

BRAND EMPIRE CHALLENGE

Day 2 Worksheet: Content Empire Blueprint

Plan a month of content that builds trust and moves people toward buying.

By Lauren "Lolo" Bailey

Use the SCALE Content Strategy (Stories that Connect, Content that Teaches, Authority Building, Lifestyle Integration, Engagement Drivers) and your four pillars to plan 30 days of content.

Your platform

My primary content platform, and why

Your 4 Content Pillars

PILLAR	WHAT IT MEANS FOR MY BRAND	3 TOPIC IDEAS
A: Educate		
B: Inspire		
C: Connect		
D: Promote		

Your weekly posting rhythm

DAY	FORMAT	MY TOPIC IDEA
Monday	Carousel (3, 5 or 10+ slides)	
Tuesday	Voice-over video	
Wednesday	Carousel (3, 5 or 10+ slides)	
Thursday	Text-on-screen video	
Friday	Trend video	
Saturday	Any format	
Sunday	Any format	

Your 30-day content calendar

Give each week a focus: Week 1 Foundation, Week 2 Education, Week 3 Connection, Week 4 Authority. Build planned breaks in.

DAY	THEME	PILLAR	POST IDEA
1	Foundation		
2	Foundation		
3	Foundation		
4	Foundation		
5	Foundation		
6	Foundation		
7	Foundation		
8	Education		
9	Education		
10	Education		
11	Education		
12	Education		
13	Education		
14	Education		
15	Connection		
16	Connection		
17	Connection		

DAY	THEME	PILLAR	POST IDEA
18	Connection		
19	Connection		
20	Connection		
21	Connection		
22	Authority		
23	Authority		
24	Authority		
25	Authority		
26	Authority		
27	Authority		
28	Authority		
29	Your choice		
30	Your choice		

5 story ideas from your own experience

Story 1

Story 2

Story 3

Story 4

Story 5

| Your Day 2 action plan (45–60 minutes)

- ☐ Choose your primary content platform
- ☐ Create your 30-day content calendar
- ☐ Write 5 story ideas from your own experience
- ☐ Plan your content creation schedule

My content creation schedule (when I create, when I post, my planned breaks)

Go deeper: Keep the rhythm going after the challenge with the **Weekly Lead Rhythm Journal**, a 3-touchpoint weekly system with a fillable weekly planner. Use code **EMPIRE20** for 20% off. [Get the Weekly Lead Rhythm Journal.](#)

Want to cut your planning time and stay organized? Try [Chasing Ducky.](#)