

# PLAN LIKE A CEO

## YOUR 7-DAY CONTENT PLANNING RHYTHM

Show up with strategy, not stress - a weekly system to help you create content that connects and converts.

# You don't need more content. You need a system.

As a founder, you wear 17 hats -but your visibility shouldn't feel like another chore. This simple ritual will help you show up online with purpose, confidence, and consistency - in less than an hour a day.

Use this 7-day prep plan every week to batch smarter, plan better, and stay booked.

# 7-Day CEO Content Planning Table

Day	Plan
Day 1	CEO Check-In: Review your goals and offers for the week
Day 2	Identify Your Content Pillars
Day 3	Create Core Topics & Hooks (3–5 ideas)
Day 4	Draft Captions or Bullet Points
Day 5	Record Videos or Create Graphics
Day 6	Schedule + Automate
Day 7	Show Up + Engage

# CEO Content Planning Breakdown

## Day 1 — CEO Check-In

- **What to do:** Review your business goals + offers for the week
- **Why it matters:** Ensures your content supports what you're selling

💡 **Quick tip:** Write down your focus offer before you plan anything else

## Day 2 — Define Your Content Pillars

- **What to do:** Choose 3–5 core themes (e.g., education, storytelling)
- **Why it matters:** Pillars give structure and brand consistency

💡 **Quick tip:** Think: "What do I want to be known for?"

## Day 3 — Brainstorm Hooks & Topics

- **What to do:** List 3–5 post ideas based on your pillars
- **Why it matters:** Speeds up content batching and reduces guesswork

💡 **Quick tip:** Use story prompts like: "What's a lesson I learned this week?"

## Day 4 — Draft Captions or Talking Points

- **What to do:** Write outlines or bullets for each post
- **Why it matters:** Makes your message clear and ready to share

💡 **Quick tip:** Add a CTA to every caption - what should they do next?

## Day 5 — Create Visuals or Record Reels

- **What to do:** Design your posts or batch record 2–3 videos
- **Why it matters:** Saves energy and increases brand quality

💡 **Quick tip:** Keep templates handy - done is better than perfect

## Day 6 — Schedule + Automate

- **What to do:** Use tools to auto-post or organize your drafts
- **Why it matters:** Keeps you consistent without burnout

💡 **Quick tip:** Set it and forget it with Later or Meta Business Suite

## Day 7 — Show Up + Engage

- **What to do:** Respond to comments, DMs, and post 1 story
- **Why it matters:** Builds trust and community with your audience

💡 **Quick tip:** Don't just post - connect

# Plug & Post — Weekly Content Grid

## Weekly Content Grid

Day	Topic/Hook	Why It Matters
Mon		
Tue		
Wed		
Thu		
Fri		
Sun		

# Want personalized help building your marketing system?

**Book a call**

@sasdigitalmarket  
[www.sasdigitalmarket.com](http://www.sasdigitalmarket.com)