

# 30 DAYS OF CONTENT

*in 24 hours*

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# *The Timeline* **BREAKDOWN**

10AM

## **shoot breakfast**

- film morning video clip for "a day in the life"
- photos of morning coffee/tea/smoothie
- film a humanized video of you talking about your niche while drinking a morning beverage
- take a selfie

**2 photos & 2 videos**

11AM

## **first outfit shoot**

- somewhere outside with greenery
- full body shots and selfies for feed or BTS
- film a video of you setting up or selfie style

**2 photos & 1 video**

12PM

## **head to lunch**

- film afternoon video clip for "a day in the life"
- photos of afternoon snack/lunch
- hop on a trending sound and make it about how customers/clients view you VS how real life is
- curate two photos for "Instagram VS reality" post

**2 photos & 2 videos**

1:30PM

## **second outfit shoot**

- somewhere more industrial (parking lot/warehouse vibes)
- full body shots and selfies for feed or BTS
- film a video of you setting up or selfie style

**2 photos & 1 video**

2PM

### third outfit shoot

- somewhere outside with great art or murals
- full body shots and selfies for feed or BTS
- film a video of you setting up or selfie style

**2 photos & 1 video**

4PM

### working content

- photo and video of you working (behind the chair as a stylist, packing orders in front of a computer)
- photo of your work as a flat lay
- take a pan over style video of your flat lay

**2 photos & 2 videos**

5PM

### non-niche content

- photo and/or video of something that is not your niche - showcase a part of your life that isn't career or social driven
- ex. mom life? love the gym? coach/play a sport?

**1 photos & 1 videos**

6:30PM

### head to dinner

- film evening video clip for "a day in the life"
- photos of dinner/dessert

**2 photos & 1 video**

7PM

### curate graphics

- create/save 4-5 graphics to use for the month - or let Mango create these for you!

**5 photos**

## total content:

20 photos

11 videos