JPMD

TEMPLATE · FREE RESOURCE

THE 30-DAY CROWN PLAN

Stop asking what to post. Plan a month of content that builds authority.

JoeCalliProd Marketing & Design

Marketing That Mobilizes. Design That Reigns.

Strategy before visibility

A content calendar without strategy is just a scheduling tool. The Crown Plan is a positioning system. It removes the daily question of what to post and replaces it with a month built around your position, your pillars, and your offer.

> *Every post is either an investment in your authority or a withdrawal from it. There is no neutral content.*

Step 1: Define who it is for

Who exactly is this month of content for? (Their situation, current strategy, and current pain.)

What do they believe that may be holding them back? What are they afraid of?

How do they decide to buy, and what proof do they need?

Write down three phrases in their own words.

Step 2: Align it to your offer

The offer this month supports

The problem it solves, precisely

The awareness stage a client must reach to be ready for it

The one call to action that bridges content to conversation

Step 3: The monthly architecture

Week	Theme	Pillar	Content types
Week 1	Position and point of view	Point of View	Manifesto post, industry take, belief statement
Week 2	Process and method	Process	Framework breakdown, behind the method, how-to
Week 3	Proof and outcomes	Proof	Case study, outcome story, before and after
Week 4	Problem and solution	Problem	Pain articulation, cost of inaction, solution framing

Step 4: Plan every post with intent

Before each post, answer four questions. If you cannot, do not publish it.

1. Audience stage: which of the five awareness stages is this for?
2. Pillar: which of the four pillars does it reinforce?
3. Belief target: what belief should it create or strengthen?
4. Action target: what next step should an engaged reader take, and is it available from this post?

Date	Pillar	Stage	Belief target	Action target

Step 5: Map the conversion path

1. Content encounter: an ideal client finds a position, authority, or attraction post.
2. Ecosystem entry: they follow, subscribe, or save.
3. Trust development: consistent authority content builds belief.
4. Offer introduction: conversion content presents the offer with proof.
5. Next step clarity: one low-friction action from content to conversation.
6. Relationship initiation: a strategic conversation, not a sales pitch.

Your 30-day launch checklist

- [ ] Document my target across all four profiles.
- [ ] Map each offer to an awareness stage and content type.
- [ ] Define my four pillars with three post ideas each.
- [ ] Build my Week 1 to Week 4 architecture.
- [ ] Set intent for every scheduled post.
- [ ] Make sure the next step appears in all Week 4 content.

Engagement metrics are indicators, not objectives. One message from an ideal client outweighs a thousand likes from the wrong audience.