four universal archetypes:** Educational (authority), Inspirational (vision), Personal (trust), Promotional (proof) — mix three to five and you have a frame for any niche.
- **Optional fifth:** Community/Conversational — polls, UGC and Q&A — the cheapest engagement you'll ever create.
- **Ratios are a menu:** 80/20 (value/promo), Rule of Thirds, 5-3-2 (LinkedIn/B2B), or 50-30-20 (entertain/educate/promote). Pick one, apply it, commit for 6+ months.
- **Atomization:** one anchor idea → 10+ formats. A single blog post yields 5–10 pieces; a research report can yield 30–50. Multiplies reach 3–5× per hour of effort.

BEGINNER'S MOVE

Start with 80/20 — it's impossible to get wrong. Graduate to 50-30-20 as a consumer brand, or 5-3-2 as a B2B / LinkedIn-first creator.

CHAPTER 02 · CONTINUED

Ratios, at a glance

FRAMEWORK	SPLIT	BEST FOR
80/20 Rule	80% value · 20% promo	Any platform, starters
Rule of Thirds	1/3 promote · 1/3 curated · 1/3 personal	Balanced brand accounts
5-3-2 Rule	5 curated · 3 original · 2 personal	LinkedIn, B2B
50-30-20	Entertain·Educate·Promote	Consumer, IG/TikTok

- **Theme days as scaffolding:** assign a theme to each weekday (Teach Tuesday, BTS Thursday) so the blank page is gone before you sit down.
- **Layer festivals early:** India's Diwali retail market hit ~\$69B in 2025, up 25% YoY, with 45% of shoppers starting 2–3 weeks ahead. Launch festive content 3–4 weeks out.

The idea engine

A list of ideas is a fish. A system for generating them is a fishing rod. Four engines turn what you already have into an endless stream of posts:

- **The Question Mine:** list every question a customer asks before/during/after buying. Each one is an educational post — most niches surface 50+ without trying.
- **The Atomization Engine:** take one anchor asset and break it into ten formats. One good idea becomes two weeks of posts.
- **The Objection List:** every reason someone doesn't buy becomes a myth-bust, a proof post, or an FAQ.
- **Format Rotation:** hold the topic constant, change the format — how-to → myth → poll → story → testimonial.

SIX CATEGORIES COVER EVERYTHING

Educational, Engagement, Storytelling, Promotional, Trending, Community — every post you'll ever make fits one of these six, mapped to your pillars.

CHAPTER 03 · CONTINUED

The math behind 365 ideas

145

Repeatable archetypes across
6 categories

×12

Monthly theme hooks to layer
on top

1,740

Archetype × theme
combinations available

145 archetypes × 12 monthly themes = 1,740 unique prompts. You only need 365 a year — and changing the topic (squats one week, deadlifts the next) yields dozens more from each archetype.

- **Trending, safely:** newsjack with speed + strategy, genuine relevance, fact-checked accuracy — and skip anything sensitive without a clear, respectful connection.
- **Community/UGC is free content:** a branded hashtag, shoutouts and contests turn customers into your content team.

RUN ALL FOUR ENGINES AGAINST ONE PILLAR

You'll generate more ideas than you can post in a month — from just that one pillar.

365 days of ideas

- **Educational (~30 archetypes):** how-tos, myth-vs-fact, common mistakes, glossaries, checklists, "5 signs...", case teardowns — the workhorse behind your 80% value content.
- **Engagement (~25):** polls, this-or-that, fill-in-the-blank, unpopular opinions — cheap to make, outsized algorithmic reward.
- **Storytelling (~25):** origin story, failure/lesson, client journey — built on PAR (Problem-Agitate-Resolve) or BAB (Before-After-Bridge).
- **Promotional (~30):** case study, testimonial, limited offer, objection-buster — the 20% that pays, told as a full story with hard numbers.
- **Trending (~15) & Community/UGC (~20):** reactive takes and customer-made content — the highest-reach and lowest-cost categories.

THE ROTATION TRICK

Assign each weekday a category and walk down its archetype list one slot at a time. Reach the bottom, change the topic, start again — that's how 30 days becomes 365.

CHAPTER 04 · CONTINUED

One week, three niches

DAY	CATEGORY	POST (FITNESS COACH)
Mon	Storytelling	Origin: why I became a coach
Tue	Educational	How-to: fix your squat depth
Wed	Engagement	Poll: morning or evening workouts?
Thu	Community/UGC	Shoutout: a client's progress post
Fri	Promotional	Case study: 8kg down in 12 weeks

 **Same skeleton, any niche:** the book runs this bank across three real examples — a fitness coach, a boutique DTC brand, and a B2B consultant — so every archetype has a worked example.

The 12-month theme map

- **Two layers:** global evergreen anchors (New Year, Valentine's, Black Friday) plus 2–3 niche-relevant observances a month that genuinely fit your brand.
- **Verify every date:** Indian festivals follow the lunar calendar. 2026 has an Adhik Maas (extra lunar month, May 17–Jun 15) pushing several festivals ~20 days later than usual.
- **2026 anchors:** Holi (Mar 4), Raksha Bandhan (Aug 28), Diwali (Nov 8) — and November stacks Diwali against Black Friday, so plan it first.
- **Launch 3–4 weeks early:** 45% of Indians start Diwali shopping 2–3 weeks ahead, 37% a full month ahead. Posting on the day itself is the most common festive mistake.

THE FESTIVE SPRINT

–4wk tease & educate → –2wk offer & prove → –3 days urgency → day-of celebrate (no selling).

Planning ops

- **Cheapest capable stack:** Google Sheets or Notion (free) to plan + Buffer (free—\$6/mo, 3 channels) to schedule. Add Metricool only when analytics become a bottleneck.
- **The 1-hour weekly ritual:** review last week (5 min) → pillar check (10) → slot theme days (10) → pull from idea bank (15) → draft hooks & CTAs (15) → schedule (5).
- **The 2-day batch workflow:** Day 1 = ideate + write; Day 2 = capture (film/shoot) + edit & schedule. Kills the "switching tax" of jumping between modes.
- **Audit cadence:** light monthly benchmark (what worked) + deep quarterly review (KPI trend, pillar ratios) + annual reset.

SEPARATE PLANNING FROM MAKING

The weekly ritual architects the week — it doesn't write full posts. Drafting happens in the batch session. That split is the whole trick.

Platform playbooks

PLATFORM	CADENCE	PRIORITY FORMAT
Instagram	3–5 feed/wk	Reels for reach, carousels for saves
LinkedIn	2–5×/wk	Doc carousels; native video rising
YouTube	1×/wk	Long-form + repurposed Shorts
TikTok	3–5×/wk	Trend-audio native video
X / Threads	2–3×/day	Reactive text, threads

- The one rule that beats every chart:** the right frequency is the highest cadence you can sustain without quality dropping. A sustainable 3× beats a heroic 7× that collapses.
- Pick a reach engine + a home base:** you don't need all seven platforms — master one reach engine (Reels/TikTok/YouTube) and one home base (LinkedIn/IG/email).

CHAPTER 08

Your starter calendar

- **The 7-day rhythm:** Mon Motivation · Tue Teach · Wed Ask/Poll · Thu Throwback/BTS · Fri Feature/UGC · Sat Lifestyle · Sun Recap.
- **30-day starter grid:** four weeks of the rhythm above, with an archetype already slotted into each day — swap in your niche and post.
- **Keep promo to one day/week:** that's 80/20 in practice — four "buy now" posts a month against twenty-plus value posts.
- **The weekly review ritual** keeps it alive: review, pillar check, slot, pull from bank, draft hooks, schedule — one hour, once a week.

SHIP WEEK ONE NOW

Don't wait for week four to be perfect. Fill week one, schedule it, and refine as you go — a live imperfect calendar beats a flawless one that never ships.

YOU'VE GOT THE MAP. NOW GET THE TERRAIN.

This was the 20-minute version.
The full guide is the whole system.

You now know more about planning than most creators who wing it and burn out. The complete **Content Calendar Bible** takes every chapter above and gives you the full 365-day idea bank, the 12-month map, and the fill-in-the-blanks starter calendar.

- **The full 8 chapters** — every system above, illustrated and expanded.
- **The complete 365-day idea bank** — 145 archetypes across all three niches (fitness, e-commerce, B2B).
- **The full 12-month theme map** — every global anchor and 2026 Indian festival, mapped.
- **Platform playbooks** — cadence, best times and format priority for all seven major platforms.
- **Your starter calendar + weekly grid** — ready to copy and post tomorrow.

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