

# *31-Day Social Media Content Planner*

A done-for-you calendar with post ideas,  
themes, and engagement prompts.

— MARCH SERIES —

## *Becoming the Woman WHO BUILDS*

31 Days of Faith • Strategy • Identity

FOR WOMEN IN BUSINESS

@LaurenCalloway | Revitalizing My Soul

*LaurenCalloway.com*

# 31-Day Social Media Planner

## WEEK 1: LAYING THE FOUNDATION

DAY	TYPE OF POST	DESCRIPTION
Day 1	Introduction Post	Share your story: your background in science/tech, your faith journey, and why you now build businesses differently.
Day 2	Value Post	Explain what “Biblical Business Development” actually means and how it’s different from traditional coaching.
Day 3	Engagement Post	Ask: “What has been your biggest struggle as a woman in business?”
Day 4	Behind-the-Scenes	Show your planning process — prayer, strategy mapping, event prep, or networking ecosystem.
Day 5	Client Love	Share a transformation story (confidence, clarity, scaling, visibility).
Day 6	Personal Story	Share a moment where you felt called higher but doubted yourself. Tie it to growth.
Day 7	CTA Post	Invite women to follow the March series and commit to growth with you.

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## WEEK 2: BUILDING CONNECTION & AUTHORITY

DAY	TYPE OF POST	DESCRIPTION
Day 8	Thought Leadership	The cost of playing small in business.
Day 9	Value Post	Hustle vs. obedience — what's the difference?
Day 10	Faith-Based Insight	Identity before income. Scripture anchor (Matthew 6:33).
Day 11	Personal Story	The woman you used to be vs. the woman you are becoming.
Day 12	Myth-Busting Post	The biggest lie women in business believe.
Day 13	Educational Post	What failure taught you about leadership.
Day 14	Reflection Post	Journal prompt for women building something bigger.

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## WEEK 3: DRIVING ENGAGEMENT & SALES

DAY	TYPE OF POST	DESCRIPTION
Day 15	Framework Post	Your 3 pillars: Faith. Strategy. Execution.
Day 16	Educational Post	Why strategy without spiritual alignment collapses
Day 17	Community Post	The rooms women need to scale.
Day 18	Visibility Post	Why thought leaders must steward visibility well.
Day 19	Value Post	What scaling actually requires (systems, structure, discipline).
Day 20	Qualification Post	What you look for in a client.
Day 21	Client Pattern Story	A common breakthrough you see in women you coach.

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## WEEK 4: RAMPING UP VISIBILITY & CONVERSIONS

DAY	TYPE OF POST	DESCRIPTION
Day 22	Self-Assessment	5 signs you're playing smaller than your calling.
Day 23	Value Post	5 signs you're ready to scale.
Day 24	Business Audit Prompt	Where is your business leaking momentum?
Day 25	Faith Audit Prompt	Where are you disconnected spiritually in leadership?
Day 26	Leadership Post	The difference between being busy and being effective.
Day 27	Identity Post	The woman God is shaping you into.
Day 28	Vision Exercise	Short guided future-casting prompt.
Day 29	Community Post	What happens when women build together.
Day 30	Soft Invitation	Doors are open for women ready to build differently.
day 31	Reflection & Transition	March recap + what's coming next month.



## *Ready for more?*

Congratulations on reaching the end of our social media guide! You've gained valuable insights and actionable tips to elevate your online presence. But why stop here?

If you're looking to take your social media strategy to the next level, we're here to help. Schedule a discovery call with our expert team and explore tailored social media management solutions designed just for you. Let's transform your brand's digital journey together and achieve the success you envision. Click the link below to book your free discovery call today!

[BOOK A DISCOVERY CALL](#)