

SESSION 7 · 4:15 – 4:50 · 35 MIN

Your first content calendar.

The single page that will run your posting for the next 7 days.

IN THIS SESSION

Why calendars · The template · Fill it out · Share back

THE RULE

Consistency beats perfection.

A scheduled OK post beats

an unscheduled "perfect" post that never gets published.

THE TEMPLATE

5 columns. 7 rows. That's it.

Day	Pillar	Format	Caption Idea	Time
Mon	Wildlife	Reel	Sunrise safari POV	7 PM
Tue	Culture	Reel	Tharu breakfast plating	12 PM
Wed	BTS	Reel	Feeding buffaloes	6 AM
Thu	—	—	—	—
Fri	Guest	Reel	Guest goodbye clip	6 PM
Sat	Wildlife	Photo	Best photo of the week	10 AM
Sun	Practical	Carousel	"How to reach Bardiya"	5 PM

STARTING RULES

Beginner cadence.

Follow these until they feel automatic. Then experiment.

5-7

posts per week

Not per day. Per week. Consistency beats volume.

2-4

videos per week

At least one has to be a video (reel or TikTok). Videos win visibility.

1

story per day (bonus)

Stories don't take much time and keep you top-of-mind.

YOUR TURN · 15 MINUTES

Fill your calendar.

- 1 Grab your handout — the blank content calendar template
- 2 Use your 10 ChatGPT ideas from the last session
- 3 Pick 3-4 you'd actually shoot this week + 1 rest day
- 4 Fill in: Day · Pillar · Format · Caption idea · Time
- 5 Buddy up when you're done — check each other's calendars

Each team: show one calendar.

Pick your team's most confident calendar. Present it in 90 seconds.

1

Whose business is this?

Name and one-line description.

2

What's your week's theme?

Is there a story arc across the days?

3

Which post are you most excited about?

And why do you think it'll perform?

Two stars and a wish.

The simplest feedback framework — used in the best classrooms.



Star 1

Something specific you loved about their calendar.



Star 2

Another specific thing that worked well.



Wish

One thing you'd change or try — kindly.

Y O U H A V E A P L A N

You made it. That was Day 1.

You have accounts. You have ideas. You have a calendar. You have a plan for the next 7 days. Now let's celebrate what you've done, quiz what you remember

QUIZ

<https://bardiya.prashantphuyal.com/day1>

Homework

Post one short clip video of tonight
with a ChatGPT-assisted captions in
the reel and TikTok

And POST it

