# AI-Powered Content Calendar

Plan 4 weeks of consistent content ideas for your audience.

## The Problem: Content Consistency Fatigue

Many small business owners struggle to keep their social media and marketing content consistent. Inspiration fades, planning takes too long, and engagement drops when posts become sporadic.

## The Solution: AI as Your Creative Partner

Use ChatGPT to co-create a four-week content calendar that keeps your brand visible and your messaging fresh. By prompting it strategically, you'll generate ideas that reflect your tone, goals, and audience.

---

## 5 Simple Steps to Build Your Calendar

### Step 1: Define Your Audience & Goal

**PROMPT:**

"My small business serves [describe your target audience]. I want to post consistently for the next month to [goal—build trust, increase visibility, drive sales, etc.]. Suggest 4 weekly themes that align with this."

**EXAMPLE:**

"My small business helps solopreneurs save time with automation. My goal is to attract potential clients and share useful tips. Suggest 4 weekly themes for my content calendar."

---

### Step 2: Generate Post Ideas

**PROMPT:**

"Based on these 4 weekly themes, suggest 3 post ideas per week that include how-to's, stories, and engagement posts."

**PPRO TIP:** Ask ChatGPT to label each post type (Educational, Personal, or Conversational) to keep your mix balanced.

**Step 3: Write Captions with Personality**

**PROMPT**

"For Week 1, write short, conversational captions for each post idea that feel natural for my audience."

**EXAMPLE:**

If your theme is "Time-Saving Tools," ChatGPT might create:

- "You don't need more hours—just smarter workflows."
- "Here's how I cut my email time in half this week."
- "What's one thing you wish you could automate?"

---

**Step 4: Add Visual & Scheduling Prompts**

**PROMPT**:

"Suggest a simple image or video idea for each post and organize all 12 post ideas into a 4-week schedule."

**EXAMPLE**

- Behind-the-scenes photo
- Screenshot of a tool
- Short 30-second tip video

---

**Step 5: Review & Stay Consistent**

**PROMPT:**

"Review this 4-week plan to make sure it includes a balance of educational, story-based, and engaging posts. Suggest one improvement per week."

Then set up reminders in your calendar or use an app like Later, Metricool, or Canva Scheduler to stay consistent.

---

## Join Me for AI Coffee + Carol

*An informal chat about how AI fits into real life.*

Whether you're running a business, volunteering, learning something new, or simply curious, bring your ideas, experiences, and questions.

Learn more and join the next chat.

AI Coffee + Carol