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<div class="cover__brand">Capers Ventures · Lead Magnet</div>
<p class="cover__sub" style="margin-top:1.4rem; color:#8B8270; font-size:9.5pt;
letter-spacing:0.22em; text-transform:uppercase;">Free for Eastern NC
Operators</p>
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The 90-Day *Content Calendar*

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<p class="cover__sub">Ninety days planned in one afternoon. Thirteen weekly
themes, a batching method, and the AI prompts that turn one observation into a
week of posts.</p>
<div class="cover__meta">
  <span>Built by Capers Ventures</span>
  <span>Eastern North Carolina</span>
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Open this once. Plan a quarter.

Most “content calendars” hand you ninety empty boxes and call it a system. Ninety boxes is not a system. It is a guilt-generating spreadsheet.

This one is built differently. Thirteen weekly themes — one per week of the quarter. A repeatable batching method so the week’s posts get written in a single sitting, not improvised at 9pm on a Tuesday. A small set of AI prompts that take a single observation from your week and fan it into five posts across the platforms you actually use.

The contrarian frame: **most calendars give you ninety prompts. This gives you thirteen themes and a system for producing the work.** The structural decisions are made before you sit down. Your job is the execution, not the architecture.

Who this is for

Service business owners in Eastern NC — plumbers, roofers, cleaners, contractors, consultants, coaches — who already have a customer base and are stuck on what to say. If you’re past the “do I have a business” stage but still staring at a blank week, you’re the operator this is built for.

Who it’s not for

If you’re pre-revenue and looking for content to find a business model, this is the wrong tool. If you want a done-for-you content service, the retainer is the path — not this calendar. The calendar is a tool. It still requires the operator.

The thirteen weekly themes

Each theme is one week. Five to seven post ideas per theme, sequenced across Facebook, Instagram, LinkedIn, and email. Same throughline, different formats. You're not rewriting the wheel for each channel — you're translating one idea into four voices.

Week 1 — Origin Story

Why this matters for Eastern NC operators. Locals buy from people they recognize. The origin story does the recognition work before you ever ask for a sale.

- **Facebook post.** A photo from year one of the business — the truck, the first office, the first sign. One paragraph on what you were figuring out at the time.
- **Instagram reel (60s).** "Here's where I started. Here's where I am. Here's what changed." Three beats. No script needed.
- **LinkedIn post.** The professional version: what you left behind to start this, and the one decision that made it work.
- **Email (Friday).** The same origin story, expanded — 300 words. Close with "if you ever want to know how something gets done here, just hit reply."
- **Instagram story sequence.** Three frames: old logo, current logo, the day you knew it was working.
- **FB community group post.** A question, not a pitch: "What's the most Eastern NC thing about your business?"

Week 2 — A Day in the Operation

Why this matters. Locals want to see the work. Showing the day-to-day builds trust faster than any testimonial.

- **Instagram reel.** First 30 seconds of a real job site. Phone in your pocket, narrate one decision you made.
- **Facebook photo carousel.** Four photos of one job, in order. Caption: "What this looked like from the truck."
- **LinkedIn post.** One operational decision you made this week and the trade-off behind it.
- **Email (Friday).** "Here's what a Wednesday looks like." 250 words. Specific. Not aspirational.

- **TikTok / IG reel.** A 15-second time-lapse of a setup or breakdown.
- **Story poll.** "Which job site looks worse before we start?" — two photos, one vote.

Week 3 — A Customer Problem You Keep Seeing

Why this matters. When you name a pattern your customers recognize, they assume you've already solved it.

- **Facebook long post.** "Three customers in a row this month called about the same thing. Here's what's going on."
- **Instagram reel.** Name the problem in the first three seconds. Explain why it happens. End with the one thing to check.
- **LinkedIn post.** Same problem, but framed as an industry observation. Add the data point that surprised you.
- **Email (Friday).** Walk through the problem and the simplest fix. Close with "if it shows up at your place, here's what I'd do."
- **Story sequence.** A photo of the issue, a photo of the fix, a one-line caption.
- **FB community comment.** Drop a useful answer on a neighbor's thread where the same problem shows up.

Week 4 — One Tool That Earns Its Keep

Why this matters. Recommending a tool you actually use is a quiet competence flex without sounding like a flex.

- **Instagram post.** A clean photo of the tool. Caption: "Three years in. Still my first reach."
 - **Facebook post.** "Three things this tool does that the more expensive version doesn't."
 - **LinkedIn post.** The business case — why this specific tool, what it replaced, what it cost to make the switch.
 - **Email (Friday).** A short walk through how you use it. Link to it (no affiliate; the trust is worth more).
 - **Story.** A 10-second video of you using the tool on a real job.
 - **YouTube short / IG reel.** "If you're starting out, this is the order I'd buy them in."
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Week 5 — A Mistake You Made and Fixed

Why this matters. Vulnerability scales. Most operators won't show the misstep; the ones who do build trust the fastest.

- **Facebook long post.** Tell the story. What went wrong, what it cost, how you caught it, what you changed.
- **Instagram reel.** 30 seconds. "I made this mistake last year. Here's what it taught me."
- **LinkedIn post.** Frame as systems learning — what your operation does differently now, structurally.
- **Email (Friday).** The full story. Don't sanitize. Close with the policy you put in place because of it.
- **Story.** A behind-the-scenes photo of the fix in action.
- **Comment.** Drop the lesson into someone else's thread where it applies.

Week 6 — A Testimonial That Captures a Specific Outcome

Why this matters. Specific testimonials convert. Generic ones evaporate. This week's job is to publish proof, not praise.

- **Instagram carousel.** Slide 1: the customer's words. Slide 2: the photo or the data. Slide 3: one line of context from you.
- **Facebook post.** The customer's situation before, the work, the situation after. Pull a real quote.
- **LinkedIn post.** Frame as a case study. Numbers if you have them. Specifics either way.
- **Email (Friday).** The same story expanded — 400 words. Close with "if your situation is similar, here's the next step."
- **Story sequence.** The before photo, the after photo, the customer's words on a clean background.
- **Video testimonial reel.** Even a 15-second phone-shot clip from a customer beats a written quote.

Week 7 — Behind a Decision

Why this matters. Operators want to see how operators think. Walking through one real decision is more valuable than ten "tips."

- **LinkedIn long post.** Walk through a decision you made this quarter. Options considered. What you picked. Why.
- **Facebook post.** Same decision, framed for your local audience — “here’s how we decided.”
- **Instagram reel.** The decision in 45 seconds. Be specific about the trade-off.
- **Email (Friday).** A longer-form version. Show your work.
- **Story.** A poll: “Would you have made the same call?”
- **Comment thread.** Engage with the answers thoughtfully. The comments are content too.

Week 8 — A Seasonal Move

Why this matters. Eastern NC has real seasons — hurricane prep, summer heat, holiday slowdown, end-of-year wind-down. Calibrating to the local calendar separates the local operator from the franchise.

- **Facebook post.** “Here’s what we’re doing differently this month because of [season-specific reason].”
- **Instagram reel.** The seasonal prep checklist. Three to five items. Visual.
- **LinkedIn post.** The business reasoning — why this operational shift makes sense and what gets harder if you skip it.
- **Email (Friday).** Walk customers through what they should also be doing on their side.
- **Story.** A behind-the-scenes of you doing the prep.
- **Cross-promo.** Tag or shout out a local supplier you used.

Week 9 — A Frequently Asked Question, Answered Honestly

Why this matters. The FAQ is the customer’s actual brain. Answering one in public means you’ve removed the friction for the next thousand prospects.

- **Instagram reel.** The question in the title card. The honest answer in 45 seconds.
- **Facebook post.** Same question, longer answer, conversational tone.
- **LinkedIn post.** Industry context. Why this question keeps coming up.
- **Email (Friday).** A list of three or four related questions. Quick answers. Close with “got one I didn’t answer? hit reply.”
- **Story.** A “Ask Me Anything” prompt for the day.
- **YouTube short.** Re-cut the reel for a wider audience.

Week 10 — A Comparison You Actually Believe

Why this matters. Honest comparisons signal you've thought about the work. Promoting your own solution while acknowledging the alternative is more credible than pretending the alternative doesn't exist.

- **LinkedIn post.** Method A vs. Method B. Where each wins. Where each fails. What we use and why.
- **Facebook post.** Local version — "we get asked X vs. Y all the time. Here's the honest answer."
- **Instagram carousel.** Four slides: the question, Method A, Method B, what we recommend and the caveat.
- **Email (Friday).** The longer write-up. Include the situation where you'd recommend the opposite.
- **Story.** A poll between the two approaches.
- **Comment.** Find an existing thread on the topic and drop the honest take.

Week 11 — A Win to Celebrate

Why this matters. Wins build energy. Sharing the small ones — a milestone, a hire, a finished job you're proud of — keeps the brand alive between heavier posts.

- **Instagram post.** A photo. One line of caption. Don't over-explain a win.
- **Facebook post.** Thank a specific customer, supplier, or team member by name.
- **LinkedIn post.** Frame as a milestone — what it took, what it unlocks.
- **Email (Friday).** A warmer note to your list. "Wanted you to know about this. Couldn't have done it without you reading these."
- **Story.** A behind-the-scenes of the moment.
- **Reel.** A 15-second highlight, music optional.

Week 12 — The Offer Post

Why this matters. Twelve weeks of trust-building earns you one direct ask. Don't waste it on a hedge.

- **Facebook post.** Name the offer. Name who it's for. Name who it's not for. Specific.

- **Instagram reel.** 30 seconds. Offer in the first five. Reason to act in the next ten. Call-to-action in the last five.
- **LinkedIn post.** The strategic version — what the offer is, why it exists, what changes for the buyer.
- **Email (Friday).** The full pitch. Clear ask. Single link. Single offer.
- **Story.** A countdown sticker if there's a real deadline. Don't fake one.
- **DM follow-up.** Personally reach out to three to five warmest leads from the week.

Week 13 — What's Next

Why this matters. A clean end-of-quarter post signals to your audience that you're operating in cycles, not chaos. It also seeds the next quarter's themes.

- **Facebook post.** "Closing the quarter. Here's what worked. Here's what's next."
- **Instagram carousel.** Three slides: a win, a lesson, a hint at what's coming.
- **LinkedIn post.** Operator-facing: what shifted strategically, what your team is focused on next.
- **Email (Friday).** The honest debrief. "Here's what the last 90 days taught us." Close with "if any of this sparked a question, hit reply."
- **Story.** A peek at the next quarter's first project.
- **Bonus.** Ask your audience what they want more of. Use the answers to shape the next 13 themes.

The Sunday batching method

The calendar above is useless if you don't have a process for producing the week's content. The batching method is the process.

The contrarian frame: **most operators try to post when the muse strikes. The operator who wins posts because Sunday at 4pm is for content. Not because they feel like it. Because the system says it's content time.**

The 90-minute Sunday block

One sitting per week. Coffee, laptop, this calendar open. The week's theme is already chosen — you do not need to think about what to post. You need to translate one theme into six pieces.

Step 1 — Pull the week's theme (5 min). Open the calendar. Read the theme. Read the "why this matters" line. Don't skim. The frame matters more than the words.

Step 2 — Capture one real observation from the past seven days (10 min). Open a blank doc. Type for ten minutes about anything from the week that connects to the theme. A customer call. A job site moment. A decision you made. Don't edit. Just dump.

Step 3 — Run the AI prompts (30 min). Paste your raw observation into Claude or ChatGPT with each of the prompts in the next section. The AI produces drafts for each format. You edit, not write.

Step 4 — Pick photos (10 min). Your phone already has them. Open the photo roll for the past seven days. Pull three to five that fit the theme. If none fit, take one this week and slot it in.

Step 5 — Schedule (20 min). Drop everything into your scheduler — Buffer, Later, Metricool, the native platform schedulers, GHL Social Planner. Set the times. Close the laptop.

Step 6 — Note one thing for next week (5 min). What did you almost write about but didn't? That's next week's seed. Note it in the calendar.

Ninety minutes. Six pieces of content. The week is done before it starts.

Two rules that keep the system honest

1. **Same time every Sunday.** The point of batching is the predictability. Moving the block ruins the block.
2. **Done is the bar, not perfect.** A 7/10 post that ships beats a 10/10 post that doesn't. You are building the muscle and the audience. Both compound on shipping, not on polish.

The AI prompts

Five prompts. Copy-paste into Claude or ChatGPT. Replace the bracketed sections with your specifics. Each prompt assumes you've pasted your raw observation from Step 2 above first.

Prompt 1 — The Facebook long post

You are writing a Facebook post for an Eastern North Carolina service business owned by a local operator. Voice: plain, warm, no jargon, no hype. Write a 200- to 280-word Facebook post built from the observation I just pasted. The post should open with a specific moment (not a generic opener), build to a useful insight a customer or peer would value, and close with either a question or a quiet invitation – never a hard pitch. No emojis, no hashtags, no "follow for more." Just the story and the value.

Prompt 2 — The Instagram reel script (45 seconds)

Turn the observation I just pasted into a 45-second Instagram reel script for a service business operator in Eastern NC. Three beats: a hook in the first three seconds (a question, a surprising statement, or a visual cue), the substance in the middle 35 seconds, a one-line close in the final 7 seconds. Plain spoken language – write the way someone actually talks, not how copy sounds. Include a one-line shot description for each beat (what the camera should be on). No music suggestions. No effects. Just the words and the shots.

Prompt 3 — The LinkedIn post

Reframe the observation I just pasted as a LinkedIn post for an operator audience – other service business owners, contractors, and operators in the trades or B2B services. 180 to 240 words. Lead with the operational or strategic angle (not the customer-facing one). Include one specific number, example, or trade-off. Close with a question that invites peer discussion. No "thoughts?" closers. No hashtags. No emojis. Plain operator-class voice.

Prompt 4 — The Friday email

Expand the observation I just pasted into a 300- to 400-word Friday email from a local Eastern NC service business owner to their customer email list. Conversational. Warm but not casual. No subject line yet – I'll write that separately. The email should feel like a note from a neighbor who happens to run a business, not a marketing email. Close with a single, soft invitation to reply or take one specific next step.

Prompt 5 — The variant generator

Take the post I just pasted and produce three short variants for testing: (1) a version with a more direct, no-frills tone; (2) a version that opens with a question instead of a statement; (3) a version that's 30% shorter. Keep the core message identical. I'm testing which opening works best for my audience – don't soften any version.

What this calendar surfaces

Run this for one quarter and three things become visible. Which weeks generated real engagement. Which themes your audience actually shows up for. Which platforms are worth your time and which are draining attention for no return.

The calendar gives you the data. It does not tell you which signal matters most for your specific operation.

If the data raises questions, the Audit names which one to fix first.

The \$27 Audit is a one-pager. You hand us your numbers and the gaps the calendar surfaced. We name the one structural problem worth solving first — the one whose fix unlocks the next three. No upsell pressure. No retainer pitch in the deliverable. Just the honest read.

<https://cv-pages-f5f.pages.dev/audit/>

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