



Content Calendar Quick-Start

7 items · Marketing · Free from KlipPack

The content calendar that solo founders and freelancers can actually keep up with. 7 items below get you to a posting cadence that compounds — without burning two days a week on content. Set this up once, run it weekly.

FOUNDATION (DO ONCE)

- **1. Pick exactly three pillar topics**
Three is the magic number. More gets diffuse, fewer gets stale. Examples for a freelance designer: (1) brand strategy frameworks, (2) client horror stories with lessons, (3) before/after case studies. Write them down. Every post must fit one.
- **2. Choose one platform as your home base**
Pick the platform where your buyers actually hang out — usually LinkedIn for B2B, Instagram for visual work, X for tech, TikTok for consumer. Repurpose to others later. Trying to be everywhere is how content calendars die.

WEEKLY CADENCE (DO EVERY SUNDAY IN 30 MIN)

- **3. Map 5 posts to the next 7 days using the 3-2-2 rule**
3 posts that teach something tactical (your strongest), 2 posts that show your work (case study, screenshot, before/after), 2 posts that share a perspective or hot take. Spread them across Mon-Fri.
- **4. Write all 5 hooks before you write any bodies**
The hook is 80% of the work. Get all five hooks tight first — when you sit down to write the body Tuesday morning, you're not staring at a blank page. Your brain has already been chewing on it.
- **5. Block one 90-minute writing session for the batch**
Tuesday or Wednesday morning, no meetings, phone in another room. Write all 5 posts in one sitting. Don't perfect — finish. Edit during your second pass on Thursday.

REPURPOSING (TURN 1 POST INTO 4)

- **6. Build the repurposing matrix once, run it forever**
Every long post → (1) thread version on X, (2) carousel/visual on Instagram, (3) 90-second talking video for Reels/TikTok, (4) 200-word email blurb to your list. Same idea, different shape. Schedule the repurposes 5-10 days after the original to avoid cannibalizing.



7. Track what hits with a one-line spreadsheet

Every Friday, log: post topic, format, the engagement number that matters for your platform. After 6 weeks the pattern is obvious. Make more of what works, kill what doesn't, stop second-guessing.

This checklist is part of the free **KlipPack Quick-Start Checklist Pack**. Browse the full catalog of templates, prompt packs, and operator tools at klippack.com.