

THE FREELANCER KIT

Social Media Content Calendar Pack

A complete 90-day content planner plus 60 ready captions and hooks. Never stare at a blank posting screen again.

90-DAY PLANNER + 60 CAPTIONS

2026 Edition · For the buyer's personal use

What's inside

Part 1 — The 90-Day Content Planner	3
Part 2 — 60 Ready Captions & Hooks	4

Pages don't die from bad content — they die from blank-screen days. This pack removes them: a fixed weekly rhythm (what type of post goes on which day), 12 weekly themes (what the posts are about), and 60 fill-in captions (the words themselves). Set it up once, batch one week at a time, and your page runs for 90 days.

Part 1 — The 90-Day Content Planner

Your master plan. Print it, and plan every week from the weekly table below.

THE 90-DAY SYSTEM (read this first)

Rhythm: 5 posts per week = 65 posts in 90 days. One rest day is built in; one day is for replies and comments only (community day).

Daily rotation (same every week – routine is the strategy):

Monday TEACH (a tip your customer can use today)
Tuesday PROVE (result, testimonial, before/after, case study)
Wednesday CONNECT (story, opinion, question, behind the scenes)
Thursday TEACH (myth-busting or a how-to series, part numbered)
Friday OFFER (your service, package, or free demo – clear CTA)
Saturday COMMUNITY (replies, shout-outs, user content, polls)
Sunday REST (schedule nothing; or re-post your best-ever post)

THE 12 WEEKLY THEMES (the "what", rotation gives the "how")

Week 1 – Foundations: the basics of your topic your customers get wrong
Week 2 – Mistakes: the 5 costliest mistakes in your niche (1 per TEACH day)
Week 3 – Proof: results week – numbers, screenshots, client stories
Week 4 – Story: how you started, failures, lessons (CONNECT-heavy)
Week 5 – Objections: answer every "but..." your customers say before buying
Week 6 – Process: show exactly how working with you looks, step by step
Week 7 – Comparisons: you vs DIY, cheap vs right, myth vs fact tables
Week 8 – Questions: a full week built from real customer questions
Week 9 – Seasonal: tie content to the season/event your buyers care about
Week 10 – Deep proof: one client story told across the whole week
Week 11 – Teaching series: one big topic in 4 numbered parts
Week 12 – Offer week: your best offer, deadline, testimonials as backup

MONTH MAP

Month 1 (Weeks 1–4): TRUST – teach + prove. Goal: followers learn your name.
Month 2 (Weeks 5–8): AUTHORITY – objections + process. Goal: first enquiries.
Month 3 (Weeks 9–12): CONVERSION – series + offer. Goal: sales conversations.

BATCHING RULE (how this stays possible)

Film/write one week in ONE sitting (2–3 hours). Write captions from the Captions section of this pack, schedule everything, then the week runs itself. Never create daily – daily creation is why most pages die in week 3.

The weekly template (use it for all 12 weeks):

Day	Type	Your job (15 words or less)
Monday	TEACH	One usable tip on this week's theme
Tuesday	PROVE	One result, story or screenshot
Wednesday	CONNECT	Opinion, story or a question to followers
Thursday	TEACH	Myth-bust or numbered how-to, same theme
Friday	OFFER	Service/package post with a clear action
Saturday	COMMUNITY	Reply to every comment; share a follower/customer
Sunday	REST	Nothing — or re-post your best post ever

Why this works: Consistency beats inspiration: algorithms reward pages that post on a rhythm, and customers trust businesses that show up predictably. The fixed rotation means you never decide 'what type of post today?' — only 'what's this week's theme?'

Part 2 — 60 Ready Captions & Hooks

Your words library. One caption per post; the first line of each is written as the hook — the line that stops the scroll.

Here are 60 ready captions and hooks. Replace every [BRACKET] with your niche's words, post, and track which five your audience loves — then write more like those five.

01. Stop doing [common mistake]. Do this instead: [the fix]. It takes 10 minutes and saves you [pain].
02. 3 signs you need [service/product] – number 3 is the one everyone ignores.
03. I wasted [time/money] learning this so you don't have to: [lesson in one line].
04. The real reason your [result] isn't improving? It's not [obvious thing]. It's [real cause].
05. Day in the life: what [your job] actually looks like behind the scenes.
06. My client came to me with [problem]. Here's exactly what we did – and the result.
07. Unpopular opinion: [bold claim about your niche]. Agree or fight me in the comments?
08. Before you pay anyone for [service], check these 4 things first.
09. Free tip Friday: [one genuinely valuable tip]. Steal it. (Or hire me and skip the work.)

10. What I wish I knew before starting [your field] – a thread in one post.
11. This took me 5 years to learn and 30 seconds to teach you: [insight].
12. POV: you finally [desired outcome] because you stopped [mistake].
13. Save this post. Next time [situation] happens, you'll need these steps.
14. Quick question for my followers: [A] or [B]? Your answers decide my next post.
15. [Number] tools I use every day as a [profession] – and #4 is free.
16. Watch me fix [common problem] in 60 seconds.
17. The difference between cheap [service] and right [service], in one picture.
18. Your [business/page/profile] doesn't have a [traffic] problem. It has a [real problem] problem.
19. I asked my happiest client what almost stopped them hiring me. Their answer surprised me.
20. Repeat after me: [myth] is NOT true. Here's the proof.
21. Small change, big result: I changed [one thing] and [measurable result].
22. How to [task] in 3 steps: 1) 2) 3). That's it. That's the post.
23. Comment [WORD] and I'll send you my free [demo/checklist/guide].
24. Things in my [workspace/process] that just make sense.
25. If I had to start [your field] from zero today, here's my exact first week.
26. Rate my setup/process/results – be honest, I can take it.
27. The email/message that changed my business: [story in 3 lines].
28. Why I charge [price range] for [service] – and why clients happily pay it.
29. 5 questions to ask before hiring any [profession]. Number 2 exposes the amateurs.
30. Throwback: my first ever [project/post/design]. We all start somewhere.
31. Hot take: [trending topic] is [your genuine position]. Here's why.
32. Tutorial Tuesday: [skill] for beginners, no jargon, I promise.
33. Results don't lie: [before number] → [after number] in [timeframe]. Process inside.
34. You asked, I answered: [the most common question you get] – full answer here.
35. Behind every 'overnight success' in [niche]: [the unglamorous truth].
36. Steal my exact [template/script/process] for [task]: [the goods].
37. 3 [niche] myths that cost you money: myth 1...
38. Friday offer: [service] – [number] spots this month. DM [WORD] to claim yours.
39. What [famous example/brand] gets right about [your topic] that small businesses miss.
40. Honest review: I tried [tool/method] for 30 days. Verdict inside.
41. The [day of week] reminder you needed: [encouragement tied to your niche].
42. Checklist: before you [action], run through these 6 points.
43. I turned down a client last week. Here's why – and why it matters to you.
44. Caption this photo / finish this sentence: [engagement prompt].
45. Then vs now: my [work/results] in [year] vs today. Same person, better systems.
46. One screenshot. One lesson. [Screenshot + the story behind it.]
47. Your competitors are doing [thing]. Here's what to do instead.
48. The 80/20 of [your topic]: 20% of effort that gives 80% of results is...
49. Mistake of the week (mine): [honest mistake] and what it taught me.
50. Giveaway/post milestone: [number] followers – thank you. Here's my gift:

[free thing].

51. How [client type] went from [pain] to [outcome] in [time] – full breakdown.

52. If your [thing] looks like this, it says [impression]. Fix it like this:

[fix].

53. Quick poll: what's your biggest struggle with [topic] right now? A, B, C or D?

54. I don't gatekeep: here's my full [process] for [result], free.

55. Sunday reset: 3 things I'm planning this week as a [profession]. Steal my plan.

56. The comment that made my week: [share it, thank them publicly].

57. Why 'post more' is bad advice – and what to do instead. (Post #1 of my new series.)

58. Last chance this month: [offer] closes [day]. After that, [consequence].

Details in comments.

59. Answering your DMs publicly: [question] – because 10 of you asked the same thing.

60. From my notes app to your feed: [raw, honest insight from your work this week].

Why this works: Every caption opens with a pattern that earns the second line: a mistake, a number, a myth, a result or a question. Hooks decide whether content lives; the rest of the caption just delivers what the hook promised.

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Done-for-you templates and tools — made to be faster than doing it yourself and more reliable than starting from a blank page:

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- Freelancer Contract Template Pack
- Freelancer Invoice Template Pack
- Complete Freelancer Bundle (all three template packs)
- Excel Auto-Cleaner (Python tool)
- Bulk File Organizer (Python tool)
- PDF Toolkit (Python tool)
- Image Compressor (Python tool)
- Freelancer Proposal & CRM Sidekick (Chrome extension)
- Freelancer Sidekick Pro
- Resume & CV Template Pack
- Cover Letter Template Pack
- Business Email Templates Pack
- Client Onboarding Pack
- Cold Outreach Scripts Pack

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